



Wisconsin Department of Transportation
Inter-Tribal Task Force
www.WisDotTribalTaskforce.org



BUSINESS AND LABOR WORK TEAM MEETING NOTES
December 4, 2018

The teleconference began at 10:05 am. Participants included Promis Bakken, Liz Callin, Kevin Chesnik, Agnes Fleming, Ryan Greendeer, Kelly Jackson, Gary Mejchar, Cyless Peterson and Kim Swisher.

The group reviewed the October meeting notes. Kelly discussed a communications plan to market ITTF's resources. This needs to be shared with the right people in the right way. She noted that emailing is a great tool, links can be shared, and it's all in the way it's packaged. She shared that they've been learning a lot about how the Task Force communicates, and that we do this massive distribution of email to everyone and people aren't really reading them. We're turning into spam without an unsubscribe button. We need to be aware of this and look if there is a more targeted way to share information internally and externally – and who are the critical folks that gain the most from the resources available.

Kelly asked what other forms of communications are available. Social media is by far something we have used a lot, and it does speak to the private sector in a more efficient and sometimes effective way. It doesn't necessarily take a lot of effort to put together a post about the webinars available.

Kelly wants to see a communications plan, and Kevin agreed that a marketing/communications plan is needed. The plan would target audiences and identify ways to communicate. Kelly wants to build this in next year's plan so we do a better job of showcasing all the great work that's been done. She noted that the gap analysis that's ongoing is a great way to visually look as a team as what's been done in the last 10 years and see how we've maximized the tools.

Kelly suggested the next step in terms of communications and marketing is to pull together a marketing expert or someone who can help the work team, develop a decent agenda, pull out all of the products that this work team has done in the last six years, package the materials and discuss how we can market them. Kelly identified Agnes and Gary as the leads, and suggested homework for the work team would be to (1) suggest marketing experts, (2) define what's been produced, and (3) identify who has benefitted.

Gary called this a strategic marketing outreach communications plan. He suggested an outcome from the plan could be a tool, a video that could be played at all ITTF events showing the accomplishments and resources and promote the ITTF website.

Other stakeholders identified included: WisDOT, OBOEC, DBE Support Services, BIA, Federal Highway, and each ITTF Member who could share the resources within their respective communities. Kelly noted that OBOEC also has products lines that could be shared.

Agnes asked Kevin to help coordinate a focus group that would be facilitated by a marketing expert who could help work team identify the work done, facilitate the development of a plan, and facilitate a roundtable discussion.

Gary suggested reaching out to NATOW, WIEA, and the Tribes, and Kevin suggested including ITTF Members, for recommendations on marketing professionals. Agnes will reach out.

Gary asked if this initiative is only focused on the Business and Labor Work Team, and Kelly said this is one area but there has been work done in other areas such as the Safety and Signage and Transit work teams.



Gary suggested including a referral network in the plan, as Tribal Liaisons are ambassadors. Kevin noted the marketing plan would identify who uses ITTF's resources, who the constituents are, who ITTF is trying to reach, who the Tribal Liaisons are talking to, and what tools are available.

Kelly defined the next steps on this initiatives:

- Gather suggestions for marketing professionals
- Survey each Work Team –
 - What are the products
 - What tools can be developed for marketing
 - Who are the stakeholders that should be included in the plan for doing a better job of getting information to audience
 - Include Tribal Leaders, Stakeholders, businesses, labor offices and agencies

Cyless asked if all of the WisDOT programs under ITTF should work together to develop a marketing and communications plan, and Kelly responded yes. Gary noted that by-products of the plan will be increased awareness, increased access to resources, and more people inquiring and attending ITTF events.

Kelly shared that it's important to showcase the value of the resources applied to the programs, and how they are benefitting others, so the programs can be sustained and continue to offer benefits. She also shared that it's important to showcase all of the things ITTF has been doing over the years and to measure how many people are accessing the tools and resources.

The group discussed the item to be added to the new work plan, and defined it as:

Enhanced marketing and distribution methods for products of the Business & Labor work team

The objective and deliverable would be that the work team has marketing outreach consistent with the new marketing plan.

Kelly noted that this effort should be kept separate from the work team meetings, and the expectations need to be clearly defined.

The group continued to review the October meeting notes. Gary shared that the mechanics of the NADBE Directory are working, and the design is being tweaked. He will be sending Agnes screen shots. Stacey Schreiber will be piloting for the Tribal side, and DBE businesses owners including Ann Neshek and Craig Clements will populate the directory with business information. Gary is hoping to go live later this month.

The group discussed the Tribal Certification webinar. Gary noted the project is shifting from recorded webinars to a video product. Kevin outlined a timeline:

- Gary and Kevin forward scope of work, timeline and contract to Agnes by December 14th
- Identify and contact firms by December 21st
- Write script and meet with firms by January 21st
- Shoot webinars in person with firms during month of February
- Begin video processing and editing by March 15th
- Unveil final videos by April 1st
- ITTF review videos through April 15th



- Final videos completed by April 30th

The four firms identified included OES, LDF BDC, LCO BDC and Forest County Potawatomi's Greenfire Management Services. Kevin recommended this project be limited to two organizations in order to meet the timeline deadlines.

The group prioritized OES and LDF BDC as the two organizations for this project, and LCO and Greenfire could be included in next year's work plan.

Agnes updated the group on the Webinar #5 project, notifying the re-recording will be done tomorrow. Kevin confirmed this final product will be uploaded to the ITTF website.

At the last work team meeting, Ryan discussed projects running behind, and Agnes shared that budget modifications have been done.

Ryan also shared concerns about the quality of logos being used at the last meeting, and Agnes will follow up with him on this.

Agnes asked that everyone consider other items for the new work plan, as she will be finalizing the draft and presenting the new work plan at the March ITTF meeting.

Agnes asked everyone to send any suggested agenda items for the next meeting to her.

The meeting ended at 10:55 am.

Meeting recordings may be found at <https://goo.gl/6VJsG1>

ACTION ITEMS:

- Agnes – reach out of NATOW, WIEA, Tribes and ITTF Members for suggestions on marketing professionals.
- Work Team Homework on the Marketing and Communications plan –
 - Provide suggestions to Agnes on marketing professionals;
 - What are the products the work team has created?
 - What tools can be developed for marketing?
 - Who are the stakeholders that should be included for enhanced reach?
- Gary and Kevin – Provide Agnes a timeline, scope of work and draft contract for the Tribal Enterprise webinar by December 14th.
- Gary and Kevin – Contact OES and LDF BDC by December 21st.
- Work Team – Provide Agnes suggestions for the Work Plan.
- Work Team – Provide Agnes suggestions for the January work team agenda.



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NEXT MEETING:

January 8, 2019 at 10:00 am.

Please join the meeting from your computer, tablet or smartphone

<https://global.gotomeeting.com/join/470753405>

Please dial in using your phone (*web phone doesn't work well*)

(646) 749-3122

Access Code: 470-753-405