CulturaMinds

Sensibly Linked

TMCN ANNUAL CONFERENCE · OCTOBER 14, 2026 · ABILENE

Build it yourself:

your AI solution.

Tim Jespersen · AI & Technology Lead, CulturaMinds

culturaminds.com

TODAY

What we'll cover

01	**AI in plain English**	What it is, what it costs, and the three rules
02	**What we built**	A county-wide voter guide, made with an AI team
03	**Build it live**	Grok Bot and Claude redesign a website from this room
04	**Your Monday morning**	Starter prompts and a 30-day plan

WHO WE ARE

CulturaMinds: AI strategy, design and consulting

GJ

Gin Jespersen

Founder & Principal
Chief AI Strategist

Leads strategy, change and people. Decades of HCM, payroll and transformation work.

TJ

Tim Jespersen

AI & Technology Lead

25+ years in financial services, insurance and tech. Builds and runs our AI agent teams.

Est. 2010 · Texas

We run on what we recommend.

We build on Claude, ChatGPT, Grok, Microsoft Copilot and others, and pick the right tool for each job.



QUICK SHOW OF HANDS

Where is the room today?



Who has tried an AI tool, even once?



Who uses one every week for work?



Who has a written AI policy at work?

LIVE BUILD · STARTS NOW

Let’s start a build, right now

We need a volunteer

Your website
Town, chamber, EDC or event

Who visits it
Residents, visitors, businesses

Three goals
What should it do better?

Grok Bot

Researches your town on the live web and X, audits your current site and drafts fresh copy.

Claude

Builds a new mobile-friendly homepage in English and Spanish, plus a scorecard and a launch kit.

ON DUTY · WORKING WHILE WE TALK

01

AI in plain English

What it is, what it isn't, what it costs, and three rules that keep you out of trouble.



THE BASICS

A tireless first-draft partner, not an oracle

Great at

- First drafts: posts, letters, summaries
- Turning messy notes into clear structure
- Explaining rules and documents in plain English
- Brainstorming options you hadn't considered
- Repeating the same job the same way, every time

Not built for

- Being the final word on facts or numbers
- Knowing your town unless you tell it
- Legal, financial or HR decisions on its own
- Keeping secrets you paste into a free tool
- Replacing the relationships your job runs on

FOUR LEVELS

From a chat to an agent that works after hours



Chat

You ask, it answers.

EXAMPLE

Draft a newsletter intro

Start: Today



Assistant

A chat set up for one job, with your instructions and files.

EXAMPLE

Visitor FAQ helper

Start: An afternoon



Agent

Does multi-step work with tools, and asks when unsure.

EXAMPLE

Turns meeting notes into minutes and a post

Start: A week or two



Always-on agent

Runs repeat work on its own computer and checks back when a decision is needed.

EXAMPLE

Grok Bot watching grant deadlines

Start: A few weeks

THE TOOLS

Pick the tool that lives where you already work



Claude

Careful writing, long documents and building working software.

Anthropic



ChatGPT

The best-known all-rounder: writing, images, voice and more.

OpenAI



Grok

Real-time research across the web and X, fast drafting.

xAI



Copilot

Inside Outlook, Word, Excel and Teams if you run Microsoft 365.

Microsoft



Gemini

Inside Gmail, Docs and Sheets if you run Google Workspace.

Google



What it costs: free tiers to learn on. Paid plans vary based on usage and features. Use a business plan for anything work-related.

THREE RULES

Three rules that keep you out of trouble



1

Protect the data

Never paste anything you wouldn't put in a public email. Treat what you type as a public record, because under the Texas Public Information Act it may be.



2

Verify the facts

Ask for sources, then check every name, number, date and phone number yourself. AI can be confidently wrong.



3

A person decides

A named person approves before anything is published, sent or decided. Write that down in a one-page policy.

02

What we built

A free, nonpartisan voter guide for every race on the Tom Green County ballot, made by two people and a team of AI agents.



CASE STUDY · TOMGREENVOTERINFO.COM

A county-wide voter guide in two days

- A plain-language page for every race, candidate and measure on the November 3 ballot.
- Find your races by address, mark your choices, print or email them.
- Every candidate gets the same questionnaire, published as written.
- Not an official ballot. Never an endorsement.



BY THE NUMBERS

Small team, big coverage

2

days from idea to live site

40

races covered

87

candidates profiled

100%

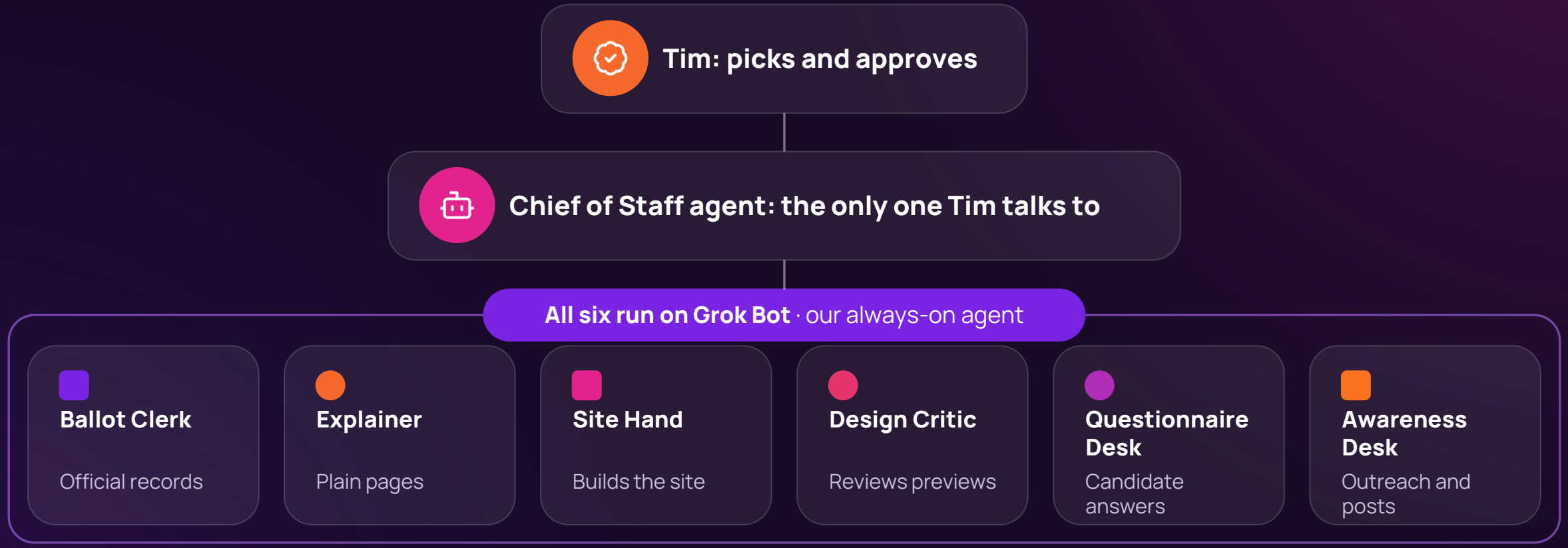
sourced and human-reviewed

Two people, one AI team. The agents research, draft, build and do outreach. People approve every fact, every email and every design change.

Source: tomgreenvoterinfo.com and project records, October 2026

WHO DOES WHAT

One person approves. An AI team does the work.



Tools: Claude Code, Grok Build and Cursor for code · Notion holds the facts · GitHub holds the code · Vercel hosts it

THE RECIPE

Seven steps from idea to live site



01

Scope

Pick the county and the election

02

Research

Who and what is on the ballot

03

Write

Plain-language pages

04

Build

Make the website

05

Launch

Go live and get found

06

Keep fresh

Daily checks for changes

07

Outreach

Tell local voters

The rule that makes it trustworthy: no official source, no fact. When an official page changes, the agents loop back to research and a person approves the update.

Built with AI. Reviewed by people. Every sentence cites a source, and a person checks it before it goes live.

HOW WE BUILD EVERYTHING AT CULTURAMINDS

THE RURAL ADVANTAGE

Once it works, it copies to the next town

Crockett County (about 2,800 people) went live on October 10 on the same engine, with its own local name and look. Small places get the same quality as big ones.

Visitor and events guide

Every event, place to eat and stay, kept current by an agent.

Recruitment profile

Your sites, workforce and incentives, sourced and ready for a prospect.

City services FAQ

Trash days, permits, utilities and meetings in plain language.

Grant and deadline tracker

An always-on agent watches programs and reminds the right person.

03

Build it live

Our volunteer's site, redesigned by Grok Bot and Claude while we talked.



TWO AI TEAMMATES

Each tool does what it’s best at

	Grok Bot	Claude
Understand	Researched the town on the live web and X: news, events, what people say	Read the current site: structure, gaps, mobile and accessibility problems
Plan	Wrote fresh, plain-language copy and a launch post	Chose the page structure, using the org’s own logo and colors
Build	Fact list to verify; checks the Spanish	Built the site in English and Spanish, a scorecard and a launch kit

THE REVEAL

Before and after

BEFORE

Their current homepage

AFTER

The AI-built preview

In the browser: the new site in English and Spanish · a before-and-after slider · a scorecard · a launch kit
Scan the QR to follow along.

BEFORE IT GOES LIVE

What a person still checks

Facts

Names, dates, hours, phone numbers and addresses

Photos

You own them or have permission; no borrowed images

Accessibility

Readable contrast, alt text, works on a phone

Voice

Sounds like your town, not like a brochure

Approval

A named person signs off before it goes live

Ownership

You hold the domain, the code and the logins

BEYOND THE DEMO

What else could we help you with?



Event promo kit

One event in: a month of posts in English and Spanish, plus a flyer.

Chat · today



Resident FAQ assistant

Knows your hours, fees and events, and answers the everyday calls.

Assistant · an afternoon



Council packet explainer

A 60-page packet becomes a one-page summary and a public post.

Assistant · an afternoon



Prospect response kit

Your profile, sites and incentives in one place. Drafts the first reply.

Assistant · a day



Small web tools

A business directory, events calendar or “who do I call” page.

Agent · a day or two



Grant deadline watcher

Checks funder pages, flags grants that fit, reminds you before deadlines.

Always-on agent · a few weeks

Works in ChatGPT, Claude, Gemini, Copilot or Grok. The same three rules apply. Steps and prompts are on the take-home page.

04

Your Monday morning

Where AI saves time in a small office, five prompts to try, and a 30-day plan.



BY ROLE

Where it saves time in your job

Economic development

- Community profiles for prospects
- First drafts of RFI responses
- Grant and incentive deadline tracking

Chamber & tourism

- A month of event posts in minutes
- Visitor FAQ assistant for your site
- Member newsletters from your notes

City & county

- Meeting and council-packet summaries
- Plain-language public notices
- A services FAQ for residents

STARTER PROMPTS

Five prompts to try this week

1	**Promote an event**	Write five Facebook posts for [event] on [date] in [town]. Friendly, under 60 words each, each ending with how to take part. Flag any fact I should check.
2	**Summarize a meeting**	Turn these notes into decisions made, action items with owner and date, and open questions. Add nothing that isn't in the notes.
3	**Answer a prospect**	Using only the data I paste, draft a one-page community profile for a [industry] prospect. List every number you used and where it came from.
4	**Decode a grant**	Turn these grant guidelines into a checklist of required items, deadlines and scoring criteria, with page numbers.
5	**Fix your website**	Read this page text. List ten questions visitors probably have that it doesn't answer, then draft short answers for me to verify.

YOUR FIRST 30 DAYS

Start small, show a win, write it down



WEEK 1

Pick one task

Choose one repeat job. Time it by hand, then with AI.

WEEK 2

Write the policy

One page: what's allowed, what never goes in, who reviews.

WEEK 3

Build one assistant

Save your instructions and files so the job repeats well.

WEEK 4

Show your board

Share the before and after, the hours saved and the review step.

A one-page AI policy starter is on the take-home page.

CulturaMinds

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Let’s link what’s next.

Slides, prompts and the policy starter:

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Scan for today’s materials

Scan to save Tim’s contact