



**VOYAGE FORWARD ECONOMIC DEVELOPMENT  
MARKETING PARTNERSHIP  
SEPTEMBER 27, 2016 10:00 AM LITTLEFORK COMMUNITY CENTER  
MEETING MINUTES**

I. WELCOME AND INTRODUCTIONS

KEDA Executive Director Paul Nevanen welcomed the attendees who introduced themselves.

Members Present: Sonja Pelland, Jerry Struss, Shawn Mason, Pete Shultz, Sue Natysin, Marta Lindemanis, Ken Anderson, Paul Nevanen, Mike Hanson, Eric Johnson, Mike Wellcome

Guest Presenter: Christa Heibel

II. PROCESS AND IMPORTANCE OF BRANDING

Christa Heibel, CEO CH Consulting Group gave a presentation on the importance of branding and the development of one message (attached). Highlights of the presentation include:

Be honest about the truth – every organization, in our case County, has its strengths, weaknesses, opportunities, and threats. We need to be honest about who we are, what we do, and why we matter. We need to be consistent with the message

Identify who we want to market to. We live here because we enjoy our surroundings and realize this will not appeal to everyone. We must clearly define our market to attract those businesses and individuals that see the benefits of our culture and surroundings.

It will take leadership from our elected officials and citizens to make this change.

We need to educate the public on the importance of the Voyage Forward initiative as a whole.

The “Plan” should contain:

Internal component: to get the “buy in” from the community

External component: to create or attract new business and labor to our community.

**Voyage Forward Vision**

*We are one community focused on the future which values our citizens, environment, and unique culture. We are open to all ideas and value the input from our citizens. We understand to improve, we must look to the future and invest in community and economic development*



It will take more than human resources, it will take a concerted effort to provide funding necessary to sell our community both internally and externally.

We need to capitalize on the community engagement effort brought forth through the Voyage Forward initiative.

### III. IDENTIFY THE PROCESS FOR THE MARKETING PARTNERSHIP

The process outlined by Christa provided a roadmap to follow. We already have a vast amount of data we can use to develop a plan. First and foremost, we need to agree on a county wide vision, logo, identify our internal and external audience, and proceed with developing a comprehensive marketing plan.

### IV. INCORPORATING VF LOGO/TAGLINE

This was a carryover item from our first meeting. The Team reaffirmed the use of the Voyage Forward logo and tagline of "Voyage Forward -- Journey to Success was a good starting point. The logo/tagline would be used in all communications, marketing materials, and initiatives. The logo/tagline would be used alongside community or organizational logos.

Adopting the logo and tagline is only one is one part of developing a brand. We still need to focus on developing a county wide message to be used on websites, correspondence, etc. while still maintaining our unique individualism and autonomy.

### V. NEXT STEPS

Each community and organization was asked to discuss incorporating the Voyage Forward logo/tagline within their website and marketing materials with their leadership. Each community/organization would use the logo while retaining their unique identity and develop their individual story.

Discuss incorporating the mission, vision, and values adopted through the Voyage Forward effort (attached).

Review and prioritize the marketing recommendations set forth in the Newmark Grubb Knight Frank study (attached).

### Voyage Forward Vision

*We are one community focused on the future which values our citizens, environment, and unique culture. We are open to all ideas and value the input from our citizens. We understand to improve, we must look to the future and invest in community and economic development*



There was a discussion about leadership from a political entity is missing. That relates back to getting a “buy in” to the brand internally first, then we can market externally. The County Board of Commissioners will be presented with this opportunity in the next month.

#### VI. NEXT MEETING

The next meeting is scheduled for October 27<sup>th</sup>, 10:00 at the Littlefork Community Center.

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