

What's Developing

What happens when a person moves to a new location and is not able to find the goods or services that he needs? That's easy...he looks online or goes to another town. He eventually finds what he needs, but it is sad for local merchants that he did not shop in their businesses. Especially if what he needed was there all the time, but he just didn't know about it.

The solution: let newcomers know what the town has to offer.

A group of Eureka Ambassadors met recently to discuss Welcome Bags as the way to make sure new people to town know about everything that is available and let them know as soon as possible after they arrive.

They began with a basic list of about 70 local businesses, then added other businesses and organizations that would be contacted. They divided into three working groups with exact responsibilities.

Jennifer Schmierer, Krissy Helman, Brandee Hanson, Brittany Halvorson-appel, and Shawna Lapka divided up the list and will contact each business. All items will be collected by the beginning of May and taken to the Eureka Community Development Company office as they are collected. Any businesses, organizations, or other groups that have not been contacted and would like to have their information included can drop it off at any time.

After everything is at that central storage point, Vicki Lynch will assemble all the items into bags.

Rob and Tricia Grajczyk will then take the filled bags to newcomers in Eureka and welcome them to the community.

Also included in the bags will be a list of local businesses with phone numbers, a list of events in the region, a Lions community calendar and brochures.

Typically businesses put in anything that will let newcomers know that they exist and what they have to offer their customers. Those often include business cards, brochures, pens, items with company information printed on them, notepads, gift certificates, coupons, and key chains. The bags are large and sturdy so just about anything can be placed in them.

The surprising part of the meeting was the number of bags that are needed based on people who have moved to Eureka. In the past year twenty bags were assembled and distributed to new people. The list of people who have not yet received a Welcome Bag just keeps growing. As each person added people to the list who are new to the area, it was determined that they needed to start out with 25 bags.

The process will be seamless with the collecting, assembling and delivering. Each group will contact each other to keep the project flowing, and it will begin all over again as new people continue to arrive in Eureka. It is their goal to have the bags in the hands of the newcomers within a week or two of their arrival.

Wanda Jundt