



**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:

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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.



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Jennifer Wagner, Chair



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Tina Allard, City Clerk