

Waseca County Fall Business Summit

Fall 2016

Wednesday, October 26, 2016

8:30- am – 12:45 pm

Conference Center at the Public Safety Building, 303 S. State Street, Waseca,
Minnesota

Our Economic Climate and Prospects for Growth

Co-Sponsored: Waseca County, City of Waseca

B.E.S.T. (Business and Entrepreneurial Support Team) of Waseca Co.

Concluding Remarks

Discussion led by Roger Ashland

- A common vision for Waseca. Do we have one?
- Are meetings like this of value to you? (please fill out and return the evaluation forms)
- Do we have the opportunity to market Waseca to those who can work via Internet to places, firms at remote locations? Can people in Waseca manage remote-worker based work forces?
- Do we need to pay attention to our image as a community (county) in which to live and do business?
- Consider the notion: Market who you want to be and eventually we will be that.
- How can we build on the passion that so many have for their life and work in Waseca?
- Do we have adequate information available and accessible about our community?
- Lots of attention has been paid to marketing the area as a destination.
- Broadband (a county priority) access (high level performance.... Broadband of the capacity and performance available to those in the Twin Cities needs to become accessible and widely available.)
- Emphasis should be given to improvement of the retail business community especially on main street and at our community entrances.
- Work Assignments: Jackie (Farmhouse)-retail marketing, Mike Hintz; Discover Waseca – Tom Lee
- We need to provide more information about housing.

- Why don't we focus on the Waseca that will be? Focus on the future.
- We need to do a thorough SWOT analysis.

Our next meeting will be a Spring Business Summit. Working groups should be organized in between so we make progress on some of the common issues.

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