I. WELCOME AND INTRODUCTIONS

Members Present: Sherril Gautreaux, 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 was made by Schultz; seconded by Lindemanis and carried unanimously.

II. MARKETING MESSAGE

Heibel has a draft of the distribution list for the VF marketing message. CVB has been distributing the marketing piece with every mailing.

III. SOCIAL MEDIA VIDEO MESSAGING

The group discussed what the content of the video message should look like, the message and the target audience. Show the balance of commerce and wilderness. Each community would have a 40 second video. There should be a blend of interviews, civic messages and photos/videos. The prologue and epilogue should focus on the language from the VF marketing piece. There are 11 different bullet points in the marketing message; each community could address a few. The call to action should be built into the script. Lindemanis offered that Bill & Sandy from Big Falls could possibly provide the music.

It was suggested that we could possibly work with KCC-TV because they have the A/V equipment. This project could possibly fall in with their mission statement. Perhaps they would want to run the video on CH 7.
IV. NEXT STEPS

Each member of the group will bring forward video shots. It was suggested that I-Phone volunteers could be drafted. Lindemanis will contact Bill & Linda about using the song “This is Big Falls”. Wellcome will contact KCC-TV and Travis Glowasky.

The group can bring forward some video content and continue to discuss the content of the RFP for producing the video message.

V. NEXT MEETING

The next meeting date is June 27, 2018 @ 10:00 am at Chamber/CVB office