

Economic Development Framework May 23, 2016 6:00 PM Backus Meeting Minutes

Destiny Driver: *Develop an organizational framework to lead and facilitate implementation of key economic development strategies.*

I. **Agenda introduced:**

Supporting material that included our minutes, this meeting's agenda, our destiny driver to develop an organizational framework to lead and facilitate implementation of key economic development strategies and the draft of the destiny driver's scope of work, anticipated partnerships, organizational structure, outcomes and roles and responsibilities.

a. STEWARDS PRESENT, Sonja Pelland , Allen Rasmussen, Cynthia Jaksa, Gail Rognerud, Ken Anderson, Marta Lindemanis, Mike Hanson, Rob Davenport, Ward Merrill, Mike Wellcome

b. STEWARDS ABSENT: Absent: : Alysa Hackenmueller, Brian McBride, Bob Anderson, Carol Helland, Dan Odegaard, Doug Franchot, Eric Johnson, Harley Droba, Jay Barkowski, Jerry Struss, Paul Nevanen, Scott Riley, Shane Talley, Sherril Gautreaux, , Sue Natysin, Tom Dougherty, Wade Pavleck, Wayne Skoe.

Minutes approved by consensus.

II. **Discussion on Draft Version: Scope and Partnership Representatives**

Discussion on final draft began with which organizations should be included as partners and which organizations should be included as key recruitment and retention allies. The latter group is listed in the scope paragraph of the Voyage Forward Marketing Partnership.

By group consensus we decided to list specific companies under the scope paragraph and the partners (which comprise the permanent committee for Voyage Forward Marketing Partnership) would include the cities, adding Mizpah and Nett Lake, and under business and organizational representatives, only including those who represent in some capacity an umbrella for business – such as Chamber, Business Young Professionals, or Convention and Visitor Bureau – or who serve multiple business in fiancé or in training, such as local banks, the workforce center and RRCC. All medical institutions and PCA would be moved to key recruitment and retention allies. We added Big Fork Valley, Northland Counseling, St Francis Assisted Living and North Itasca Electrical Coop as to the allies list.

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The purpose was to avoid an unwieldy number of members by making this separation and to include an expanded list of allies. Allies would be consulted as the partners find that specific goals and objectives require specific ally involvement. They would be involved on an “as needed” basis. Again, this is not to exclude but to ensure operational success and enlist people’s time and talent when we can clearly explain our need for their involvement.

Mike Wellcome said he would find out who to reach at Mizpah and Nett Lake to fulfill partnership representation. Mike recalled that at one of the early Voyage Forward meetings, Nett Lake sent representatives.

III. Discussion on Draft Version: Outcomes

The order of outcomes was revised per discussion from last meeting. New order was accepted.

IV. Discussion on Draft Version: Roles and Responsibilities

Bullet one: Ken Anderson thought that the review of literature in implementing a marketing plan should include other sources beyond the Newmark Report. Modifying the first bullet to read: “Assist in the implementation of marketing and communications recommendations as outlined in the Newmark, Grubb Knight and Frank Economic Adjustment Strategy and adding Heart of the Continent, pertinent parts of the cities’ strategic plans, Cross Border document, Voyageur Highway, etc.

Bullet two under Roles and Responsibilities should be fleshed out beyond support communication efforts of KEDA to include develop a KEDA comprehensive website with links to cities’ economic development or promotion web pages and any other organizations as pertinent.

However, some committee members thought we were getting into the work of the partnership committee and should not go further than a policy statement to support the communication efforts of KEDA and to leave the “how” of how to support to the partnership committee.

Also brought up by Ward was the need to have a single organizational media contact so the same message is relayed to all media from KEDA – including newspapers, radio, television and MPR specifically was mentioned.

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Also mentioned was the need to use all social media, including facebook, twitter, instagram, etc. Marta mentioned how pervasive the use of apps like Yelp and Trip Advisor is used by tourists. The consensus was that a strong website/social media effort needs to be part of the communications plan. However, the level of detail in fleshing out the policy to support KEDA communications may be best left to the partnership work.

V. Invitation Letter to Partners:

Team to work on letter is Ken Anderson, lead with Rob Davenport and Mike Wellcome. Letter once drafted would be emailed out to all members for review and comment.

VI. Presentation to KEDA Board:

Team to present to KEDA Board is Mike Wellcome, lead with Sonja Pelland and Jerry Struss.

It was decided that before the letters are sent out inviting organizational representatives to the partnership, that we should present to the KEDA board first. The first possible KEDA meeting for presentation would be latter part of June.

VII. Next Meeting

Assuming that the reception is positive at KEDA, then the only remaining work of this committee is to send out letters of invitation to the partners. The draft of this letter will be sent out by Mike Wellcome via email for all committee members to comment and provide editorial advice. Therefore, no meeting was scheduled. The work of approving the invitation letter will be approved via email. Depending upon what occurs at the KEDA presentation and also what response we receive from partner invitees, the committee may not have to meet again.

Adjourned at 7:30 pm. .

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