Together Elk River Committee

Monday, September 16, 2024
4:30 PM
Elk River City Hall

Special Meeting
Agenda

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1. CALL MEETING TO ORDER
2. CONSIDER AGENDA
3. CONSIDER MINUTES
   - 3.1 August 19, 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.

   - 4.1 169 Redefine Update
   - 4.2 Open For Business Reels
   - 4.3 Marketing Discussion
   - 4.4 Downtown Banners Update
   - 4.5 General Updates
5. ADJOURNMENT

Meeting of the Together Elk River Committee
Held at the Elk River City Hall
Monday, August 19, 2024

Members Present:	Commissioner Charlie Blesener, Councilmember Jennifer Wagner, Committee Member Debbi Rydberg
Members Absent:	Committee Member Joanna Arbic, Committee Member Tamara Ackerman
Staff Present:	Economic Development Specialist Josh Mollan, Economic Development Director Brent O'Neil, and Senior Communications Coordinator Starr Sorheim

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 05:06 PM by Jennifer.

2. CONSIDER AGENDA

Josh requested to add 4.3 General Updates.

Moved by Debbi and seconded by Charlie to approve the agenda as amended. Motion Carried 3-0.

3. CONSIDER MINUTES

3.1 July 15, 2024 Meeting Minutes

Moved by Debbi and seconded by Charlie to approve the July 15, 2024 meeting minutes. Motion Carried 3-0.

4. GENERAL BUSINESS

4.1 169 Redefine Update

Starr gave an update on 169 construction. She also suggested forming a 169 Ribbon Cutting Committee with representatives from MnDOT, Ames, Elk River Area Chamber, and City staff.

Josh advised that staff will coordinate the 169 Ribbon Cutting Committee.

4.2 Marketing Discussion

Josh shared Placer.ai data that showed visitation data from neighboring ZIPs from 2017 - 2023. Josh also shared mobile marketing information from Outfront for future consideration.

The committee was open to other marketing options and were in favor of continuing the discussion at a later meeting.

4.3 General Updates

Josh asked if the current meeting time has been working for the committee members.

The members present were in favor of keeping the existing meeting time and day.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 05:26 PM

Jennifer Wagner, Chair

Tina Allard, City Clerk