



**VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
APRIL 26, 2017 10 AM BORDER STATE BANK
MEETING MINUTES**

I. WELCOME AND INTRODUCTIONS

KEDA Executive Director Paul Nevanen welcomed attendees.

Members Present: Sherril Gautreaux, Sue Natysin, Ken Anderson, Paul Nevanen, Mike Hanson, Bob Anderson, Mike Wellcome, Pete Schultz

- a. Note Taker – Sherril Gautreaux agreed to prepare the minutes for the meeting.
- b. Approve Minutes – A motion to approve the minutes of the previous meeting with was made by Wellcome; seconded by Natysin and carried unanimously.

II. MARKETING MESSAGE

The majority of the meeting was spent discussing the marketing message. The group discussed and suggested edits. The message would obviously have to be tailored to specific audiences. It could be used in relocation brochures, city and EDA websites and at local businesses wishing to recruit employees or businesses. Suggestions were made that we need to distinguish ourselves and highlight our uniqueness. Gautreaux will take the document back and massage it a little more and distribute it to the group.

The group will review the message again between now and the next meeting. After the next meeting, we will distribute it to each city and give them time to review and comment.

III. REVIEW OF NEWMARK RESULTS

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. NEXT MEETING

The next meeting date is June 7, 2017 @ 10:00 am at Border State Bank.



Voyage  **Forward**
Koochiching County

Journey to Success

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