VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
APRIL 17, 2018 10 AM ‘FALLS CHAMBER OF COMMERCE
MEETING MINUTES

I. WELCOME AND INTRODUCTIONS

Members Present: Sherril Gautreaux, Mike Hanson, Mike Wellcome, Pete Schultz, Tricia Heibel, Marta Lindemanis, Ken Anderson, Sonja Pelland, 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 was made by Lindemanis; seconded by Pelland and carried unanimously.

II. MARKETING MESSAGE

Heibel will continue to work on the distribution list for the marketing message.

Wellcome worked with The Journal on publishing the marketing piece in the “Why We Live Here” issue. The Journal did not post the piece correctly and did not include the photograph. It was suggested that he contact The Journal and ask that they correct the piece in their on-line version. In addition, provide a link-up marketing message on the VF website.

CVB has been distributing the marketing piece with every mailing.

III. SOCIAL MEDIA VIDEO MESSAGING AND RFP

Existing video clips were reviewed in the Chamber boardroom. A majority of the clips are of Rainy Lake and Rainy River. The group was asked what they would want in a video. Need clips of each area? What is the purpose of the video? Want to show clips of commerce and economic development? How do we want to connect with people? Show the balance of commerce & wilderness.

In drafting the RFP, we would make the images available to the production person and they would assemble a number of 30-40 second videos. Get a cost for each. Need to brainstorm on what topics would be.
Next step would be to issue an RFP. After we get proposals, we can put together a budget. How would the video be used? VF Facebook page, YouTube, links on city websites, targeted FB marketing.

By next meeting, put together a wish list of topics and scenery that should be covered and exchange ideas by e-mail.

IV. NEXT MEETING

The next meeting date is May 23, 2018 @ 10:00 am at Chamber/CVB office