



**Grow and Diversify Businesses & Jobs in Koochiching County**  
**Destiny Driver Meeting**  
**Friday, March 17, 2017**  
**7:00 AM @ KEDA**

**Minutes**

**Attendance:** Paul Nevanen, Allen Rasmussen, Roma Korzinski, Brian Rauzi, Shawn Mason

Paul called the meeting to order at 7:00 AM, and noted the last official meeting was held in November, with Shawn and himself in attendance. The group agreed this meeting would serve as a regrouping.

**Driver Focus:** The group agreed the destiny driver should focus on accomplishing one major project at this time: **Plan a gathering with folks who “summer” on Rainy Lake and are accomplished in the business world.** The following details were discussed:

- Purpose of the gathering is to build relationships, connect the summer residents with some of our local folks, and tap into the summer residents’ horsepower and connections.
- The Camping & Education Foundation expressed interest in partnering with us on a gathering that could be hosted at the girls’ camp in early June or mid-August, as they would like to visit with the summer residents about establishing a scholarship fund to send local children to camp. The committee determined it would be better to host the event at Thunderbird Lodge, with our drivers’ outcomes being the priority purpose of the event. Hugh Haller, Foundation CEO, will be invited to attend and will be given time to speak about the foundation’s camp scholarship fund.
- The gathering will be a Thursday in July, 6:00 PM to 8:00 PM, with appetizers and beverages. KEDA and the Chamber will share the cost, which is expected to be about \$500 total. Paul will call the Thunderbird to secure a date.
- Paul shared a list of summer residents and asked the committee for additions.
- Paul will draft an invite letter and share it with the committee for input. The invite will start with a compelling tag line, or opening statement – for example: We are inviting you as a valued member of the community...
- Invitations will be sent in May.

**Other Business:** As follows:

- A. City Comprehensive Plan:** Paul reported representatives from the company producing the city's new comprehensive plan were in the community for three days this week, meeting with groups and individuals. The group has received copies of all the work done through Voyage Forward, Gateway Corridor Plan and other documents related to project planning and area assets.
- B. Business Retention:** It was determined the business retention component of our driver would focus on the Grow MN visits in collaboration with the Chamber. Shawn noted Ashley at the Chamber could coordinate the visits once businesses are identified.

The next meeting will be scheduled for May.

Paul adjourned the meeting at 7:45 AM.