

Discussion Meeting of the Koochiching Economic Development Authority

Tuesday, July 12th, 2016
Koochiching County Boardroom

Board Members Present: Brian McBride, Bob Anderson, Mike Hanson, Allen Rasmussen, Harley Droba, Wade Pavleck

Members Absent:

Staff Present: Paul Nevanen, Kyra Briggs

Others Attending: **Mike Wellcome, Gail Rognerud,** Jean Evans, Cynthia Jaksa, Sonja Pelland, Ron Nordby

Meeting called to order at 8:00 a.m. by Chairman Rasmussen.

*Propose of the Discussion Meeting is to gain a better understanding of the Voyage Forward Marketing Proposal.

01 Rasmussen explained the purpose of the meeting. Pavleck explained his concerns and the organizational chart, noting as a board, they have not sat down to talk about the Voyage Forward Marketing Partnership proposal. Anderson questioned how many organizations the KEDA Board and Staff are a part of currently. Briggs handed out copies of the KEDA Organizational Chart. Nevanen explained the organizational chart, noting most meet monthly or bi-monthly, adding there is a time commitment and cost to each. Nevanen stated he sits on one of the “Drivers” noting it is not fully shaped yet and no one has asked him what has been done in the past, what’s being done now and why they were done or not done. Nevanen reviewed current and past marketing efforts. Nevanen referenced the Voyage Forward website adding it is a great tool for in-county folks, but questioned who will maintain it down the line. Wellcome stated he is no marketing expert, but this proposal document is to target and identify a unified message county-wide. Discussion on the disagreement of a unified message already being made. Discussion on some of the “Drivers” and the roles of those involved. Continued discussion on a unified message. Hanson stated expectations are tough to live up to, noting he has come to the table late in the Voyage Forward process, but questioned how often the Voyage Forward intends to meet and what the structure will be as there needs to be some sort of structure, if unknown the need to create an idea of when to meet and how to structure it. Hanson added he would like to see it completed and details may need to be massaged over time. Rasmussen agreed with Hanson, adding he also agrees with Nevanen on improving communication. Wellcome referenced a recent meeting with Nevanen where a rough draft agenda was put together and set a meeting date for August 17th, noting a time commitment may be of concern. Nevanen stated the challenge to get quorums or even core groups together are difficult, adding the KEDA looked at branding a couple years ago with a cost of roughly \$130,000 for a branding package, adding he is unsure what the Voyage Forward proposal is wanting. Wellcome stated reviving the JPG Document would be a great start, adding not to reinvent what has already been done. McBride stated he believes what he is hearing as the biggest concern is Nevanen and Briggs’ time, adding time for Voyage Forward is unknown and the funding is unknown, but he is not willing to throw it away with unknowns and would like to see this move forward and see where it will go. Rasmussen stated he understands there are some concerns but agreed to move forward, noting a conceptual motion was passed last month based on concerns from board members and questioned which direction the board would like to go. Further discussion on the organizational chart and concerns. Short discussion on the concern of funding Voyage Forward initiatives. Wellcome stated the KEDA Board is stressed by looking at the Organizational Chart and if they are that stressed maybe there is a need to hire additional staff to support. Anderson stated the KEDA

Staff is handling items very well and doesn't see them as stressed, adding he feels there is a duplication and does not support a duplication. Discussion on representatives involved with Voyage Forward and where the duplications may be. Discussion on the August 17th Voyage Forward meeting and if the KEDA Board should be present. Hanson stated if they are working on improving communication, the KEDA should be at the meeting, adding he doesn't want the Director to have to answer all the questions and in the end having to defend himself. Wellcome stated it is just a group of people sitting down, and does not foresee it as Nevanen being a target. Droba agreed with Hanson, noting there are people with good intentions who also don't see economic development where it should be and expectations are very high right now. Hanson stated the need for a facilitator to lead the process is important. Pelland recommended taking a look at both organizational charts and overlaying them to see where there is duplication and where Voyage Forward can fit in to the KEDA organizational chart. Additional discussion on the Voyage Forward proposal and the unavailability of funding from the County and City right now due to other projects. The end decision by the KEDA Board was determined to keep the motion from June's meeting the same and see where things go.

02 Meeting adjourned at 9:10 a.m.