



Together Elk River Committee

Monday, May 19, 2025

5:00 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 04-21-2025 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 Summer Marketing Discussion
 - 4.2 General Updates
 5. ADJOURNMENT



**Meeting of the Together Elk River
Committee
Held at the Elk River City Hall
Monday, April 21, 2025**

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

Members Absent: None

Staff Present: Economic Development Specialist Josh Mollan, Economic Development Director Brent O'Neil, and Senior Communications Coordinator Starr Sorheim

Others Present: Councilmember Cory Grupa

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 5:05 p.m. by Jennifer.

2. CONSIDER AGENDA

Moved by Charlie and seconded by Debbi to approve the agenda. Motion carried 5-0.

3. CONSIDER MINUTES

3.1 03-17-2025 TER Minutes

Moved by Tamara and seconded by Joanna to approve the March 17, 2025 Meeting Minutes. Motion carried 5-0.

4. GENERAL BUSINESS

4.1 Summer Marketing Discussion

Josh advised that staff is looking to tighten the scope of the upcoming summer marketing campaign.

Debbi suggested looking beyond cabin traffic, but to focus on the "day-trippers".

Starr suggested focusing on the Play aspect from the Dine, Shop, Play lingo from the Together Elk River theme.

Jennifer advised that the committee needs to determine the "what" before moving forward. She recommends focusing on the day trip, and play aspects. She also thinks the Google advertising would be the most effective advertising method.

Debbi asked if there are any partnership opportunities with recreational organizations.

Both Jennifer and Starr recommended against it to remain fair to all businesses.

Jennifer suggested continuing with the I69 branding the committee has used for I69 Redefine for one more year.

4.2 Open For Business Reels Discussion

Josh advised that there have been recently shot Open For Business Reels: Kiser Construction, Northbound Liquor, Westbound Liquor, and The Overlook. There are other local businesses who are interested as well.

Debbi suggested asking Furniture and Things if they would be interested.

Jennifer suggested publishing a post highlighting the program for other businesses to get involved.

4.3 Redefine Your Drive Update

Josh shared that the speed limit post was published, the WB10/SB101 junction video is in review, and the ramp striping video is in production.

4.4 General Updates

Josh shared two upcoming events:

- Downtown Plan Open House 4/22 4-6 p.m. at City Hall
- Boards and Commissions Dinner 4/24 6-9 p.m. at Furniture and Things Community Event Center

Tamara asked how to receive information if unable to attend the Downtown Plan Open House.

Staff shared that the plan will be available to the public before council approval as well as an existing video that was published.

5. ADJOURNMENT

There being no further business, Jennifer adjourned the meeting at 5:29 p.m.



Jennifer Wagner, Chair



Tina Allard, City Clerk

Google Ads Campaign for Together Elk River's 2025 Summer Campaign

- Platform:** Google
- Tools:** Google Ads for Search Results (Smart Campaign) and SEO
- Budget:** \$3,000 – 4,000
- Timeline:** June – August 2025
- Goals:**
1. Increase website visits (www.elkrivernm.gov/1779/Play-Elk-River)
 2. See an increase in attendance at the play destinations
- Measurement:**
1. Google Analytics for Ads and Website
 2. PlacerAI for foot traffic

Messaging:

1. Headlines (30 characters)
 - a. Destination Parks
 - b. Local Community Events
 - c. Outdoor Recreation
2. Descriptions (60 and 90 characters)
 - a. Enjoy unique outdoor amenities in Elk River, Minnesota.
 - b. From a charming downtown to splash pads and regional parks, Elk River has it all.
 - c. Plan your summer day trip to Elk River, Minnesota! Where rivers meet and fun begins.

Image Options:



Terms: tourist attraction, day trip tourism, family friendly attractions, nature attractions, beaches, mountain biking, splashpad, Highway 169, hiking area, kayaking, outdoor concert

Locations: The committee to choose their focus.

1. The cities?
2. St. Cloud area?
3. Maple Grove area?
4. Northern area?