

**TOURISM DESTINY DRIVER  
MEETING MINUTES  
THURSDAY OCTOBER 20, 2016 @ 5:30 PM  
I'FALLS CHAMBER OF COMMERCE/CVB OFFICE**

**STEWARDS PRESENT:** Pete Schultz (Co-Champion), Sherril Gautreaux (Co-Champion), Eric Johnson (Co-Champion), Joan Nelson, Shawn Mason, Dan Schermerhorn, Charity Trompeter-Oveson, Travis Glowasky

**I. WELCOME AND INTRODUCTIONS (sign-up sheet)**

**II. STRATEGIC PLANNING**

The Driver Outcomes (and other action items as presented) were rolled into the Voyage Forward Strategic Action Planning chart so that we can implement action steps with a time schedule, responsible parties, priority outcomes and accomplishments/work completed. See attached chart. Stewards will draft a press release for Voyage Forward region newspapers promoting the benefits of tourism.

**III. UPDATE ON ATV CHAPTER**

Pete Schultz updated the group on the Voyageurs Country ATV Chapter which will be interconnecting communities through existing forest roads. Pete has attended several meetings with Voyageurs County ATV who has agreed to allow the I'Falls area to start a local chapter under their umbrella. Pete has had a good response in the area with a few dozen folks signing up to assist with the project such as identifying, marking and clearing trails. Joining with the existing ATV chapter will allow better access to grant funds.

**IV. UPDATE ON GOOGLE MAPPING**

A Google Maps/Google Maps workshop sponsored by I'Falls Chamber/CVB/RRCC/UMD SCDP was held in October at the suggestion of the Voyage Forward Tourism Destiny Driver. The information presented was excellent. Another workshop will be held over the winter and we will push to get more folks to attend.

**V. SCHEDULE NEXT MEETING**

The next meeting is scheduled for 11/30/2016 @ 5:30 at the I'Falls Chamber/CVB office.

**VI. ADJOURN**

The meeting adjourned at 7:00.