VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
MEETING MINUTES
JUNE 27, 2018 10:00 AM
I’FALLS CHAMBER OF COMMERCE

I. WELCOME AND INTRODUCTIONS

Members Present: Sherril Gautreaux, Mike Hanson, Mike Wellcome, Pete Schultz, Tricia Heibel, Paul Nevanen, Ken Anderson, Darcy Sullivan

   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 Anderson; seconded by Heibel and carried unanimously.

II. MARKETING MESSAGE

Nevanen sent out marketing message to all on his KEDA distribution list. Heibel has sent out marketing message to all on Chamber distribution list. Chamber had a 47% open rate on e-mail and 18% click-through which is good news.

III. SOCIAL MEDIA VIDEO MESSAGING

Darcy Sullivan from KCC-TV was at the meeting to listen to the group and discuss ideas about the video marketing message. Schultz offered up some examples of text and still photos in a 45 second video. The group discussed the benefit of interviews with folks for lead-ins. Discussed having KCC work with the group on the project. The group discussed the pros and cons of stills versus video and perhaps could mix the two together. The message of “come live and work here” is the call to action and focus of the message. We want to intersperse commerce with scenery. Nevanen suggested a slide of bumper-to-bumper traffic and then transition a person launching their boat. We are selling a slower lifestyle. Get testimonials from folks who just moved here from the metro area and talk about how long it takes to get to work here. Use flashes of local commerce such as the mill, downtown, Swanky Sweet Pea, Green Tech with a focus on younger people. Curate ideas on who would be the best person to interview on each topic.
Anderson wondered if PCA does exit interviews and if so would there be statistics about why an employee quits working at PCA. This information could be useful in how we would tailor the marketing message. We can also identify folks that have returned to live in Kooch Co; especially those with children.

Sullivan informed the group of a video she did for VNP of camping basics. The group discussed using KCC-TV to memorialize events and creating an archive. We should not expect KCC-TV to do a video for free. Sullivan was asked to put together a budget.

IV. NEXT STEPS

Schultz is happy to work on text and interview topics. KCC-TV will give us a quote. Everyone will think about folks that have recently moved here to interview. Solicit photos, interviewees from Littlefork, Northome, Big Falls, and Birchdale.

V. NEXT MEETING

The next meeting date is July 18, 2018 @ 10:00 am at Chamber/CVB office.