



**VOYAGE FORWARD ECONOMIC DEVELOPMENT  
MARKETING PARTNERSHIP  
JUNE 7, 2017 10 AM BORDER STATE BANK  
MEETING MINUTES**

**I. WELCOME AND INTRODUCTIONS**

Members Present: Sherril Gautreaux, Sue Natysin, Alysa Hackenmueller, Paul Nevanen, Brad Krasaway, Mike Wellcome, Pete Schultz, Tricia Heibel

- 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 was made by Natysin; seconded by Nevanen and carried unanimously.
- c. Approve Agenda – A motion to remove Item III and approve remaining agenda was made by Hackenmueller; seconded by Nevanen and carried unanimously.

**II. MARKETING MESSAGE**

The majority of the meeting was spent discussing the marketing message. The group discussed and suggested edits. The consensus was to amend the message as follows:

**THIS COULD BE YOUR OFFICE VIEW  
MAKE YOUR DREAM A REALITY**

**In Koochiching County we enjoy being away from the hustle and bustle. We walk out our backdoor and have access to forests, lakes, rivers, wildlife and multiple activities. If you enjoy nature, clean water and air, and access to one of the Nation’s most beautiful National Parks, then you would feel at home.**

**[www.businessupnorth.com](http://www.businessupnorth.com)      [www.voyageforward.org](http://www.voyageforward.org)**

**<INSERT WEBSITE HERE>**

**We offer:**

- **A community spirit with caring neighbors.**
- **Four distinct seasons to enjoy a myriad of recreational activities.**
- **Impressive transportation including an international airport, rail, and 10 ton roads.**
- **A variety of business development sites including a Foreign Trade Zone.**

**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*



- **Border communities that embrace our Canadian neighbors and international culture.**
- **Affordable housing and utility costs in communities with low crime rates.**
- **Public, private and magnet schools plus a nationally recognized community college.**
- **State of the art health care including clinics, a hospital, and quality senior living.**
- **Winter and summer festivals that showcase arts and culture year-round.**
- **Natural historical sites and spectacular scenery ready to explore.**
- **An unbeatable office view of forests, lakes and rivers.**

**What's your office view?**

**#voyageforward**

The CVB is absorbing as much of the cost of designing the template as their budget allows. The template will allow each city to insert their website information and change out the photo but not the actual verbiage of the message.

The group discussed how the marketing could be used by banks, realty companies, healthcare facilities, schools, human resource departments and chambers of commerce.

A motion was made by Hackenmueller to accept the changes to the message as described above and for CVB to absorb as much of the costs as they can; seconded by Schultz and carried unanimously.

### III. NEXT STEPS

When the message is finalized by the designer, it will be sent out to group members for a final review. Wellcome will work on formulating instructions to send to each city about the marketing message. Borderland Young Professionals will work on a billboard design. Nevanen will research pricing of billboards. Schultz will work with the designer on finalizing the template.

### IV. NEXT MEETING

The next meeting date is July 12, 2017 @ 10:00 am at Border State Bank.

### Voyage Forward Vision

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