



Together Elk River Committee

Monday, April 21, 2025

5:00 PM

Elk River City Hall

Special Meeting Agenda

1. CALL MEETING TO ORDER

2. CONSIDER AGENDA

3. CONSIDER MINUTES

3.1 03-17-2025 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 Summer Marketing Discussion

4.2 Open For Business Reels Discussion

4.3 Redefine Your Drive Update

4.4 General Updates

5. ADJOURNMENT



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, March 17, 2025**

Members Present: Commissioner Charlie Blesener, Councilmember Jenniffer Wagner, Committee Member Joanna Arbic, Committee Member Tamara Ackerman, and Committee Member Debbi Rydberg (5:10 p.m.)

Members Absent:

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 5:04 PM by Jennifer.

2. CONSIDER AGENDA

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

3. CONSIDER MINUTES

3.1 01-21-2025 TER Minutes

Moved by Tamara and seconded by Charlie to approve the 01-21-2025 Meeting Minutes. Motion carried 4-0.

4. GENERAL BUSINESS

4.1 Mobile Marketing Campaign Follow Up

Josh shared an updated spreadsheet of click-through-rates by audience types for the mobile marketing campaign ran in late 2024.

(Debbi joined at 5:10)

The committee discussed potential summer marketing topics such as parks, and other recreation offerings focused on the 'play' part of Together Elk River.

Jennifer suggested a longer duration of a future campaign for a deeper reach but to be mindful of the added cost. She also suggested looking into Google ads as opposed to mobile marketing.

4.2 Redefine Your Drive Update

Josh updated the committee on the direction of the Redefine Your Drive which is planned to feature posts on three topics:

- 1. Speed limit change
- 2. Exit lane striping
- 3. WBI0/SBI01 junction

4.3 General Updates

Josh shared that the Commission Appreciation Dinner is scheduled for April 24th from 6 - 9pm at FT Center.

5. ADJOURNMENT

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



Jennifer Wagner, Chair



Tina Allard, City Clerk