



# Together Elk River Committee

Monday, March 17, 2025

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 01-21-2025 TER 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 Campaign Follow Up

4.2 Redefine Your Drive Update

4.3 General Updates

5. ADJOURNMENT



**Meeting of the Together Elk River  
Committee  
Held at the Elk River City Hall  
Tuesday, January 21, 2025**

**Members Present:** Commissioner Charlie Blesener, Councilmember Jennifer Wagner, Committee Member Debbi Rydberg, Committee Member Tamara Ackerman

**Members Absent:** Committee Member Joanna Arbic

**Staff Present:** Economic Development Specialist Josh Mollan

**1. CALL MEETING TO ORDER**

Pursuant to due call and notice thereof, the meeting was called to order at 4:50 PM by Jennifer.

**2. CONSIDER AGENDA**

**Moved by Charlie and seconded by Tamara to approve the agenda. Motion carried 4-0.**

**3. CONSIDER MINUTES**

**3.1 11-18-2024 Together Elk River Meeting Minutes**

**Moved by Debbi and seconded by Tamara to approve the 11-18-2024 Meeting Minutes. Motion Carried 4-0.**

**4. GENERAL BUSINESS**

**4.1 Mobile Marketing Update**

Josh shared the wrap up report for the mobile marketing campaign that ran from late November to late December.

The committee was pleased with the results of the campaign.

**4.2 2025 Committee Activities**

Josh shared that he had internal discussions regarding Redefine Your Drive. City staff suggested a longer form video to highlight necessary information regarding the new infrastructure.

Debbi suggested breaking up a video into multiple parts to garner more attention.

Charlie suggested grouping videos in a few key categories.

Josh shared that the Open For Business Reels have been a successful program and he suggests continuing it for 2025.

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Josh advised that the economic development department has been discussing a potential marketing committee.

Tamara asked what business areas have upcoming impacts.

Josh advised that the city is wrapping up a downtown redevelopment plan that would have an impact on local businesses in the coming years.

Debbi asked about land being a possible marketing topic.

Jennifer suggested that land would be more of an EDA focus, not Together Elk River.

#### 4.3 General Updates

Josh advised that the DERBA Retail Community of the Year banners have been installed on the rotating banner poles but will be included in the permanent collection when the Riverfront Concert Series/Farmers Market banners go up later this spring.

Josh asked if the current cadence and timing of the meeting has been working for the group.

The committee is comfortable with the current meeting cadence and timing.

#### 5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:28 PM.



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Jennifer Wagner, Chair



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Tina Allard, City Clerk

<b>Audience Name</b>	<b>CTR</b>	<b>Matched Impressions</b>	<b>Matched Clicks</b>
Arts Lovers	0.76%	19,267	146
Fit Moms	0.75%	51,358	387
Home Contractors	0.74%	20,790	154
Fitness Enthusiasts	0.74%	53,728	396
In-Market For Carrier	0.73%	16,311	119
Live Event Attendees	0.72%	48,855	350
Pet Lovers	0.72%	23,063	167
Lunch Diners	0.71%	33,450	238
Late Night Diners	0.71%	20,053	143
Movie Goers	0.71%	61,139	435
Male Grocery Shoppers	0.71%	75,101	531
Coffee Lovers	0.70%	50,821	357
Luxury Car Enthusiasts	0.70%	19,731	139
Outdoor Enthusiasts	0.70%	89,892	625
Bar/Pub Goers	0.69%	48,444	334
Dads	0.69%	89,786	621
DIYs	0.69%	53,216	368
Fashion Shoppers	0.69%	37,894	260
Gyms Goers	0.69%	78,827	540
Soccer Moms	0.69%	89,786	621
Car Owners	0.68%	70,356	477
Convenience Shoppers	0.68%	72,570	493
Diners	0.68%	35,713	243
Evening Diners	0.68%	33,707	228
Frequent Bank Customers	0.68%	55,215	373
Grocery Shoppers	0.68%	83,748	567
Health Care Professionals	0.68%	14,927	102
Music Lovers	0.68%	62,193	420
Stay At Home Moms	0.68%	59,231	400
Big Box Shoppers	0.67%	73,874	494
Car Enthusiasts	0.67%	73,625	495
Discount Shoppers	0.67%	54,273	366
Electronics Enthusiasts	0.67%	24,018	160
Financial Advisors	0.67%	15,215	102
Gen Z	0.67%	36,917	248
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In-Market For Auto	0.67%	45,312	302
Leisure Travelers	0.67%	85,666	572
Live Theater Goers	0.67%	66,085	442
Pizza Lovers	0.67%	35,246	235
Pharmacy Regulars	0.67%	93,475	630
QSR Diners	0.67%	51,304	345
Business Travelers	0.66%	93,993	623
Cyclists	0.66%	15,589	103
Entertainment Enthusiasts	0.66%	107,284	713
Fast Casual Diners	0.66%	47,844	318

Foodies	0.66%	88,540	580
Frequent Travelers	0.66%	95,419	627
Morning QSR Goers	0.66%	34,481	228
Park Lovers	0.66%	110,276	724
School Staff	0.66%	44,602	296
Budget Hotel Visitors	0.65%	67,764	439
Department Shoppers	0.65%	67,965	443
Sports Enthusiasts	0.65%	97,702	638
Veterans And Military	0.65%	24,301	157
Affluent Shoppers	0.64%	67,659	435
In-Market For Furniture	0.64%	23,456	150
Millennial Parents	0.64%	22,491	145
Shoppers	0.64%	116,318	744
Working Moms	0.64%	39,948	257
Gen X	0.63%	53,309	337
Luxury Shoppers	0.63%	12,781	80
Morning Diners	0.63%	17,565	110
Male Fashionistas	0.63%	17,724	112
Millennials	0.63%	51,995	329
Museums Lovers	0.63%	84,996	538
Spa Enthusiasts	0.63%	36,411	228
Golfers	0.62%	52,975	328
Verified Legal Drinking Age	0.62%	199,590	1,235
Recent Auto Repair Visitors	0.61%	33,274	203
Sportsmen	0.61%	33,426	205
Baby Boomers	0.60%	56,208	336
Car Renters	0.57%	14,107	81