

**SUN PRAIRIE BUSINESS AND EDUCATION PARTNERSHIP**  
**October 19, 2017 – Minutes (taken by B. Butler)**

**Present:** Christi Winchel, Sharlot Bogart, James Ackley, Chris Swenson, Shirley Statz, Seth Degnan, Nancy Everson, Yvonne Lovicott, Jill Conaway, Marv Hupp, David Thwing, Patrick Malinowski, Krista Kaltenberg, Taran Katta, Jenny Stebnitz, Karen Bailey, Kayla Wilke, Chad Wojtysiak, and Betsy Butler.

**Call to Order:** The meeting was called to order at 7:35 a.m. by Sharlot Bogart (Vice President standing in for James Ackley) at Northside Elementary School. Thank you to Northside Elementary and Krista Kaltenberg for hosting the meeting today.

**Welcome & Introductions:** Members introduced themselves as we have several new members this year.

**Approval of September 21 BEP Minutes:** Motion made by Malinowski, seconded by Bailey, to approve the 9-21-17 minutes. Motion carried.

**Student Feature:** Taran Katta shared information about club membership drives, homecoming events. Powderpuff football and volleyball both went well, and we had 1000+ kids attend the dance.

**Treasurer's Report:** Everson reported that recent expenditures were from the Adopt-a-School banners. We had minimal other expenses. We did bring in \$1300 in revenue (Reading Buddies, etc.). She needs to order the GRIT folders. Do we order in bulk? The savings could be significant. Do we purchase for the next 2 years? Revisions are being done to the logo. Stebnitz shared those options. The board found one they liked which included the vision. We will order the larger amount of folders. Motion to approve the treasurer's report made by Marv Hupp; seconded by Chris Swenson. Motion carried.

**Membership Report:** Chris Swenson emailed many about getting organized for the next drive. Swenson explained the steps that Deb goes through. Betsy will handle this with Deb Schenck. Butler needs the letter from Ackley. We need a good recruiting year. Window clings are a great idea, but our execution of the delivery has not been good. Recruiting breakfast in business park is an excellent idea. It needs to be all hands-on-deck with contacting members. Everson stated that the list needs to be divided up and with each board member going out and making contact. We need stronger steps in place for follow up after paying dues. Winchell suggested a personalized letter. Notecards would be better. Butler will take care of those. Stebnitz

will finalize the logo. Give Swenson the contact names at the businesses, and he will make the contact.

**Calendar of Events:** Everson shared the updated calendar. Starting next week we have first set of mock interviews at the high school. Those are covered. First quarter recognitions are coming up at 4th and 5th grades. Sheehan is going to partner with Chris? Grading in the elementary schools is changing - the district is going with only semester grades. Will we only do this at semester then? Wilke will check on the dates for the middle schools. Those schools are recognizing punctuality. We would prefer to continue to do this every quarter. We will need volunteers to do this.

Our next meeting is at UW Health. Discussion about the GRIT program - the Culver's employee recognition is coming up. Day One has 2 awesome candidates as well. Discussion of t-shirt gifting to the GRIT award winners. Taran Katta stated that high school kids would prefer gift cards. The December 14th meeting will be at Statz home (confirmed by Statz who is in attendance). We need a January location for our board meeting.

We continued the earlier discussion of the recruiting breakfast and a possible plan - maybe we could use WPPI conference room to have people come for a breakfast to learn about BEP. We discussed best ways to get attendance at the meeting in January (if it is in January). Businesses would prefer a breakfast event. Possible timeline: breakfast and networking 7-7:30, information at 7:30. The budget for this should be healthy. We need to invest in this opportunity. The workforce quote on the invite to needs to appeal to their needs. "We can help you find your future workforce." Catering - look at our members for this. Contact district office for possibly catering as well. We need ideas and pricing. Bogart will contact DO. Everson will contact WPPI. Board members will divide the BEP information and present to the attendees at the event.

#### **Unfinished Business/Old Business:**

- INSPIRE: A program at school for career exploration. What is the tie to businesses? Businesses are available to help kids and seen as a knowledge base, a mentor. We have not done this well in terms of getting our businesses to sign up. We have about 10 businesses signed up. We need to put an emphasis on it. How do we promote this better? Our kids end up communicating with Middleton businesses and other Dane County businesses. Questions asked by the board: What is INSPIRE's marketing plan? What is the BEP's role?
- Future Quest: Everson brought up the upcoming Career Fair at the Alliant Energy Center - They want at least 100 companies to talk to kids about careers. They want interactive things. How does Nancy get that word out and promote it?

It is the first week in December. Thwing asked questions - what size or type of business for these events? What is the focus? Everson will get more specific information about the focus and expectations.

- Vision and Mission—BEP's 29<sup>th</sup> Year: Vision is revised as follows: *Preparing and supporting today's students for the workforce of tomorrow.* Mission is as follows: *Uniting schools and businesses to help students prepare for their futures.* Motion to approve the mission statement; Everson, and Thwing. Motion carried.
- *Today's Students - Tomorrow's Workforce* is our tag line.

[Later revision to Vision after our meeting: Vision is *Preparing and supporting today's students for tomorrow's workforce.* This was done to better mirror our tagline.]

### **New Business:**

- Adopt-a-School: Frontier and Royal Oaks kick-off is next Tuesday at Royal Oaks, 10:00 am-12:30 pm. Photo at 10:15ish. The Star will cover it in the paper but unable to be there. Swenson will bring his camera. HR and Operations are the two departments working directly with classrooms. Students will visit Frontier in the spring. Everson will contact KIDS4 to cover the event.
- Costco is looking to do in-kind donations. Maybe we can contact them to supply food that morning.

### **Committee Reports**

- Volunteers: Nothing at this time
- Reality Rocks: December 13th is coming up. 313 students. Larger group.
- Marketing/Membership/PR: Covered earlier.
- Reading Buddies: New businesses are loving reading to 1st graders.
- GRIT: Covered earlier.
- Adopt a School: Covered earlier.
- Adopt a Future: Nothing at this time.
- Prairie Voices: Nothing at this time.

### **Activities:**

- Working Wednesdays: KFC came yesterday, Culvers coming in, Colony Brands had 30 people apply.
- Teach-In/Career Day: New idea - marketing and business teacher want to have a professional day for kids. Interviews over lunch/dinner. In the past at the old

high school, the culinary arts students served food. Done very professionally.  
Just start to think about this idea.

- Career Night: Nothing at this time. This may be cancelled.
- Mock Interviews: Covered earlier.

**Adjournment:** Motion by Everson, seconded by Winchel to adjourn at 9:03 a.m.  
Motion carried.

**Next meeting:** Thursday, November 16th at UW Health at The American Center, 7:30 a.m.