



**VOYAGE FORWARD ECONOMIC DEVELOPMENT  
MARKETING PARTNERSHIP  
JULY 19, 2017 10 AM BORDER STATE BANK  
MEETING MINUTES**

I. WELCOME AND INTRODUCTIONS

Members Present: Sherril Gautreaux, Sue Natysin, Paul Nevanen, Ken Anderson, 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 with the date correction was made by Schultz; seconded by Wellcome and carried unanimously.

II. MARKETING MESSAGE

Though the partnership approved the marketing message during the last meeting and through exchanges of e-mails, additional changes were suggested in this meeting as follows:

First paragraph, third and fourth line – change to “access to beautiful Voyageurs National Park”.  
Second paragraph, third bullet point – change to “state-of-the art international airport and rail.”  
Second paragraph, fourth bullet point – no cap on “international culture”  
Second paragraph, ninth bullet point – no cap on Summer

The CVB is funding the design costs of the marketing message. Each community can change the photograph and insert their logo but cannot change the message. Once finalized the group can reconvene to draft the introductory letter to send to each community, KEDA, KDA and also to targeted businesses (real estate companies, business HR offices, hospitals, golf courses, et alia).

Anderson and Nevanen questioned who approved the message. The group discussed that as the marketing partnership group that it drafted the message and approved it. As the Voyage Forward Marketing Partnership, it was its task to come up with the message for use by the entire county. The message was also discussed and reviewed in the Coalition partnership meetings.



### III. BILLBOARD

Some specific information was distributed about billboard pricing through Lamar Billboards. Borderland Young Professionals are working on a design. A suggestion was made to include “the rainbow does end here”. Other options are Clear Channel digital billboards. Schultz explained that Explore Minnesota Tourism has 2:1 matching grants for projects such as these. Pete will get further information on the cost of the digital billboards.

### IV. NEXT MEETING

The next meeting date is August 15, 2017 @ 10:00 am at Border State Bank.

#### 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*