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Team meeting minutes, January-April 2017

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2/14/17

Scott Murphy: Downtown Dayton Partnership - Conference Call

- There is no sharing platform among downtown businesses. No sharing website.
- Collaborations are happening between businesses but they are more relationship based. Several downtown businesses have a shared passion for wanting to do sustainable things. May not actually save them money in the end, but is more of a reflection of their values.
- There is a local farm (missed the name) that sources to many downtown restaurants
- Need economic value proposition to get people beyond true believers in sustainability. Some sort of economic incentive for those without strong sustainability values. It's hard to make changes unless there is economic value since profit margins are typically small for downtown businesses.
- Downtown is the best place to pilot. Several small businesses that are gungho about making dayton a better place.
 - Pilot would need diversity in order for future 'members'/participants to see value
- Start with a couple businesses and dive into their supply chain and disposables. Try to facilitate the initial connections.
- GEM City rating, kinda cool but hard to track. Needs to be low maintenance for the business. Entrepreneurs are pretty busy. App may be metric for reporting.
- Will give contact with Chamber of Commerce. Captive audience, would be a strong voice to help us out.
 - Chamber is more regional whereas Downtown Dayton Partnership is local
- Get some piloted cases out there to show that this can work. Get some traction to show there is some demand for it. Have examples of how it is helping, this will help sell it in the end. Find a customer niche for this project.

Our conversation after the call:

- Our various contacts need to know that we're not trying to make money. This initiative can potentially run out of UD/HSI or other institutions.
- Need to establish contingency plan, keep in back of minds for at least a month.

Wednesday, 2/15 Class / Artstreet

- Marketing pitch/ facilitate connections
- "Hey this is Joe, he likes.... He needs.... His favorite thing about dayton is...."
- Ask businesses
 - "What do you wish you had?"
 - "Do you have any waste issues in business?"
 - "Do you have energy issues in business? Paying way too much? "
 - Website needs to get people to come back every day or it won't work

- Check out Nucleus
- Main points from Protobar guy: affordable housing, music scene in Dayton

Monday 2/20 at 10:00(ish) a.m. - Tess's Wall

- Local business hackathon group won the contest, created framework website
 - Meeting with the guys later this week?
 - Take them to Protobar?
- Look into Pecha Kucha in Dayton
 - <http://www.pechakucha.org/cities/dayton/events/5854382acb895f12de00025f>
- Tess's wall is AWESOME -- show Kevin? Giant string of big ideas that can make Dayton and UD a better place. Posting of several random thoughts literally on Tess's bedroom wall. Makes it easier to find parallels and connections

2/24/17

AJ Ferguson: UpDayton

- Ask Scott Murphy about Dayton Collaboration Network; aimed at helping small business start ups. Other businesses offer discounts to new businesses to help them get on their feet. Kickoff March 9
- Dayton Time Bank: Swapping of time/services as a form of local currency
- If we can get big groups to "buy in" to local efforts it will make a big difference. Getting places like UD and Miami Valley to buy local (like Ghostlight coffee) would be enough for that local business to be even more competitive to other local businesses. Big local contract = Big local sales
- Should set up platform/network so that very little is required of small business because they don't have much time or money to give. He called this a "No-ask" situation.
- Montgomery County Waste-> education center
 - but don't tell them that AJ sent us... :)
- Try to foster buying used products (like furniture) rather than new
- What will our consumer interaction look like?
- Ex: Cincinnati restaurant with mural of where their products are sourced
- Transparency is key. Cost? Where does it go?
- Focus on human aspect of the project. Makes it easier to conceptualize.
- AJ told us about Cleveland initiative where they are doing green business and stuff:
 - <http://www.evgoh.com/business-services/>
 - <http://www.evgoh.com/>

Big Take Aways:

-Fail often. Try, fail, learn, repeat.

- Final presentation can be the 30 ways we failed and/or almost succeeded.
- Try to make sure project scope is appropriate. Develop the next couple of short term goals and focus solely on those. **It's easy to get overwhelmed thinking of the big picture all the time.** We can't try to "boil the ocean."
- Really try to understand each business's inputs/outputs
- Gauging business/community interest is a project in itself. Scott Murphy put a lot of time and effort into proving the bike share program would work. Like two full years before seeing the first green bike.
- Habits are tough to break. This project would have to be strong and disruptive.
- Lean on community members to bring things to the table - literally and metaphorically.

Tyler and Evan: UD Students and Hackathon Winners

Friday 2/24 meeting at Galley

- Their presentation
 - "Management Software" with inputs/exports
 - Leftovers of normal business can be put on market
 - Both big and small companies could join
 - "How do people come back to the site?????"
 - FB
 - Profiles w/ goals, prizes, and these prizes can list connections that the business has with other local businesses
 - Latin for "local"
 - "If you want a cool company name, just write it in Latin..."
 - **They are experienced with FRONT END ONLY
 - Need to lean back end. Ex: login system
 - Tess asked them to talk to professors who might be able to count this project for credit. They could also take on this project for the next few years.
 - Domain name: Do NOT look on Godaddy.com because the bots will take this domain name quickly and then charge extra for it.
 - BOTH are interested in continuing work
 - We told them that we need a couple/few weeks to figure out a better / more accurate direction for the project. Not a ton for them to do just yet.

Class Monday 2/27

- Presented idea to class
- Design requirements with priorities
- Functions of site, with priorities
- Human category
- Balsamic- wire frame impact and champions/heros
- Research Plant Chicago

- Get UD involved, break the bubble
- Contact Peter Benkendorf, Dayton Collaboratory → DONE
- Don't throw away time bank idea
 - <http://timebanks.org/what-is-timebanking/>

3/1/17

Justin Farmer & Mitch Heaton: Dayton Development Coalition

- Accelerant: program providing seed money for start ups
- Dayton Regional Green: 3 subcommittees, may be worth connecting with
 - >Michael Burning: Heapy Engineering
 - > <http://www.drg3.org/green-business-certification-pages/Local%20Businesses.cfm>
- Connect with young professionals: Generation Dayton, Austin Landing Young Professionals
- Fireblocks district
 - >\$100M renovation of 4 buildings
 - >Taco Pants
- DDC can help make connections with businesses
 - >Can ask questions for us, already regularly doing check ups on businesses
- US Green Building Council, Ohio Southwest Region
 - This organization has a joint association mixer meeting SOON. We could attend?
- Heapy Engineering
 - (Michael Berning, above...)
 - Symposium on Sustainability & Healthcare
 - Heapy Green Expo, typically in the fall semester
- We might also want to attend a Green Drinks session to present this idea (AE's thoughts)
- UpDayton has a summit meeting on March 8th (?)
- Look at Mitch's twitter account for other "Dayton" accounts
- They both liked the "Dayton-centric" idea of our project

3/6/17 9:30 a.m.

The Collaboratory with Peter Benkendorf

- Identify what scraps/waste are available
- Define terms! "Sharing" could mean...
 - That there's no expectation of returning the 'favor'
 - Bartering
 - Buying local
 - Etc....
- Big institutions in Dayton are NOT focused on buying local, especially local food. How can we change this?

- Reduce, reuse, recycle, upcycle
- Objectives - WHAT ARE OUR OBJECTIVES?
 - No waste to landfills
 - Reduce transportation cost / emissions
- CHALLENGE for us is getting people to realize that they're about to throw away something that someone else can use.
- Our model might focus on one thing at first, like pallets (he loved this pallet idea) for 6 months and then add in coffee grounds
- Peter notes that scrappers are already doing much of this work on a residential/commercial basis
- SURVEYS
 - Start with DRG3-certified businesses (check website)
 - Then get in contact with Dayton Chamber of Commerce, Phil Parker
- McMRF - Furniture outlet for nonprofits and the like
- Find out what the bi-products are of any industry
- Lisa Helm, she started Garden Station and now runs Dayton Urban Grown
- Freecycle --- "wanted" / "free to take" website with local groups
- Peter will send links to "buy local" papers / sites
- Question: How do we go beyond the obvious sources of waste? Beyond what others are already doing (aluminum cans, furniture, coffee grounds)
- WASTE ASSESSMENT, similar to Energy Audit/Assessment
- Sustainable Cities Institute - waste characterization studies can be done on a macro level
- Small Business Waste Audit -- Dayton solid waste guy
- Peter works with the Ex-offender reentry program, notes that if we do something with pallets that could be part of a small business started at St. Vincent de Paul
- Vince Lewis - UD Entrepreneurship

Kevin noted... "CLOSED-LOOP SOCIETY"

Flyer Consulting - 3/15/17 10:00 am. In Miriam Hall conference room

Brandon Snyder and Stephen Harvey (President and future president)

- He stressed how UD name recognition and publicity is great for nonprofits... they love working with UD
- FC works with only NPOs, mostly downtown
- 3rd st, 5th st, 2nd St. market all good opportunities
- Pre-Assessment → WHAT
- Post-Assessment → WHY ----- This could be VERY helpful, especially by surveying companies that already do this. We could use that as leverage and "value proposition" for potential businesses to buy in.
 - Include a blurb about "what waste sharing / sustainability did for them"
- Databases -- can search these to find a list of companies that could/would help
 - (but we already have a good list to start with DRG3)

- Strategic map of building this program → contingency
- Survey for different types of organizations? NPO, FPE, Farm, restaurant, etc.
- Vince Lewis → Advisor for FC
- HSI - connections downtown and in dayton
- Brendan really advised us to solidify the contingency plan and future course of action.
Build a great base for the next people to take on.
- Problem Statement is important
- Survey advice... Vince Lewis, Michelle Parker