VOYAGE FORWARD ECONOMIC DEVELOPMENT
MARKETING PARTNERSHIP
MEETING MINUTES
SEPTEMBER 19, 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, 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 Lindemanis; seconded by Heibel and carried unanimously.

II. SOCIAL MEDIA VIDEO MESSAGING AND RFP

The group watched a 2 minute video that Darcy and Pete worked on using clips from the CVB library and text that Pete drafted. Darcy had Cody Boyer do the voice overs. Darcy said that she spent around 6 hours making the video. The group watched the Cantilever Distillery video to see an example of how to mix scenic shots with economic development. The group watched an aerial video of Big Falls made by 219 Aerial, Guy Lindvall. Lindemanis is in hopes that Big Falls will be able to use the footage in the Big Falls video messaging.

The scope of work should be developed focusing on that there should be a coordinated effort with each entity to unify the theme of driving people to live and work here. Mike will begin a draft of a scope of work defining what we want accomplished. Mike stated that once we have a scope of work, we should put the project out for bid.

Paul spoke about the Blandin Broadband Community Partnership stating that there is a meeting on 12/5/18 in Grand Rapids to kick-off the 2 year grant program. The video messaging can be funded through the BBCP grant.
In response to the contributions of KCC-TV, Mike will ask the Voyage Forward Coalition to become a sponsor.

Each entity should stay on message which is to recruit business and push the “why we live and work here” message.

III. NEXT STEPS

Mike will draft a scope of work and send it to Tricia for review prior to sending it out to the group for review.

IV. NEXT MEETING

The next meeting date is October 31, 2018 @ 10:00 am at Chamber/CVB office.