

## ReCharge the Range Tourism Group Meeting

### Agenda

March 30, 2017 3PM to 4PM

- 1) Update from Tyler and Sue regarding Community Calendar
- 2) Update from Beth on the Certified Tourism Ambassador Program
- 3) Update from Jim on RFP, Branding and other IRRRB Projects
- 4) Update from Dave Setnicker- Biwabik Hostel

## **Tourism and Recreation**

### **Mesabi Station**

**March 30<sup>th</sup>, 2017**

**3:00 p.m. - 4:30 p.m.**

**In Attendance:** Jim Makowsky, Jane Serrano, Dave Setnicker, Tylor Asbach, Sue (Hometown Focus), Beth Pierce, Majory Wood, Allyse Freeman, Laurel March and Keny Adams

Started off the meeting with an update from Hometown Focus about the creation of a community calendar. As of now the calendar is housed on the Hometown Focus website. However, when completed, they will have the ability to embed it on multiple other websites. The events would be submitted on the Hometown Focus website, can also include a photo/flyer, then Hometown Focus would update the calendar. When a new event is added, it will automatically update to the other websites that have this link. You will be able to filter the calendar in multiple ways. Sue showed a couple different ways the calendar could look. The calendar could be viewed on mobile devices as well. A certain event can also be shared via email or social media. There is an unlimited amount of categories available (sports, arts, cities, organizations, etc.) Promotion of the calendar is extremely important.

Hometown Focus will be compiling quotes for the completion of the website. Hometown Focus will also put together information for selling the website.

Update on the Tourism Ambassador Program. Beth applied for a grant and is waiting to hear back from Roy Smith.

Tourism Summit: They need more people participating at the summit. As of now they do not have the amount of people needed to have this event happen. Discussed the importance of city council members attending, and trying to encouraging each person to engage their councilors.

Jim discussed the "Ranger" newsletter and the tourism based articles.

Dave Setnicker gave an update on the hostel that he is trying to move forward in Biwabik. The city did agree to have an evaluation of the old city hall completed. When the results on the building are available Dave will then try to present the idea to the council.

### **Means of Group Communication:**

The LinkedIn page is complete. A link to the page just needs to be sent out to the group.

### **Group Mission Statement:**

Jim will be speaking with Tim Campbell about coming to the next meeting to work with group to compile a mission statement, focus and plan for the group.

Next meeting will be taking place sometime in May. At the next meeting, everyone is encouraged to try to bring a city official.