



Meeting: Small Business Networking Group June 14, 2024

Location: Plymouth Community Center, 14800 34th Avenue North

Community Present: Lisa Buck, Lisa Buck Photography; Bill Goins, SAVE; Johnell Miller, Covey Events; Armetha Pihlstrom, Pihlstrom Consulting Group; Rachel Prost, Soundcart Media; Kevin Schneider, Midwest Physical Therapy/Uptown Healing Clinic; Octavia Treadway, Something Great; Jeremy Wolfsteller, SAVE

Staff Present: Economic Development Coordinator Tyler Parsons
Destination Marketing Coordinator Katie Langland
Community and Economic Development Intern Sophia Kucera

Tyler Parsons started the meeting with a round of introductions and invited attendees to share their summer professional goals.

Bill Goins shared that Saluting America's Veterans Enterprise (SAVE) hopes to continue branching to other companies with veterans in need of support services.

Jeremy Wolfsteller introduced himself and shared the goal of growing SAVE's client base. Staff reflected on the success of the recent Plymouth Memorial Day Event held in partnership by the City of Plymouth, SAVE, and CCX Media.

Octavia Treadway shared about her coaching and strategic planning business, You're Carrying Something Great. Their goal is to partner with cities and investors to make their services more financially accessible to small business owners.

Johnell Miller shared about her events services business, Covey, which partners with corporations and non-profits to help plan and market their gatherings. She shared the goal of attending more networking events.

Armetha Pihlstrom shared that Pihlstrom Consulting Group had recently been recognized by Sen. Amy Klobuchar for exceptional client advisory work. PCG works with companies to make their brands a household name.

Dr. Kevin Schneider shared the goal of bringing a new model of healthcare to Plymouth by integrating physical therapy services with chiropractic care, as both practices address similar health concerns using compatible noninvasive methods.



Katie Langland introduced herself and provided updates on 'Hello! Plymouth', the City's new Destination Marketing Organization (DMO). She shared about the ongoing Road Construction Business Passport initiative which offers incentives for supporting local tourism businesses during road construction. Her professional goals include establishing the DMO logo and website.

Bill shared a story of Curt Carlson's lasting influence on Plymouth's economic landscape by advocating for the establishment of business parks in the 1960's. He credited the city's low homeowner taxes and large industrial taxbase in part to these business-friendly policy decisions and likened it to the recently established DMO's potential to do good for the business and residential community.

Lisa Buck shared her goal for her headshots and personal branding photography is to become more active on social media.

Rachel Prost shared about Soundcart Media's digital marketing services for mission-based organizations and the professional goal to gradually bring their client base from the Duluth/Superior area back to Plymouth.

After business introductions, Tyler provided updates on the City's current and potential new Economic Development initiatives, including continued support during road construction projects, external partnerships and/or internal development of a work-based learning program, building developer relationships, and local business appreciation.

Sophia Kucera presented potential options for a future business appreciation event in Plymouth. Business appreciation programs provide an opportunity to showcase businesses throughout the city that have achieved excellence or made a positive difference in the community. They suggested possible ceremony formats, means of recognition, and review criteria for award determination before inviting the group to provide their feedback.

Tyler polled the group for interest in invitations to webinars and events related to small business development. Sophia suggested that invites could be appropriate content within a biweekly newsletter, which would avoid unnecessary spamming of messages to the group.

Tyler provided an update on the Plymouth Boulevard and Highway 55 MNDOT road projects, then adjourned the meeting for attendees to network.