

## **Recharge the Range: Tourism and Recreation Committee**

### **Questions:**

How was the composition of this committee determined?

How often has it met?

How is it determined when it meets?

How many of you have been to all the meetings?

How many have been to at least half?

How are meetings announced?

Can anyone participate?

Who's in charge?

**Why are you here? Why does this committee exist?**

**What's the mission of this committee?**

What's already been done or is being done?

What should this committee be doing over the next five years?

Who's going to do it?

Future Steps?

**Tourism and Recreation**  
**Mesabi Station**  
**May 3<sup>rd</sup>, 2017**  
**10:00 a.m. – 2:00 p.m.**

**In Attendance:** Larry Killien, Kim Sampson, Jane Serrano, Jim Makowsky, Beth Pierce, Marjory Wood, Tim Campbell, Keny Adams, Steve Giorgi and Sara Ferkul

Tim did a brief introduction and description of what he has done in the past and what he does now. The purpose of this meeting is to create a mission statement for this group as well choosing goals for the group. There was also a brief discussion on changing the name of the group to better describe what we are. There was also discussion on what the different tourism bureaus do and who they collaborate with. We should not step on the toes of the tourism bureau but to be a support for the bureau.

A discussion then began on why this group was started. How Recharge the Range began and how the Tourism group came to be.

What do we want to come out of this group?

Educating the public and elected officials on the economic impact of tourism. Promotional and education materials may be different for each person, business or committee that it is presented to. Sharing with them the value of tourism in our region. Sharing of best practices throughout the region. Creation of a campaign on what the value of tourism is and how to promote the Iron Range as a whole. Do we try to create an entirely new brand or do we support the Mesabi is Magic brand? The problem with branding is, the people that do not live in this area will still form their own opinion of the area.

**Group Mission:**

*“The mission of the tourism and recreation group is to educate elected officials and local businesses about the economic benefits of tourism”*

**Goals for the next 3 years:**

- Continue working with Hometown Focus in the creation of a Community Calendar. Jim will be the lead on this project.
- Obtain the survey results that Iron Range Tourism Bureau conducted. Beth will be getting those together and sharing with the group.
- Develop promotional/educational materials. Beth will be the lead, however, she will be asking for assistance when it comes to distribution.
- Partner with Iron Range Tourism Bureau to assist with the Tourism Ambassador Program. Beth will also be the lead for this but Jim and Marjory will be assisting her.
- Create an action plan on how to get the message out. The entire committee will be working on this.

- Promote and encourage the use of the Mesabi is Magic hashtag. The entire committee will be working on this.
- Continued recruitment of new members. The entire committee will be working on this.