



Together Elk River Committee

Monday, August 19, 2024

5:00 PM

Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER

2. CONSIDER AGENDA

3. CONSIDER MINUTES

3.1 July 15, 2024 Meeting Minutes

4. GENERAL BUSINESS

Items in which the information is presented by city staff or consultants, then deliberation and action occur. General Business items are not opportunities to receive or provide public input. However, the presiding officer may, at its sole discretion, solicit public feedback.

4.1 I 69 Redefine Update

4.2 Marketing Discussion

5. ADJOURNMENT



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, July 15, 2024**

Members Present: Committee Member Debbi Rydberg, Councilmember Jennifer Wagner, Committee Member Tamara Ackerman

Members Absent: Committee Member Joanna Arbic, Commissioner Charlie Blesener

Staff Present: Economic Development Specialist Josh Mollan, Economic Development Director Brent O'Neil, and Communications Coordinator Klara Porath

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 5:00 p.m. by Jennifer.

2. CONSIDER AGENDA

Moved by Debbi and seconded by Tamara to approve the agenda. Motion Carried 3-0.

3. CONSIDER MINUTES

3.1 June 17th, 2024, Meeting Minutes

Moved by Tamara and seconded by Debbi to approve the June 17th, 2024 meeting minutes. Motion 3-0.

4. GENERAL BUSINESS

4.1 I 69 Redefine Update

Klara shared that the deck pour originally planned for July 18th was moved to the 19th.

Josh shared that the shift to northbound lanes is scheduled for August 19th.

4.2 General Updates

Josh advised that the new banners have been installed downtown. He also asked what to do with the old banners.

The committee was in favor of tossing the old banners.

Josh shared that the copy has been changed on the sign at Main and Gates to: Roads closed, that sucks. Shop local, spend bucks! No overpass just yet. Carson open, don't fret.

Brent requested feedback from the committee of budget considerations for 2025.

Jennifer suggested Together Elk River look into sponsorship at FT Center and other city facilities.

Debbi suggested targeting folks that have stopped coming into Elk River using data from Placer.ai.

The committee was in favor of keeping at \$20,000 for 2025.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:26 p.m.

Jennifer Wagner, Chair

Tina Allard, City Clerk