



## **Draft Task Force Recommendations Revised 1-18-12**

### **Topic: Access to Information and Resources for Business**

1. Build a culture within City staff that sees and values business as a customer
  - Invest in sustained/on-going training for front-line staff
  - Hire based on customer service orientation/individuals with positive, helpful personalities
  - Consider using situational interview tools to determine aptitude for customer service
  - Create opportunities for customer feedback via surveys to people who applied for permits and other services and/or establishing a "comment box" and instant feedback form at the counter
  - Evaluate staff based partially on feedback from customers
  - Create opportunities for customer feedback, e.g. on forms, online, etc.
  - Educate staff on how to respond to questions, including questions on why requirements in Brooklyn Park may be different than in surrounding communities
2. Create/designate a business "ambassador" or concierge to help business through City processes, respond to their questions and run interference on behalf of business
  - Promote the availability of this individual so businesses know this resource is available
  - Encourage other City staff to refer businesses to this individual
  - Manage overall City resources so that designating or creating this position does not increase overall City budget
3. Create and promote a business-only phone number that offers answers to frequently asked questions and provides for businesses to leave a question and receive a return call
4. Develop a checklist for steps to open a business in Brooklyn Park
  - Publish the checklist in hard copy and on website with links to appropriate permits, licenses, requirements
5. Establish a clearinghouse for information for business, including information on financing, training, workers, regulations, potential contractors/vendors, etc. and promote this to businesses
  - Clearinghouse can be both a physical space at City Hall and on the website
6. Create a "For Business" button on the City website that opens to a list of information available for business; clarify and condense language on City website

7. Host annual or more frequent Business Town Hall meetings to share information
8. Develop and invest in more frequent and aggressive marketing effort to make businesses aware of resources (seven times, seven ways), including social media, targeted phone calls, business visits, etc.
9. Promote positive stories about Brooklyn Park businesses in City marketing and communications