



3M Redevelopment Jobs Workgroup -Meeting Notes-

August 25, 2009

11:30-1:30pm

Goodwill/Easter Seals

Attendees:

Eric Bestrom (HAP), Luis Pereira (PED), Kevin Martineau (American Indian Family Center), Alicia Smith (American Indian Family Center), Kathy Lantry (City Council - Ward 7), Ellen Biales (City Council Leg. Aide - Ward 7), Janayah Bagurusi (Twin Cities LISC), Monte Hilleman (SPPA), Janet Ludden (ESI)

Facilitator:

Janet Ludden, Employer Solutions Inc.

Discussion:

The focus of the discussion at the meeting was discussing the recruitment of businesses that meet the previously stated Evaluation Criteria.

Recommendations to Advisory Committee – Site Marketing/Recruitment

- Priority should be to recruit businesses that meet the Evaluation Criteria previously recommended by the Jobs Workgroup.
- The marketing effort for the 3M Site should be a broad based comprehensive strategy that utilizes several effective modes of communication.
- Efforts should leverage existing Invest Saint Paul Marketing and Neighborhood Stabilization Program efforts, including housing and commercial corridor revitalization.
- Should be a consistent brand, with marketing messages aimed at a variety of key target audiences/end-users, including light industrial businesses, green/bio businesses, locally owned and operated companies, and independent retailers.
- Segment marketing strategies and collateral material for use on local/national/international levels
- Ensure materials tout the many assets of the Eastside with a focus on its high quality, well-trained and/or easily-trainable workforce, transportation access, proximity to higher education, etc.
- Include information about workforce resource agencies in the area.
- Develop a component of the marketing effort for community partners to use to leverage their networks whenever possible.

NOTE: This was the final meeting of the 3M Jobs Workgroup.