

Naturally Meramec Consortium

Regional Meeting

June 27, 2019

Meramec Regional Planning Commission, 4 Industrial Drive, St. James, MO

6:00 p.m.

Meeting Minutes

**Call to Order:** Deb Kleinheider called the meeting to order at 6:13 p.m.

**Approval of Minutes from the May 2, 2019 meeting:** Samantha presented the minutes for approval. Chuck Ray made a motion, seconded by Jordan Ray, that the minutes be approved as presented. Motion passed.

**Missouri Science & Technology Introductions:** Jasser Estrada introduced himself to the consortium and gave a detailed explanation of his drone technology service business. Jasser explained that his services could cover a wide array of needs, from monitoring fence lines and photographing croplands to be examined to check for deficiencies in the soil quality. Brandon Owenby spoke to the group about his participation in the class this semester. Brayden explained that his main focus has been on the Food Hub Feasibility Study and gathering survey information.

**Staff Report:** Caitlin Jones gave an update on what Naturally Meramec has been doing on their Facebook page for our members. She spoke about FB & website promotions and asked the group to notify us if there are any changes that need to be made to their business profiles. She asked the group to keep us updated on anything and everything that is new and exciting for their businesses so we can make sure to promote it on Facebook.

Mark Perkins gave an update on the Food Hub Feasibility Study to the group. He let the group know that he has met with hundreds of businesses to discuss both becoming a member and about the feasibility study along with a survey. We will provide information about the survey results as they are compiled.

Samantha Maddison provided an update to the consortium on the upcoming Taste of Gasconade County event that is scheduled for August 10, 2019. She invited the consortium to attend the event as it is no cost to the current members of the consortium. Samantha let the group know that there are currently 4 vendors signed up and have at least 5 more that have expressed serious interest. She will keep the group updated at more vendors sign up.

**Presentation from Caledon:** Michael and Nellie Roach gave a presentation on “Tips for Successful Social Media Presence with a Limited Budget”. They gave tips such as being able to figure out who your target audience is and what makes them happy. Michael also focused on things such as making more videos and using the story feature on social media accounts. The main idea that Michael and Nellie focused on was the proper length of a post should be between 40 and 80 characters and to develop a branded hashtag.

**Announcements:** Everyone was able to make any announcements about their business and discuss any upcoming events.

**Next Meeting:** Next meeting in scheduled for August 29, 1019 at 6:00 pm.

**Networking:** After the meeting, attendees were able to network with other business owners.

**Adjournment:** Tammy Bruckerhoff made a motion to adjourn. John Gulick seconded. Motion passed.