

## Economic Development Framework May 9, 2016 8:00 AM Backus Meeting Minutes

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

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### 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:** Alysa Hackenmueller, Brian McBride, Cynthia Jaksa, Gail Rognerud, Ken Anderson, Marta Lindemanis, Mike Hanson, Rob Davenport, Ward Merrill, Mike Wellcome, Wayne Skoe

**b. STEWARDS ABSENT:** Allen Rasmussen, Bob Anderson, Carol Helland, Dan Odegaard, Doug Franchot, Eric Johnson, Harley Droba, Jay Barkowski, Jerry Struss, Paul Nevanen, Scott Riley, Shane Talley, Sherril Gautreaux, Sonja Pelland, Sue Natysin, Tom Dougherty, Wade Pavleck.

Minutes approved by consensus.

II. **History of KEDA:** Mike Hanson informed the board of the history of KEDA, how it was formed, and its source of funding. He questioned how the committee would function and what would be its functional relationship to KEDA. The nature of working with developers requires confidentiality and therefore would require excluding the committee from those kinds of discussions.

In response, it was pointed out that the committee is a marketing and communication committee and will not be responsible for implementation. KEDA is the lead organization and will be responsible for vetting development projects and working with the cities on projects.

The importance of having one message, one brand and unity around marketing the county as a region was stressed and that is the responsibility of this committee to develop and promote. A KEDA staff person would lead this committee and take direction from this committee as it pertains to marketing the county.

### 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.*

III. Discussion on Scope:

Discussion was lengthy. The minutes reflect the final consensus on the draft version.

The third paragraph of the first section of the draft which describes the destiny driver was modified to remove the word align and use the word coordinate. The second sentence needed to be narrowed to the scope of work, which is marketing and communications.

The name was changed from Voyage Forward Economic Development Partnership to Voyage Forward Marketing Partnership to reflect the purpose of the committee.

The first paragraph was eliminated under the “scope of work” section.

MidContinent was added to the last paragraph which listed allies. There was a question whether the committee can be responsible for developing and maintaining relationships with the allies listed. It was decided that since members of the committee are chosen because they are in positions where these relationships are naturally part of their work, that the paragraph was accurate in its description of committee responsibilities.

Under the “Outcomes” section, we reordered them to list outcomes in the opposite order presented – listing marketing and messaging first.

Under the “Roles and Responsibilities” section, the committee eliminated second bullet listed as it was outside of scope and changed the third bullet to specify “communication” efforts from “all” efforts.

IV. Next Steps:

Review this draft again, draft letter to invite partners as members, discuss presentation to KEDA board.

V. Next meeting and agenda:

Next steps will comprise the agenda. **Meeting set for May 23, Monday at 6 pm at the Backus conference room.** We will be ordering pizza. We have no budget so will be asking for a \$4 or \$5 donation to offset the cost of the pizza.

Adjourned at 9:30 am.

**Voyage Forward Vision**

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