

Individual and Family Economic Stability Team Notes
August 12, 2010

Present: Henry Spencer, Ann Hamilton, Cyndi Paulin, Lori Lenart

Next meetings: September 16 & October 14; 2:00-3:30 pm, Tri-County CAP Resource Center

The main thrust of the team's work this month focused on the Buy Local work. Henry said he would be interested in heading up the work because he feels so strongly about it and getting something accomplished. The discussion was that having something concrete to do will attract more people to the process. Both Ann and Henry had looked online at other buy local initiatives and came up with the following questions/points/next steps:

1. Someone will have to reach out to all these businesses in the area that we would like to have participate in the initiative.
 - a. The area covered by this initiative is much bigger than one city or borough, so it will take some significant time.
2. Will have to agree on a message that we will use to approach the businesses and get them interested. Henry agreed to draft that letter.
3. We will need a catchy name and website. Keep "Carroll County" in the name because it's really about creating a county identity.
 - a. "Keep it in the county: think Carroll County"
 - b. "What's spent in Carroll County stays in Carroll County"
 - c. Have a design contest for the logo, utilize the local high school graphic arts departments
4. Will need someone to put together the website and manage it. Facebook is another avenue of getting the word out there.
5. Will need someone to coordinate the effort. Henry said he would be interested in doing that.
6. There are 2 possible avenues for this work – approaching businesses to get them involved and creating revenue sources for families (if they can use their land to grow raspberries and make a little extra money, that's less time they have to be employed away from home).
7. How will we track results? Ideas:
 - a. Stamp "passports" every time someone buys something from a local business; turn in the stamped sheets to enter into a raffle.
 - b. Use of coupons that get turned in at participating businesses?
 - c. Has to be easy to collate by staff, be able to show an increase in revenue for businesses
8. There will have to be a print media campaign, including ads, signs or stickers that businesses can display in their store, radio, tv as well as reaching out to economic councils, Rotary, chambers of commerce, etc. The group agreed to look on websites to see what other initiatives are doing to track and as incentives to participate.
9. Focus will be on locally-owned businesses first; ultimately the group will have to come up with a definition of "local".
10. It would be nice to increase participation in this group, especially by local business owners.

Follow-up:

- Henry will work on draft of what might go out to businesses
- Cyndi will pull content from the websites that were in that last handout and put together a document with the information so that we know everyone is looking at the same pages – and put it on CD.

