



Tourism Committee

Meeting December 18, 2017

10:00 to 11:00

Mesabi Station Building

AGENDA

- 1. Community Calendar Art Unlimited Update**
- 2. CAT- Certified Tourism Ambassador Update**
- 3. Review our Mission/Committee Work Plan**
- 4. Set 2018 Meeting Schedule**

The Mission of the Recharge the Range Tourism Committee is to educate elected officials and area businesses about the economic value of tourism.

Recharge the Range: Tourism Committee

Mission

The Mission of the Recharge the Range Tourism Committee is to educate elected officials and area businesses about the economic value of tourism

Tasks the Committee will undertake include:

Community Calendar. This is already in progress, but there are still some things to do. Jim will take the lead.

Develop education materials to help achieve the mission. Beth will take the lead, others will assist with research.

Partner with Iron Range Tourism Bureau on the customer service training project. Marjory, Jim, and Sara will take the lead.

Develop a plan to get the message disseminated. Committee of the whole.

Study the results of the Survey and develop appropriate talking points. Beth, with input from everyone.

Promote #MesabilsMagic all over the place. Everybody.

Recruit more members to the Committee. Get enough members that we can't fit into the Mesabi Station Board Room anymore. Everyone.

Tourism & Recreation
December 18, 2017
Mesabi Station
10:00 a.m. – 11:30 a.m.

In Attendance: Jim Makowsky, Beth Pierce, Dave Setnicker, Barb Starken, Majory Wood, Keny Adams, Mary Finnegan and Sara Ferkul

Skyped in: Michelle Lexvold, Anna Anderson and Matt Rannikar

Anna began the meeting with introductions of the Art Unlimited staff that would be working directly with the group and what their roles would be.

Art Unlimited had a project worksheet that gained information from our group on who would be the point of contact. We also discussed color pallets for the website, logos, and the landing page. We discussed having premiere events that would rotate out, on the landing page. Along with a step by step process on finding events. Dave mentioned a website that he liked, www.kulcher.org. Art Unlimited will be researching the best domain names and sending a few options to the group to choose.

Michelle will also be creating a list of milestone dates that can be shared with the group.

Beth gave a quick update on the Certified Ambassador Program. She began with a quick background of the program. She discussed the three focus groups that they conducted to gain insight. The three groups were focused on the areas of business, hospitality and attractions. Information was compiled. They are hoping to have 175 pages of attractions. It may take approximately 3 months before seeing the information. A survey will be going out to find out what front line staff should know or you would like them to know.

The group did a quick review of the group's mission and tasks. The community calendar has taken up such a large amount of the group's time that we need to decide where we will focus next. The group will focus on recruitment of additional members, first focusing on the members that originally wanted to be a part of the group. Even if they decide to not take part, we may be able to get some feedback about why they do not. After the member outreach we will then begin to work on the education plan. That will focus on the economic benefits of the tourism industry.

Possible outreach meeting in Ely towards the end of January.

Possible outreach meeting in Grand Rapids towards the end of February.

And a large group meeting towards the end of March, with a calendar update.