



**VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
MARCH 2, 2017, 2:00 PM BORDER STATE BANK
MEETING MINUTES**

I. WELCOME AND INTRODUCTIONS

KEDA Executive Director Paul Nevanen welcomed attendees.

Members Present: Sonja Pelland, Sherril Gautreaux, Sue Natysin, Ken Anderson, Paul Nevanen, Mike Hanson, Bob Anderson, Mike Wellcome, Alysa Hackenmueller

- a. Note Taker – Sherril Gautreaux agreed to prepare the minutes for the meeting.
- b. Approve Minutes – Wellcome suggested that the first sentence in section IV be amended replacing “with contributions from local financial institutions” with “by an individual donor.” A motion to approve the minutes of the previous meeting with amendments to section IV was made by Hackenmueller; seconded by Natysin and carried unanimously.
- c. Approve Agenda – A motion to approve the agenda was made by Gautreaux; seconded by Hackenmueller and carried unanimously.

II. MARKETING MESSAGE

Nevanen opened the discussion about the marketing message for the whole county though it would have to be tailored to each community. A brainstorming session took place with comments and ideas documented. See attached. During the next meeting we will finalize the message and distribute to external organizations for input.

III. REVIEW OF NEWMARK RESULTS

Nevanen would like to prioritize our efforts and key initiatives and will distribute key portions of the Newmark study to the group. The group will review and bring back recommendations specific to our efforts looking at gaps and ways to build on what has been done so far.



IV. OTHER BUSINESS

Wellcome spoke about the cross-border destiny driver initiative in regards to updating the OARS program which requires CBP contact upon re-entry into the US by boat or snowmobile. A letter was sent to the County Board asking for support in gaining assistance from federal elected officials. The County Board sent a letter to Congressman Nolan, Senator Klobuchar and Senator Franken asking for assistance in updating the OARS program. A letter will be sent to l'Falls and Ranier asking their councils to support changes in the OARS program.

Hanson spoke about broadband initiatives for the western part of the county in Q2 of 2017. Nevanen spoke about the broadband project for the Highway 11 East area through Frontier Communications. Lack of reliable broadband and cell service inhibits our ability to attract economic development.

V. NEXT MEETING

The next meeting date is April 26 @ 10:00 am at Border State Bank.