VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
MARCH 8, 2018 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, Marta Lindemanis, Ken Anderson

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 Anderson; seconded by Lindemanis and carried unanimously.

II. MARKETING MESSAGE

The group worked on a few edits to the marketing message cover letter. Wellcome will make the changes to the cover letter. The cover letter and marketing message will be distributed via e-mail to area businesses and agencies. Nevanen will ensure that the clinics in Littlefork and Big Falls get the information in addition to working with the airports. Heibel will ensure that the regional governmental entities receive the information. The Chamber is willing to include the information in their e-newsletter. The Chamber, VF, CVB and KEDA have several contact lists that can be used to distribute the information. Wellcome will contact Backus and put the information on the VF website.

Natysin suggested working with The Journal to include the information in the upcoming special paper “Why We Live Here”. The group agreed that it was a great idea. Wellcome will work with The Journal on getting the marketing piece in the issue.

A motion to approve the marketing message cover letter with the changes as discussed today was made by Schultz; seconded by Heibel and approved unanimously.

III. SOCIAL MEDIA VIDEO MESSAGING AND RFP

Schultz stated that the CVB Board is willing to allow any of its video stock to be used by VF in the proposed video message. Each community will be asked to contribute video of its area. An RFP will be drafted and sent to several firms with experience in developing videos. Heibel will work with Schultz on defining the scope of the project such as whether the firm would be filming or video-editing, will they be
providing music or voice-over, will there be text included? Length of the video? The thought is to use existing video rather than paying a firm to film.

Existing video clips will be assembled and reviewed at the next meeting at the Chamber boardroom.

IV. NEXT MEETING

The next meeting date is April 17, 2018 @ 10:00 am at Chamber/CVB office