



**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