



**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.

4.2 169 Redefine Update and Messaging

Josh shared that the ribbon cutting event for Highway 169 went well.

Jennifer suggested a new marketing campaign: Redefine Your Drive focusing on the new features of Highway 169 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