



**VOYAGE FORWARD ECONOMIC DEVELOPMENT  
MARKETING PARTNERSHIP  
SEPTEMBER 18, 2017 10 AM BORDER STATE BANK  
MEETING MINUTES**

**I. WELCOME AND INTRODUCTIONS**

Members Present: Sherril Gautreaux, Sue Natysin, Paul Nevanen, Mike Hanson, Mike Wellcome, Pete Schultz, Tricia Heibel

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

**II. MARKETING MESSAGE**

The marketing message has been finalized. It will be presented at the KEDA board meeting this week. Two cities (Littlefork and Ranier) are using the template and have modified it to include their logo. Littlefork chose to use another photograph which depicts the Littlefork River. We are waiting for International Falls, Big Falls and Birchdale (River Valley Development Agency) to provide pictures, logo's, and web addresses.

The marketing message will be distributed to area businesses for their use in recruiting packages. The logistics of the distribution process will be fleshed out.

The Coalition will work on a draft cover letter describing the message and its potential benefit. Wellcome will draft a letter for review by the Chamber for their membership. The message can be part of the "toolkit" to be used in employment recruitment packages and by the KEDA director.

**III. BILLBOARD**

Pete Schultz and Alysa Hackenmueller were unable to attend the meeting; therefore, there was no update on the potential billboard project.



#### IV. PARTNERSHIP STRATEGIC ACTION PLAN

A draft strategic action plan (SAP) was developed using the language from the Destiny Driver outcomes.

#### V. NEXT STEPS

The group will review the SAP and the Newmark Grubb marketing recommendations for discussion at the next meeting. There was discussion about asking the Chamber to host a Lunch and Learn to update the public on the efforts of Voyage Forward (VF). This will be discussed at the next VF Coalition meeting.

#### VI. OTHER

Paul Nevanen reminded everyone of the new airport terminal reception on 10/10/17 @ 1:00 pm.

#### VII. NEXT MEETING

The next meeting date is October 24, 2017 @ 10:00 am at Border State Bank. This will be the last meeting of the year. We will use this meeting to develop the SAP, review the Newmark Grubb study and review the letter describing the intent of the marketing message.

#### 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*