



Together Elk River Committee

Tuesday, January 21, 2025

4:45 PM

Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER

2. CONSIDER AGENDA

3. CONSIDER MINUTES

3.1 11-18-2024 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 Mobile Marketing Update

4.2 2025 Committee Activities

4.3 General Updates

5. ADJOURNMENT



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, November 18, 2024**

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

Members Absent: Commissioner Charlie Blesener

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 4:31 PM by Jennifer.

2. CONSIDER AGENDA

Moved by Debbi and seconded by Joanna to approve the agenda. Motion Carried 4-0.

3. CONSIDER MINUTES

3.1 10-21-2024 Together Elk River Meeting Minutes

Moved by Tamara and seconded by Joanna to approve the October 21, 2024, Meeting Minutes. Motion Carried 4-0.

4. GENERAL BUSINESS

4.1 Marketing Strategy

Josh shared advised that staff is moving forward on mobile marketing with Outfront Media. He shared the draft gifs with the committee.

The committee was in favor of no changes to the gifs.

Josh shared potential target areas: Dayton, Princeton, Zimmerman, Big Lake, Andover, Becker, Milaca and Rogers.

The committee suggested adding: Otsego, Corcoran, Albertville, Monticello, Saint Michael, and Ramsey.

Josh and Starr shared the Visit Elk River page on the city website which will be the landing page for the mobile ads.

Debbi suggested adding Oliver Kelly Farm to the play page.

4.2 I 69 Redefine Update and Messaging

Josh shared that the ribbon cutting event for Highway I 69 went well.

Jennifer suggested a new marketing campaign: Redefine Your Drive focusing on the new features of Highway I 69 and the reasons why certain infrastructure decisions were made.

Starr shared that she could prepare a content plan ahead of the next committee meeting.

4.3 General Updates

Josh shared that the Well Read Books Open For Business Reel was posted and that there is additional interest. He also shared that staff is still interested in looking into adding a DERBA banner that highlights their Minnesota Retailers Retail Community of the Year award.

Starr shared that this committee should stay connected to public works as that department works through downtown updates. She also shared that staff is working on the Community Guide and asked for feedback on the cover photo.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:20 PM.

Jennifer Wagner, Chair

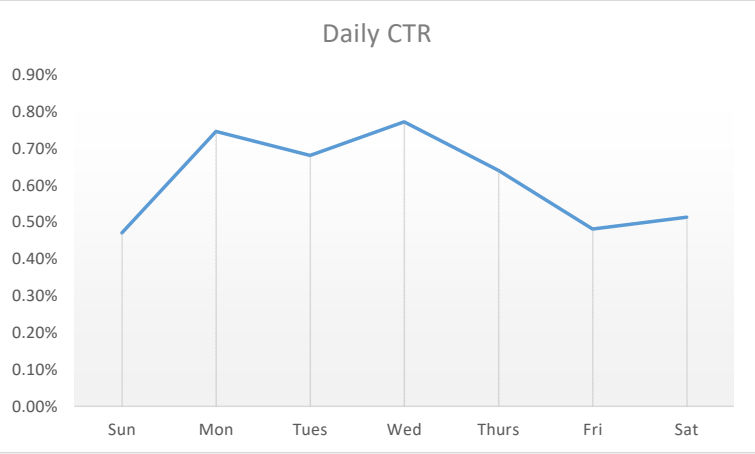
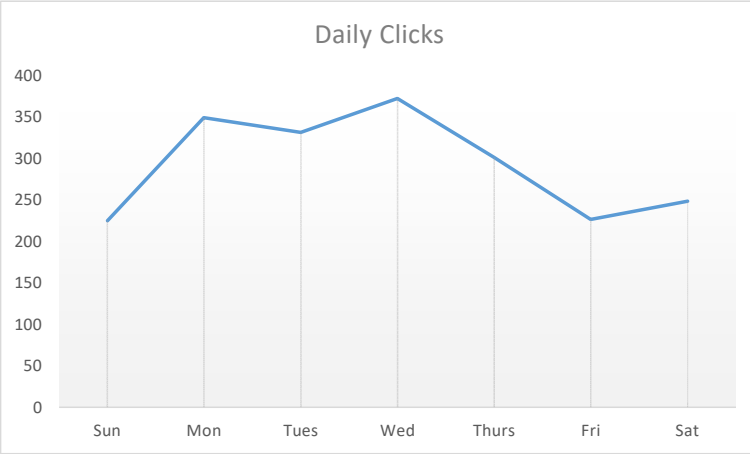
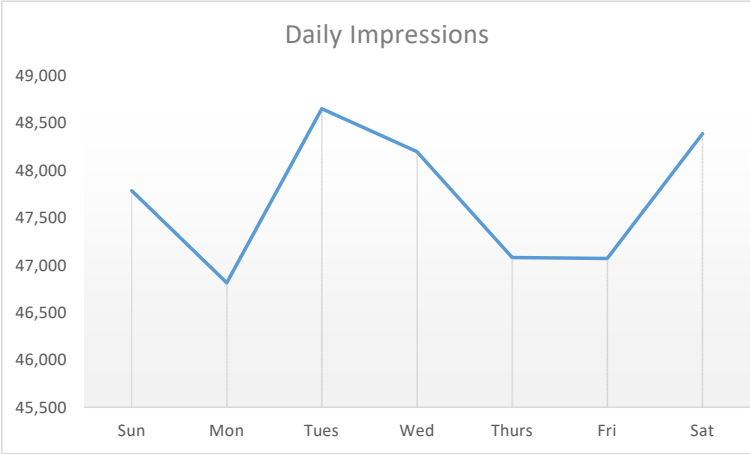
Tina Allard, City Clerk



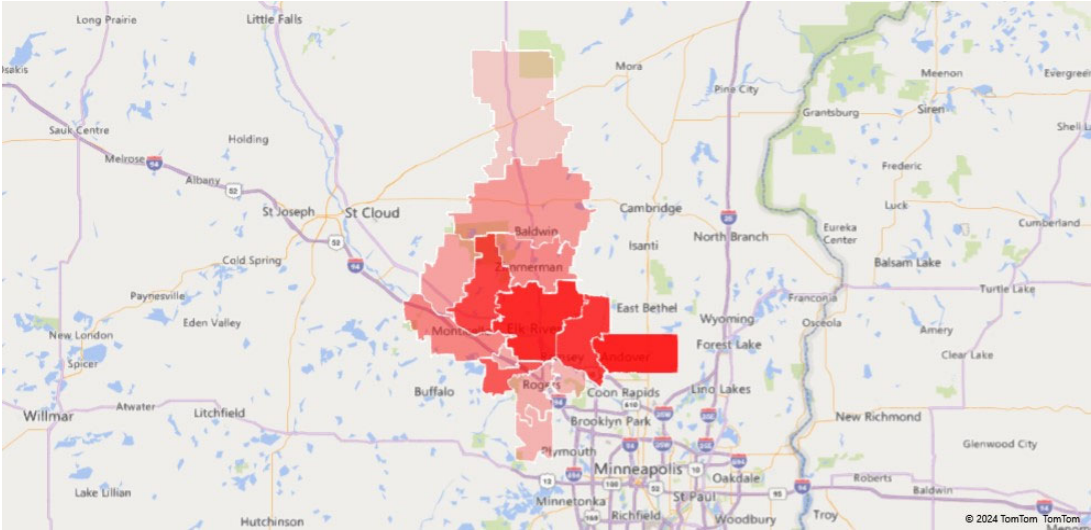
Campaign Wrap Up Report	
Campaign Name	Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV
Start Date	11-25-2024
End Date	12-22-2024
Booked Impressions	333,332
Delivered Impressions	333,970
Delivery	100.19%
Total Clicks	2,052
Click Through Rate	0.61%

Adgroup Name	Start Date	End Date	Delivery	Impressions Served	Clicks	CTR	Visits
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_Ad Group 1_4018940_Mobile - Display_Proximity	11-25-2024	12-22-2024	100.19%	333,970	2,052	0.61%	0

Day	Impressions	Clicks	CTR
Sun	47,784	225	0.47%
Mon	46,811	349	0.75%
Tues	48,649	331	0.68%
Wed	48,194	372	0.77%
Thurs	47,079	301	0.64%
Fri	47,069	226	0.48%
Sat	48,384	248	0.51%



Zip Code	Impressions	Clicks	CTR
55304	59023	343	0.58%
55330	56669	338	0.60%
55303	51159	320	0.63%
55309	46150	278	0.60%
55376	38364	196	0.51%
55362	21164	147	0.69%
55398	19295	129	0.67%
55371	12999	102	0.78%
55308	9713	62	0.64%
55301	6748	46	0.68%
55374	6366	49	0.77%
55340	3444	27	0.78%
55327	2842	15	0.53%
56363	34	0	0.00%



Campaign Name	Product Group	Product	Audience	Business Name	Dma	County	State	City	Zip	Address	Country	Latitude	Longitude	CTR	Impressions	Clicks	Visits
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55304					0.58%	59,023	343	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55330					0.60%	56,669	338	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55303					0.63%	51,159	320	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55309					0.60%	46,150	278	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55376					0.51%	38,364	196	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55362					0.69%	21,164	147	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55398					0.67%	19,295	129	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55371					0.78%	12,999	102	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55308					0.64%	9,713	62	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55301					0.68%	6,748	46	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55374					0.77%	6,366	49	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55340					0.78%	3,444	27	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						55327					0.53%	2,842	15	0
Outfront-MN_St.Paul_City of Elk River_11-25-24_12-22-24_4018940_GOV	Location Targeting	Geotargeting	Zip						56363					0.00%	34	0	0

Audience Name	CTR
Arts Lovers	0.91%
Baby Boomers	0.76%
Big Box Shoppers	0.75%
Budget Hotel Visitors	0.74%
Business Travelers	0.74%
Car Enthusiasts	0.73%
Car Owners	0.72%
Children Shoppers	0.71%
Coffee Lovers	0.71%
Home Contractors	0.71%
Car Renters	0.71%
Convenience Shoppers	0.70%
Cyclists	0.70%
Diners	0.70%
Dads	0.69%
Discount Shoppers	0.69%
DIYs	0.69%
Department Shoppers	0.69%
Entertainment Enthusiasts	0.69%

