Buy Local First Workgroup Zoom Call Notes – 10/30/20 Meeting

<u>Attendees</u>: Echo Alexzander, Cindee Lolik, Annette Mills, Kate Lindburg, Simon Date, Talus Fritz-Moor, and Heidi Lewis.

<u>Updates</u>

- Conversations underway with the City, Chamber, and Visit Corvallis to do a business directory:
  - http://www.orangemedianetwork.com/daily_barometer/consideration-of-corvallis-business-license-program-is-preliminary-could-limit-challenges-reaching-local-businesses/article_4724ddd8-1167-11eb-8eb5-4bd58d0cf016.html
  - There are an estimated 1,200 Benton County businesses operating locally, how do we connect with them for various ways to support them?
  - Conversations came out of inclusivity as well, how can we successfully include more diversity in business, minorities, non-English speaking, etc.
  - There are concerns for the City to be the driver as a government entity, so this could be a partnership with Chamber of Corvallis. Could the Economic Development office support financially at some time in the future?
  - There is an interest to not have this be a cost initially, or for the first years of membership.

- Buy Local First Corvallis now on Instagram @buylocalfirstcorvallis:
  - https://www.instagram.com/buylocalfirstcorvallis/

<u>2020 Events Discussion</u>

- Could BLF be the starting catalyst for starting a business database for Corvallis? Using our Google Drive for a basic framework to a longer-term database as well as for more immediate use to support businesses during current in person shopping restrictions.
  - Here is the first draft of an intake survey to build a Corvallis Business database. If you have a chance before Friday please take a look and see what we might need to add or edit:
    - https://docs.google.com/forms/d/e/1FAIpQLSfarVD1AeHGClbS29KQ--axgGprUaCW11zUc5zTKsPCCwWPKQ/viewform
  - Could we use the BLF initiative for this 'survey' to work with our existing contacts between our agencies and then take those results to the City Council to review together for future requirements for business registry?
  - We need to have very clear messaging of what the goal of this list is. Not to turn over to the city for future taxation or fees, but as a way to provide better support and inclusivity to our businesses locally.

- What would a more digital event option look like for BLF without the contest and boxes how they have been from prior years?
  - BLF email lists to in MailChimp
    - **Businesses** – request two things, BLF will be first and then the survey will come later: 1) They opt-in to be a part of our messaging. They can send us anything they want to be promoted. That they are open, if they have any shopping tips, curbside, delivery, etc. 2) Ask that they participate in database with current shopping options.
      - Also, a copy sent to Corvallis Sustainability Coalition and Chamber businesses to invite a wider audience that our current mailing list from prior year participants.
    - **Shoppers** – run logos and links to businesses who opted-in to participate.

- Right now, we have BLF on Facebook, could easily share posts across to an Instagram account if we believe there would be value in doing so. https://www.facebook.com/BuyLocalFirstCorvallis
  - Cross promote when appropriate for other locally focused social media groups like Facebook: Corvallis People, Corvallis Happenings, Corvallis Small Business, Corvallis Culinary Connections, Corvallis Healthy Living Collaborative, etc.
    - Cross-posting marketing on BLF Facebook and Instagram.

- Annette has some funds that we could explore using ads to boost the information on the platforms we decide to use.

- Could we partner for digital messaging with DCA, Visit Corvallis, and the City of Corvallis?

To Do

- Echo to draft email for the BLF opt-in.
- For businesses that opt-in, if we had social media post content, we could promote that. Also, an option to do live or recorded videos at the businesses that we could have for more dynamic interaction. Adrienne could help edit those recordings.

Next Meeting

- Work via email for next steps for email and begin interviews.