



MAIN STREET

MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG
DOLLARS TO THE BOTTOM LINE

Q4 2021

For a city like Bellefontaine, our history is incredibly important to us. We at Small Nation strive to preserve the history of the buildings and town with all of our projects. When I acquired the Historic Canby Building in 2012, one of the most prominent and iconic buildings in our downtown, I did so because I knew our history had to be saved and preserved.

The Canby Building is a 109-year-old building historically used for a dry goods store, cement company, and railroad offices. It used to be known as "the handsomest building between Cincinnati and Cleveland." We in Bellefontaine should be proud of this building, so after its restoration, we put up a plaque to commemorate its history. Now the city's residents and guests can learn about our

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Mindi Wells, Esq. - Employment Attorney, Investigator & Trainer

Mindi Wells laughs when local business leaders tell her she's surprisingly "normal" for being an attorney – a compliment in her eyes. That's probably because she uses plain English (no legalese like heretofore), is known to tell clients when something is "wonky" and provides real feedback and real solutions -- from someone with real-life experience. Mindi's no-nonsense style and humorous stories come from over 20 years' experience as a business owner, CEO, COO and director of human resources.

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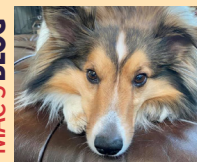
Mendi with her dog, Cammy Louise

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You Say You Want a Resolution?

MAC'S BLOG



Happy
New Year!

I toyed
with the
idea of

listing some of my own New Year's resolutions, but I decided instead to encourage my human readers to make a few more canine-centric pledges this year.

But first... I hope you will
vow to do something for

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A little about Mac: Mac is Jason's 6-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. Mac thinks that he is just as big as Zoe, but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog post, and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.

Mac's Blog

poor Baby New Year. In a mere twelve months, the tyke inevitably deteriorates into arthritic Old Year. He goes from wearing diapers to wearing Depend undergarments faster than I can respond to a can opener. This is more ridiculous than dog years. Please encourage the government to dig up funding for research. Oh, yeah, Mother Nature is having trouble with varicose veins, too.

Back to pooches. We get so many imports from China, why can't we import their zodiac and have a Year of the Dog? ("Who's a good boy? Who's a good girl? All of us, or we're invoking trade sanctions!") A year-long celebration of canines would be a real hoot. (No, wait -- the Year of the Owl campaign has that one trademarked.)

Of course, many of the things you could resolve are no-brainers: provide adequate shelter; provide clean, dry bedding; provide clean, fresh water; provide more time for your dog to sniff while on walks; provide an alibi when the pups next door look an awful lot like Rover, etc. ("Don't tell me Rover's evil twin has been back in the neighborhood! And he didn't even drop by to say hello!")

Some humans might balk at a resolution to "provide high-quality pet food." You know the cheapskates who cut corners and buy economy foods loaded with filler. ("Patented Mystery Pellets help your dog grow, help your dog thrive, and help you protect your grandmother's glassware when you run out of packing peanuts. Guaranteed to stick to their ribs or we're suing that darned glue factory.")

While researching this month's blog online, I discovered the suggestion "Give your dog a purpose." I must confess that I misread it as "Give your dog a porpoise." I hate to see rivalries between aquatic mammals, so I burned all my Dolphins jerseys and memorabilia. Oops.

Obviously, what they meant by "purpose" was boosting your dog's sense of self-worth by giving him jobs to do. This could involve burying a

Jason Duff... from Page 1

history and be proud of it too.

Canby isn't the only historic building in our downtown – in fact, the downtown is full of them! To pay tribute to these special places, we're working on 14 more plaques to be placed around the downtown to make up a historical walking tour. Thanks to Citizens Federal for partnering with us on this plaque! We are looking for plaque sponsors to finish this unique project. You can sponsor one of these stops for just \$2,500! Contact Shannon Reese in our office today to reserve your spot in history!

Jason Duff

time capsule, fetching your slippers, fetching the newspaper, fact-checking the newspaper, etc. Cousin Bluto is a real self-starter; he took a job as a community disorganizer without his master even having to ask.

One commentator suggested that "help your dog maintain proper body weight" was a commendable goal. Easier said than done. In light of that, I've ordered a scale that is calibrated to the gravity on the moon. If Alan Jackson can sing, "It's 5 O'Clock Somewhere," I can announce, "I weigh 1/6 as much somewhere!"

Resolve to make this the best year ever for Man's Best Friend.

Buy a kiddie pool, give more tummy rubs, or –oh yeah! – plan a July road trip with "Baby" New Year when he's experiencing a mid-life crisis! Shotgun!



Mindi Wells... from Page 1

Mindi also keeps in mind the advice given by her parents when she went off to law school: "Don't forget you're from LaFayette, Ohio and don't think you're going to use those big words on us!" Mindi comes from a family of small business owners and spent much of her career on the business side of organizations, including leadership roles with the Supreme Court of Ohio and Ohio Northern University. She founded Wells Law to help remove the legal confusion and complications associated with owning a business. Dedicated to helping employers, Wells Law provides advice, counsel and training on workplace legal issues to ensure its clients' businesses are in proper order and their employment practices are sound.

Wells Law – though based in Lima and Columbus – has worked with organizations throughout Ohio by maximizing the use of technology to efficiently interact with clients from anywhere in the world through an online client portal for messaging and document sharing, video conferencing tools for meetings, and streamlined billing with online payments. It is a paperless practice that provides clients with remote access to their files through a client portal available 24/7. Wells also licensed in Florida and is establishing a satellite office in Sarasota.

"I get out of bed each morning looking forward to what I get to work on and who I get to work with."



Not sure where/how to include that I am a BUILD member and I have partnered with Richwood Bank in the past to offer workshops for business owners hosted in Marysville and Richwood.

5 Keys to Your Annual HR Check Up

Now that 2022 is underway, it is essential that you make sure your organization is in compliance with Ohio and federal regulatory updates. By keeping your organization in compliance with recent changes to the law, you establish a "healthy" workplace. Although you may have to spend some time and resources to put these measures in place, that time will be well spent in avoiding unnecessary future litigation. The following provides a brief overview of some of these changes. You will find additional resources, updates and clarification on these at wellslawllc.com/resources or by contacting Wells Law at info@wellslawllc.com.

1. Post the Most Recent Version of Required Workplace Posters

It is vital to ensure that you are posting the most recent posters dealing with topics such as employment services, questions regarding wage requirements, job safety requirements and employee rights under Ohio and federal workplace laws. These posters must be readily accessible to employees without having to request access. The EEOC provides guidance on electronic posting of required posters here. Free posters are available

from the Ohio Department of Job and Family Services here and from the U.S. Department of Labor here.

2. Changes to the Minimum Wage in Ohio

Effective January 1, 2022, the minimum wage in Ohio is \$9.30 per hour for non-tipped employees and \$4.65 per hour for tipped employees. These rates apply to businesses with annual gross receipts of more than \$342,000 per year. For employees at smaller companies with annual gross receipts of less than \$342,000 per year and for 14- and 15-year olds, the state wage is tied to the federal minimum wage of \$7.25, which requires an act of Congress and the president's signature to change.

3. I-9 Form

Employers should be using the newest version of the I-9 form used to verify employment eligibility. The new version is dated 10/21/2019 and expires 10/31/2022. You can find the edition date at the bottom left of the page on the form and instructions. You will find a link to the current I-9 form here. And a friendly reminder – I-9 forms should be kept separate from the personnel files of employees.

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5 Keys... from Page 3

4. Review and Update your Employee Handbook

This is an employer's most effective and important communication tool with their employees. It also serves as your #1 source of liability protection – or your #1 liability threat if poorly written or implemented. It is essential that employers have current, updated handbooks that reflect recent changes to state and federal employment laws. Specifically, employers should review policies on vaccines, COVID-19, teleworking, confidentiality of investigations, use of company email, breastfeeding breaks, medical marijuana, the use of social media, leaves of absence, training pay, the driving of company vehicles, dress code regulations and disability accommodations. Because some of these laws may be difficult to construe, it is highly advised that employers seek legal counsel to make sure that they are in complete compliance and have policies tailored to their specific business and industry.

5. Implement the Use of Employment Agreements such as Non-competition, Non-solicitation, and/or Non-disclosure Agreements

What is your organization doing to protect its marketing strategies, proprietary systems, inventions and even your customer list, from unauthorized use or disclosure? Now's the time to consider protecting your business by using a "restrictive covenant agreement" – an agreement that restricts or prevents one of the parties from doing something specific. Whether you are hiring new employees, bringing on partners, terminating an employee or are thinking about selling your business, you should consider including restrictive covenants in your business agreements. Some examples include non-compete, confidentiality, non-disclosure, non-disparagement and non-solicitation agreements.

Disclaimer: The information provided above is for educational purposes only and is not intended to be legal advice. Consult an attorney for advice regarding your individual situation.

Wells Law, LLC is here to assist businesses with the development of cost-efficient, compliant policies and procedures for your workplace. Contact us to learn more about the services we can provide for you and your organization.

Revival Design Studio wins two architecture design awards for the Flying Pepper, the Syndicate

December 9th, 2021

Congratulations to our partner, Revival Design Studio, for award-winning design recognition for their work on The Flying Pepper Cantina and The Syndicate. On December 1, the American Institute of Architects Dayton presented the AIA Dayton Focus Design Awards to the Revival architectural and design firm with a Merit Award in the Interior Architecture category for their design at The Flying Pepper Cantina and an Honorable Mention in the Architecture Projects Over 5,000 SF category for their work at The Syndicate.





"The Revival team has that small town work ethic with a big city vision and big city capability. We love historic buildings and it takes a really special team to be able to unlock their potential. We are thrilled, but not surprised to see the Revival team recognized for this great work and for their vision," noted Jason Duff, Founder of Small Nation.

Revival Design Studio, currently headquartered in Celina, Ohio, will soon be expanding with a secondary studio location in downtown Bellefontaine.

The AIA Dayton Focus on Design Awards were established to promote and focus attention on Miami Valley architecture firms producing quality and high-performance design in adherence to the American Institute of Architect's 10 Principles of Livable Communities. Entries were based on aesthetic, functional, contextual, and social characteristics of the design.

Founded in 1900, AIA Dayton has a 9-county membership and speaks for the interests of all registered architects in the Miami Valley.

Small Nation presents to real estate marketing conference in Naples, Florida



On Thursday, December 2, Small Nation, led by Founder and CEO Jason Duff, presented to a conference of realtors in Naples, Florida. The Platform Mastermind conference, put on by the real estate marketing agency Platform Marketing, was attended by over 130 real estate agents from across the country.

Platform Marketing is a full-service advertising consulting agency that specializes in real estate. Platform helps their clients by generating leads, one-on-one coaching, providing access to a client and referral network, and most importantly, building a strong, positive local brand in their market. Through their marketing concepts that focus on creating authentic, localized ads, their client realtors can increase their gross commissionable income by two-three times.

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Small Nation presents... — from Page 5

Duff presented to the conference on "How to Save Your Small Town," a presentation on the Downtown Bellefontaine story. His talk focused on the origin story of Small Nation, attaining capital, recruiting tenants, and the process Small Nation goes through to ensure the success of tenants.

"I knew Jason was a good speaker, but what I didn't realize is that he was a GREAT speaker," said Tim Chermak, Founder and CEO of Platform Marketing. "Our attendees were buzzing about his talk all weekend. Some talks are mostly informational, some talks are inspirational; Jason's talk was both! We can't wait to work with Small Nation again."

Chermak founded Platform Marketing in 2014. A college drop-out and self-taught marketing expert, Chermak has grown his business to over 20 employees and 380 agents nationwide.



"A huge thanks to the Platform team for being such great hosts," Duff said. "I never imagined that I could meet so many incredible real estate professionals in one room who share such a passion to see their towns and communities grow and succeed."

Small Nation is planning to host a contingent of leadership and clients from Platform Marketing to Downtown Bellefontaine in Spring 2022 featuring additional programming, training, and masterminding.

To learn more about Platform Marketing, you can visit their website at <https://platform.marketing/>.



Small Nation visits Iowa, leads master plan workshop with City of West Des Moines

Last week, the Small Nation team traveled to West Des Moines, Iowa, to tour their historic district, meet with local leaders and business owners, and lead a neighborhood workshop as the city works to update the Historic West Des Moines Master Plan, focusing on the City's Valley Junction district and surrounding residential neighborhoods. West Des Moines is a nearly 130-year-old city in central Iowa with a rich history as a railroad town and a hub of commerce. While the city as a whole has over 65,000 residents, Valley Junction is made up of just under 4,000 residents and is home to the City's most historic buildings, the heart of the community, and is a destination for the Des Moines metropolitan area.

Originally developed in 2016, the Historic West Des Moines Master Plan created an action plan to address many issues that plague all small towns across America – underutilized upper-story spaces, homes and buildings with deferred maintenance, and in this particular case, a competitive business environment with not enough commercial spaces. The City of West Des Moines partnered with Teska Associates, Inc. out of Illinois to develop the first master plan, much of which has been adapted, and brought in Small Nation in support of updating the master plan.

Small Nation served as a consultant for the project to share best practices and implementation, think creatively and strategically about partnerships, and make recommendations to enhance the health and strength of the business mix in Valley Junction. On Wednesday, November 17, Small Nation Founder and CEO Jason Duff and Business Development Associate Nick Davis spent the day meeting with stakeholders, touring Valley Junction, and visiting businesses to understand the community's issues and bring forward new innovative ideas.

"As a small business owner, we found Small Nation's visit to our community so rewarding. Their proven results in communities like

ours proved to be very inspiring," said Meredith Wells, Board President of Historic Valley Junction Foundation and Co-Owner of the popular retail store MoMere. "The way that they have mixed preservation with innovation plays on the senses of nostalgia and modern conveniences. It was great to see the lightbulbs go off at our stakeholder meeting with the sharing of ideas to spark conversations of what could be in Historic Valley Junction."



In the evening, Duff led a neighborhood workshop to present on what is working well in comparable communities and bring new ideas to the Historic West Des Moines area. The presentation was attended by around 100 community leaders, business owners, and residents and focused on projects Small Nation has completed in Bellefontaine, Ohio, and how people in any small town can find the same success at home.



Clyde Evans, Community and Economic Development Director for the City, noted the need to update the master plan due to the recent development activity within the

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Small Nation visits... — from Page 7

historic district. "We felt that Small Nation and Jason would bring a different prospect to the discussion given their experiences with doing actual redevelopment and not just talking about it. It was a great experience to see our historic downtown through different eyes and realize what we had and the potential promise of what it could become. Jason and Small Nation did not disappoint and made a real impression upon those in attendance."

"I'm loving Iowa," Duff had to say. "Historic Valley Junction is a great model and example in so many ways and we're thankful for the opportunity to explore and help see this town continue to thrive for another 100+ years."

About Small Nation:

SMALL NATION develops places, spaces and dreams for small towns and small-town entrepreneurs across the country. They create revitalization concepts and plans for towns, create business concepts, brands, and workforce solutions, then market it all in the name of small-town success.

To learn more about Small Nation, visit www.smallnationstrong.com or follow them on social media at @smallnationstrong.

3 Reasons to Choose COMSTOR Outdoor

Have you considered billboard marketing yet? What's stopping you? More specifically, what's stopping you from choosing COMSTOR Outdoor for all your marketing needs? With more than 20 years of experience, you can't afford not to tap into this resource—and we're going to tell you why!

Below, we've put together three important reasons why you should give COMSTOR Outdoor a try. Really, you've got nothing to lose, but so much to gain. See for yourself.

Ready, set, let's market!

3. Visibility

Simply put, we can—and will—make your business visible in many different ways. What does this mean, exactly? We give myriad options on how and where you can be seen. From giant, by-the-road billboards to mobile choices, to fast-changing digital displays and even banners and window graphics, our biggest goal is to get your business and product viewed by as many people as possible. Additionally, we have over 400 locations throughout Ohio and Indiana.

After all, what's the point of spending money on marketing your company if no one is going to see your efforts. At COMSTOR Outdoor, we go above and beyond to get you noticed. Remember, getting noticed is just the first step. Next, it's getting people to act on what they notice (i.e. reaching out to you once they've seen your billboard.)

So, your message must stand out!

2. Experience

We've stated above that we have more

than 20 years of experience. As such, we've learned and mastered a few tricks along the way. Of course, we're not going to reveal to you in a blog article what's behind the curtain, per se, but you can reach out to us to chat about your billboard needs and whether or not we're a good fit for those needs.

We will tell you now, though, that our skilled and professional team is dedicated to serving your advertising needs—whatever they may be. As a small business ourselves, we completely understand the necessity of being seen. We guarantee that your success matters to us.

1. Affordable

What's the point of marketing your business with a billboard if it's going to put you in debt? Sure, there are times where you must take risks and invest in yourself and your company. Yet, in doing so, there is no reason to break the bank. Enter COMSTOR Outdoor.

For example, did you know that billboards have one of the lowest costs per thousand impressions of any advertising media? For every thousand people who see your message, you pay an average of \$3.75. That's less than a penny a person!

When you consider that information, doesn't it seem smart to at least consider billboard marketing over online advertising, radio, television, and/or your local newspaper?

Don't get us wrong: There are plenty of other reasons to consider—and choose—COMSTOR Outdoor for your marketing needs, and we'd love to chat with you about them. If you have questions or concerns regarding billboard marketing, we'd love to hear them. Feel free to contact us at your convenience. The sooner you do, the faster we can get started!



Breaking Down the Different BUILD Memberships

Have you been thinking about becoming a member of the BUILD Cowork + Space community? Not sure which membership package would be best for you and your needs? Don't worry! We're here to make this process as easy and convenient for you as possible.

Below, we've broken down the different membership options we offer. Take a look and find which type of membership would work for you. If you have any questions or concerns, please don't hesitate to reach out.

The Day Pass

Are you just passing through the area? Perhaps you have repairs going on at your home and need a quiet place to work for the day? Maybe you just need a change? Whatever the reason may be, the Day Pass option is affordable and convenient for any professional wanting to utilize BUILD's community space and amenities for just a single day from 9 am to 5 pm.

Specifically, during these business hours, you can enjoy our non-dedicated space on three different floors and have access to most of our amenities. Additionally, you can reserve meeting rooms and event space—if needed—at non-member rates.

Monthly Memberships

Do you plan on using our community space quite frequently? If so, you may want to become a Monthly Member. In doing so, you will get to enjoy all perks we offer whenever you want—literally, too—as you'll have 24/7 access to our space.

Further, members and office residents who choose this option will get to use both a dedicated private space and a non-dedicated public common space on three different floors, as well as the amenities we offer. These amenities include:

- Free access to member-only events
- Member discounts on meeting rooms

- Event spaces and local partner merchant perks, such as gym memberships, coffee shops, and juice shops

You can choose a Single Membership or a Group Membership, depending on your particular needs and situation.

Dedicated Desk

Do you like or prefer to work alone? With the Dedicated Desk option, you can get your very own desk reserved for a month, which includes access to all shared resources mentioned above. However, you will also gain five hours of meeting room rental per month.

With this membership, you, too, get access to our space 24 hours a day. So, feel free to work whenever you want—morning, noon, or night.

Private Office

We provide two Private Office options to choose from: Jr. Private Office and Sr. Private Office. These offices give you the privacy you need with all the benefits detailed above, including 24-hour access and ten hours of meeting room rental per month.

If you're a single entrepreneur, duo, or just require a private space to think, work, and get tasks done, this option might be best for you.

Executive Suite

Do you have a small team that requires its own private space? BUILD can accommodate this need for you.

Our Executive Suite membership gives you enough private room for multiple team members with a private conference room and kitchenette access, along with all the perks previously mentioned, such as ten hours of meeting room rental per month and 24-hour access to our space.

For a more in-depth breakdown of what each membership offers, including monthly fees, click [here](#)! If you have questions, concerns, or would like to set up a time to tour our space, give us a call at 937-589-2600. We look forward to hearing from you!

SMALL NATION Christmas Party





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MAIN STREET MARKETING NEWS

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