VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
MEETING MINUTES
JULY 18, 2018 10:00 AM
I’FALLS CHAMBER OF COMMERCE

I. WELCOME AND INTRODUCTIONS

Members Present: Sherril Gautreaux, Marta Lindemanis, 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 Heibel; seconded by Lindemanis and carried unanimously.

II. SOCIAL MEDIA VIDEO MESSAGING

Pete and Paul brought forth research from Ely regarding their marketing message which was funded through Blandin Broadband Community Program. The group watched the Incredible Ely video and the elyite.com website.

Koochiching County has also been chosen as a BBCP. As part of the BBCP, the video message can be funded. The timing is right with the work that our group has done so far on the video message.

The group talked about people that could be in the video; focusing on younger people, people that new to town or have moved back to town. The video would be personalized with voice overs. Suggestions include: RaeAnn Conat (Swanky Sweet Pea), Karina and Robert Ham (Rainy Lake Grill), Danielle Schermerhorn, Paige Delack (Littlefork), Teener O’Loughlin (Northome), Sandy Gordon (Big Falls), Tricia’s sister’s hobby farm in Birchdale. We would need teasers or canned questions.

Darcy has interviewed non-profits and has experience in editing. She stated that editing software can be used with any MP4 video. As far as expenses go, we will need to do some pre-planning and cost analysis. The Blandin meeting is in January to apply for funding for the broadband projects. We will need to have a cost analysis and template ready to present in January. KCC-TV will charge $35-$40 an
hour plus travel expenses. We will need a timeline, scope of project and organized approach to present the proposal to Blandin.

III. NEXT STEPS

A scope of work and budget needs to be roughed out. Tricia and Darcy will work together on the scope of work. Paul will get a timeline from BBCP for funding. Paul will get with Cynthia and Harley in regards to the scope of what I’Falls wants.

IV. NEXT MEETING

The next meeting date is September 19, 2018 @ 10:00 am at Chamber/CVB office.