



Together Elk River Committee

Monday, October 21, 2024

4:30 PM

Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER

2. CONSIDER AGENDA

3. CONSIDER MINUTES

3.1 9-16-2024 Together Elk River 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 Marketing Discussion

4.3 Downtown Banners

4.4 General Updates

5. ADJOURNMENT



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, September 16, 2024**

Members Present: Committee Member Joanna Arbic, Councilmember Jennifer Wagner, Committee Member Debbi Rydberg

Members Absent: Commissioner Charlie Blesener, Committee Member Tamara Ackerman

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

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 4:38 PM by Jennifer.

2. CONSIDER AGENDA

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

3. CONSIDER MINUTES

3.1 August 19, 2024 Meeting Minutes

Moved by Joanna and seconded by Debbi to approve the August 19, 2024, Meeting Minutes. Motion Carried 3-0.

4. GENERAL BUSINESS

4.1 I 69 Redefine Update

Starr shared an update on I 69 Redefine. She shared that a ribbon cutting committee had met and is planning an event for November 7 at 9:30 a.m.

4.2 Open For Business Reels

Josh shared that he wanted to continue the Open for Business Reels marketing campaign beyond businesses impacted by construction.

Debbi and Jennifer suggested connecting with Steve at the Main Street Holiday.

4.3 Marketing Discussion

Josh shared with the committee the new copy on the sign at Main and Gates: Stop n go, moving slow, but soon to be, steady flow & Orange is no longer my fave color... us too.

Josh shared various mobile and billboard marketing options.

The committee was in favor of looking into static billboards east of Rogers as well as connecting with Bank of Elk River on a possible shared billboard. Additionally, the committee was comfortable with the affordability of mobile marketing if targeted at communities with recent decreased visitation to Elk River.

The committee was in consensus on looking into a construction transition post with Zimmerman and Orange Ball.

4.4 Downtown Banners Update

Josh shared the draft Trick or Treat banner.

The committee was in favor of a one-time banner listing the specific date of the event.

Starr asked the committee their thoughts on separate banners highlighting the Tree Lighting event and the Santa in the Park event with an extra swap after the Tree Lighting event.

The committee was in favor of Starr's suggestion. However, Josh advised that he would need to connect with ERMU for permission on extra swaps.

4.5 General Updates

Josh asked the committee again about the schedule of these meetings.

The committee was in favor of keeping the schedule as is.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:18 PM.

Jennifer Wagner, Chair

Tina Allard, City Clerk

IRL TO URL

Mobile

Quick Reference Guide



PRICING GUIDE	MOBILE DISPLAY	MOBILE VIDEO
BUDGET	\$9 CPM	\$23 CPM
\$1,000	111,111	43,478
\$1,500	166,667	65,217
\$2,000	222,222	86,957
\$2,500	277,778	108,696
\$3,000	333,333	130,435
\$3,500	388,889	152,174
\$4,000	444,444	173,913
\$4,500	500,000	195,652
\$5,000	555,556	217,391
\$10,000	1,111,111	434,783
\$15,000	1,666,667	652,174
\$20,000	2,222,222	869,565
PRICE BREAK	\$25K = 5% CPM DISCOUNT	
BUDGET	\$8.55 CPM	\$21.85 CPM
\$25,000	2,923,977	1,144,165
\$30,000	3,508,772	1,372,998
\$35,000	4,093,567	1,601,831
\$40,000	4,678,363	1,830,664
\$45,000	5,263,158	2,059,497
PRICE BREAK	\$50K = 10% CPM DISCOUNT	
BUDGET	\$8.10 CPM	\$20.70 CPM
\$50,000	6,172,840	2,415,459
\$75,000	9,259,259	3,623,188
PRICE BREAK	\$100K = 15% CPM DISCOUNT	
BUDGET	\$7.65 CPM	\$19.55 CPM
\$100,000	13,071,895	5,115,090