

Tourism and Recreation
July 12, 2017
3:00 p.m. – 5:00 p.m.
Mesabi Station

In Attendance: Beth Pierce, Jim Makowsky, Cheryl Killien, Larry Killien, Dave Setniker, Keny Adams, Anne Varda

Community Calendar Update: Anna Anderson of Art Unlimited presented a proposal to create and host a website with a community calendar. This proposal was requested as an alternative to the Hometown Focus proposal to create a community calendar within their website.

Both calendars would be fully responsive, have the ability to include images, offer various search filter options

The discussion over nearly two hours weighed the pros and cons of both proposals.

Hometown Focus pros:

- This option would take the onus of generating content out of the hands of Recharge or other volunteers
- HTF would promote the calendar in its publication, on its website and app, and through various other channels, including public access television, social media and trade show events.
- Any technical problems with the calendar or website would be the responsibility of HTF, and included in the annual fee.
- Full calendar, scrolling calendar and mini-calendar could be embedded in any website

Stand-alone website pros:

- Recharge would “own” the site and all data therein. If at some point an organization wanted to take the calendar’s operation over, it would be a turnkey type of procedure.
- A stand-alone site could be monetized for the benefit of an organization
- A stand-alone site would perform better with Google Analytics and could be optimized to show up higher in search queries.
- Based on the fee proposed by HTF, the stand-alone proposal could include money to hire someone to populate the calendar with events until it reaches a state where it could be monetized and self-supporting.

Hometown Focus cons:

- Recharge or other entity would have no ownership of calendar
- There is no guarantee that the calendar would include all the events that Recharge would like to see on a calendar.
- The calendar could not be optimized to rank highly in Google searches for regional events.
- Any monetization of calendar would benefit only HTF

Stand-alone website cons:

- There would be an additional fee for moderating/editing calendar submissions
- Financing and supervision would be required of someone to populate the calendar on an ongoing basis.
- There is no built-in marketing mechanism

Dave suggested that the group go back to each organization and request that they come up with a solution for the idea that in order for the calendars to be successful, key event coordinators and others in each community will have to participate by providing information. Dave will create a list of questions/concerns to be forwarded to the group at this meeting for review, and then sent on to Art Unlimited and Hometown Focus for input/ solutions.

Next Meeting:**August 2, 2017****3:00 – 5:00 p.m.****Mesabi Station**