



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, October 21, 2024**

Members Present: Commissioner Charlie Blesener, Committee Member Joanna Arbic, Councilmember Jennifer Wagner, Committee Member Tamara Ackerman

Members Absent: Committee Member Debbi Rydberg

Staff Present: Economic Development Specialist Josh Mollan, 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 4:35 PM by Jennifer.

2. CONSIDER AGENDA

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

3. CONSIDER MINUTES

3.1 9-16-2024 Together Elk River Meeting Minutes

Moved by Joanna and seconded by Tamara to approve the September 16, 2024, Meeting Minutes. Motion 4-0.

4. GENERAL BUSINESS

4.1 I69 Redefine Update

Starr provided an update on I69 Redefine and the subsequent ribbon cutting which is planned for November 7 at 9:30 a.m. on the School Street bridge.

4.2 Marketing Discussion

Josh shared details of mobile marketing by Outfront.

Charlie suggested using Outfront's guidance on what audiences to target.

The committee was agreeable in moving forward with drafting mobile ads.

Josh asked for direction on messaging and click through location.

Starr suggested linking to the Visit Elk River page on the city site, however, she and the committee would like the page to be updated first.

The committee suggested staff to get draft mobile ads ready for the November 18 meeting. They also suggested aiming at \$3,000 for a target budget.

4.3 Downtown Banners

Josh shared that the Trick or Treat banners were rotated in, and the holiday banners are set to be installed in early November.

The committee was favorable on the draft banners.

Jennifer suggested looking into including the DERBA award into future banners.

4.4 General Updates

Josh shared the Open for Business Reels campaign. He will send the committee the flyer for the campaign.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:10 PM.



Jennifer Wagner, Chair



Tina Allard, City Clerk