



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, May 19, 2025**

Members Present: Commissioner Charlie Blesener, Councilmember Jennifer Wagner, Committee Member Tamara Ackerman

Members Absent: Committee Member Joanna Arbic, Committee Member Debbi Rydberg

Staff Present: Economic Development Specialist Josh Mollan

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 5:05 p.m. by Jennifer.

2. CONSIDER AGENDA

Moved by Charlie and seconded by Tamara to approve the agenda. Motion carried 3-0.

3. CONSIDER MINUTES

3.1 04-21-2025 TER Minutes

Moved by Tamara and seconded by Charlie to approve the April 21, 2025 Meeting Minutes. Motion Carried 3-0.

4. GENERAL BUSINESS

4.1 Summer Marketing Discussion

Josh shared the outline for the proposed Google Ads campaign.

Charlie suggested refining how to measure goals through Placer.ai data or other methods.

Jennifer suggested comparing future visitation data to pre-campaign visitation data with Placer.ai.

Tamara asked if we would be able to track visitation to the website.

Josh and Jennifer thought that there would be tracking abilities on the city website.

Jennifer suggested a 30-mile radius for the campaign especially focused on the growing residential development in the northwest metro.

4.2 General Updates

Josh shared that the Riverfront Concert Series/Farmers Market banners are set to be rotated in with the MN Retailers banners being shuffled into the permanent lineup.

Josh shared that the city posted the I69 Redefine video on the Hwy10/Hwy101 junction. He also is looking into securing a truck and trailer for the upcoming video on the I69 exit lane striping.

Josh also shared that staff wants to create a highlight video for the Open For Business campaign.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:25 p.m.

Minutes prepared by Josh.



Jennifer Wagner, Chair



Jolene Richter, Deputy City Clerk