



Wisconsin Department of Transportation
Inter-Tribal Task Force
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BUSINESS AND LABOR WORK TEAM MEETING NOTES
January 8, 2018

Participants included Promise Bakken, Kevin Chesnik, Agnes Fleming, Ryan Greendeer, Kelly Jackson, Gary Mejchar and Kim Swisher.

The teleconference began at 10:02 am.

The group reviewed the December meeting notes and action items.

Agnes believes she sent out an email to ITTF Members regarding potential marketing professionals prior to Christmas, but will check on this and send notices to NATOW and WIEA.

The Work Team should forward suggestions for marketing professionals.

Agnes asked for clarification that marketing and communications are two separate items. She also asked for confirmation that these items should be included in the 2019-2020 IGA and budget. Ryan suggested it be one plan, and included in next year's scope of work.

He also suggested that a small work group comprised of two or three people should be put together. He noted this could be quite involved, and said this should be built into the next scope of work. Ryan suggested a representative from the Tribal community be included, and suggested Stacey Schreiber. Promise Bakken from WisDOT should be included, a Tribal representative from ITTF should be included, and a representative from the Business and Labor Work Team. Agnes will ask for volunteers from the ITTF Members.

Ryan said the plan should include all of ITTF, and look at TLAC and THPO, but should be kept in the Business and Labor work plan.

The marketing plan would follow the communications plan.

The group discussed the new Tribal Enterprise Certification webinar. The project needs to be completed by April 30, 2019. Gary noted there are three areas – MBE, DBE and SBA. He and Kevin suggested the webinar be done in three segments with representatives from the certifying agencies and Tribal Enterprises, and that viewers be introduced to the process and people. Resources to be included in the webinars include PTAC, SBA and WPI.

Kevin noted that contact has been made with the Tribes, and he and Gary are working to finalize commitments. The webinars would provide high-level overviews including work place opportunities, and will focus on the different approaches that Tribes have taken to certification. The goal is to have the webinars done by the end of March so there is time for review. Kelly and Ryan agreed on the suggested approaches.

Ryan suggested designing a resource guide, and Kevin noted the webinars are a guide for Native business owners. Agnes suggested the resource guide could be incorporated into next year's work plan.

Ryan asked if anyone or organization is looking for this in the immediate future, and Kelly noted she has been meeting with Lac du Flambeau on their road construction certification. Ryan asked if it would be advisable to develop resources concurrently and bring a certification expert on retainer to help Tribal Members currently seeking certification and help steer them through the process. Gary noted that the Wisconsin Procurement



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Institute (WPI) provides guidance, and that there are consultants out there, and that we are providing assistance for the initial steps. Ryan suggested taking a tiered approach to developing the process guide.

Gary suggested we complete the three webinars and develop a one page flyer that outlines the process, resources available, contact information for key people and links for more information. Kevin suggested incorporating this into the communications plan as these items would be deliverables.

The group discussed the communications and marketing plan. Gary outlined a simple plan –

- Identify stakeholders
- Design an approach to connect with stakeholders
- Drive folks to resources including WTTC and ITTF workshops
- Implementation – Gary saw this as potentially expensive.
 - Who will implement this Action Plan? This person needs to be identified.

Ryan noted we have some of the resources, and need to commit resources for a plan. He noted this will help drive attendance at functions.

Gary asked if WisDOT has resources to assist with this. Ryan said there is a good communications team, but a person who is familiar with Indian County is needed. Ryan asked that we look at how we can enhance communication and involvement.

Kevin noted that all Tribes are not focused on transportation, and the three new webinars will appeal to a broader audience.

Agnes, Kevin and Gary will meet offline to finalize the budget and timeline. The webinars will continue in the format used for the DBE webinars.

Gary noted that some work could be done in preparation of the communications plan for next year, and asked if a RFP be prepared in advanced, and potential vendors be identified. Agnes agreed that advanced work could be done.

Agnes continued reviewing the existing work plan. Gary shared that the Wisconsin Indian Business Alliance (WIBA) offers loan products and services for Native businesses and individuals, and that this could be a resource.

Ryan noted that the communications plan will be underwritten by LCO.

Ryan thanked everyone for their time, especially Kevin and Gary.

The meeting ended at 11:04 am.

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

Work Team meeting notes may be viewed at <https://wisdottribaltaskforce.org/labor-business/about-labor-business/>



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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.
- Work Team – Provide Agnes suggestions for the Work Plan.
- Agnes - Ask for volunteers from ITTF for the Communications Plan work team and establish meeting times.

NEXT MEETING:

February 5, 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