I. WELCOME AND INTRODUCTIONS

Present: Sherril Gautreaux, Pete Schultz, Tricia Heibel, Paul Nevanen, Marta Lindemanis, Sonja Pelland, Mike Hanson, Mike Wellcome

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 Schultz and carried unanimously.

II. SOCIAL MEDIA VIDEO MESSAGING AND RFP

a. REVIEW BIDS

Schultz and Heibel recently visited with David Abazs from the NE Minnesota Regional Sustainable Development Partnership and identified the group as a potential source for assistance with the marketing video. Potentially, we could work with a group of U of M marketing students.

Wellcome sent the Statement of Work to KCC-TV, Guy Lindvall, Big Fish Digital and Studio Gibbous. Guy Lindvall stated that he was not interested but may be able to partner on the project. Big Fish Digital was not interested in working on the project. Proposals were received from KCC-TV and Studio Gibbous.

The group reviewed some of the videos from KCC-TV and Studio Gibbous; commenting that the Studio Gibbous videos have higher quality equipment, sound and editing. Hanson noted that as a funder, he would question hiring a Ft. Frances company. Heibel commented that as our sister city, the Chamber promotes businesses from Ft. Frances and considers Studio Gibbous to be a...
local company. Schultz commented that while at the Explore Minnesota conference he learned that videos need to be assembled to use in a vertical format for cellphone use.

The group reviewed the Grand Rapids social media videos. Nevanen suggested that we follow up with Grand Rapids and Ely to inquire about the success of their videos. Schultz will contact sources at Grand Rapids, Ely and Iron Range.

There was a consensus in the group that Studio Gibbous could produce a higher quality video at a price of $2400 for each video.

b. Blandin Funding Update
In the previous meeting, representatives from the KTI steering committee stated that KTI is very interested in the VF Social Media Messaging Video and is open to proposals. Nevanen is also on the steering committee and reported that grants from BBI are $5-10,000. He suggested that someone from the marketing group should present at the broadband initiative open house tonight. Wellcome offered to attend and present our proposal.

The group agreed to ask for $10,000 from BBI and queried where the remaining money could come from. Each city could be asked to contribute $500. We could apply for a KCDA grant of $5,000. VF may not be able to receive grant money because it is not a formal organization with legal status. The group queried whether KEDA could be the fiscal agent. Heibel stated that the marketing of Koochiching County as a place to work and live is part of KEDA’s mission.

III. NEXT STEPS
Wellcome, Pelland and Nevanen will attend the BBI meeting today at 4:00 pm.

IV. NEXT MEETING
Next meeting is scheduled for March 6 at 10:00 am in the Chamber boardroom.