

## Saturday, April 20, 2024 • Find Your Path Meeting Notes

Attendance: Lana Grefsrud, Lance Roisum, Kari Grefsrud, Amanda Tweeton, Brian Mancini, Dena Johnson, Nicole WK, Joan Ellison, Catlin Heinecke, Jessica Shulstad, Bethany Marx, Don Perrin *\*Thank you Brian for taking notes\**

### Discussion:

- Great Northern Road
  - DOT will be paving that road week some time (4/23ish)
  - New detour will be two way traffic on this new road (vs behind school for northbound)
- Veteran Park Parking lot
  - Can they pave that too (LOL!)
  - Talked about painting diagonal lines to encourage parking etiquette
    - Lana will confirm with Lance that this is OK in the next week.
- Businesses helping business ideas
  - Dr Bethany offered for her office to be a pickup hub for businesses in the 'hot zone' to make it more convenient for customers.
  - Effected stores: Pelican Drug, Brown Eyed Susans, Rapid Nutrition, etc.
  - Other potential pick up places: Larrys, MN National, City Hall, Funeral Home
    - Lana will put a post on Facebook to encourage businesses to work together on a collaboration moving forward
- Finances
  - Balance is just under \$3500.
  - Expenses so far (website, domain, MN SOS, sandwich boards, pedestal signs, etc) \$4400
  - Waiting on the funds to come through from EDC and EDA. Both organizations have pledged to contribute \$5000/ea to the Find Your Path group.
  - Will reimburse Lana \$2000 now until the money comes through from the EDC and EDA
- Vendor Shows
  - Showcase (4/6/24)
    - lots of great engagement, decent puzzle sales – brought in \$465
  - Spring Vendor Show (4/27/24)
    - Emma from DOT will likely be there to help with project questions
    - Bring a pedestal sign for display & set out puzzle
    - Serve lemonade – a few stainless mugs left – those are minimum donation of \$10 and all proceeds to to FYP
    - Morning shift – Kari and Nicole / afternoon – Bethany and Lana
    - Be sure to thank Merchants on the Move/ Sandi for giving us the vendor space at no charge
- Puzzle Fundraiser
  - Unfortunately, we weren't able to get them for as much as a discount as we thought.... Still OK profit, but will shop around for a better vendor for the fall line – ideas: Peteyville, Fall Maplewood Scene, Lighted Horse Parade ??
- Drone Footage of Project
  - Reach out to Mike Carlson or Micah Kvidt
- Mini Traffic Cones
  - Catlin was in Perham and they had mini construction cones with a QR code that led to the "perham FYP page" – thought this was a great way to bring awareness to the project in a fun way
  - Dena said she has about 50ish small cones she will donate
  - We can make mini QR codes and ask retailers set them at checkout
    - When we ask retailers, this would be a good time to ask about financial contribution to our billboard / large signage for out of town
  - Vergas has asked 'how can we help you' – we will ask them to set out cones at their checkout as well
    - Connect with Tammy on the Vergas Community Club collaboration and ask that we cross share content
- Out of Town Signage (59 / 108 / etc)
  - DOT will be adding a 'downtown district' rider to the out of town barcade signs
  - Who owns the land near the out of town detour signs? Can we make large banners and put on their land?
    - Not in right of way (66' from center of hightway)
    - Banners with windslits – 4' x 10-12' – promoting that downtown is open
      - Keep it fun, keep it light, keep it simple, keep it not desperate 😊
    - Easiest to mount – the least intrusive to the land owners – would be to use vinyl banner with windslits and mount on 4-5 t-posts behind. We could even double up and put a THANK YOU message on the backside....
    - When all done and mounted, be sure to put an ad in Press (and shoutouts on Facebook) Thanking the land owners and businesses who specially contributed to the signage
  - On 108 West – one by the loan tree and one on the flats before Hwy 113
    - Lana to reach out to Andy Boen and Mark Grefsrud to ask permission to put signs in the fields
  - On 108 East –
    - Dena to ask Cindy Trane to put in her pasture
  - On 59 South –
    - Dena to ask Deb Sjostrom to put in their field
  - On 59 North –

- Brian to ask Pesheck & Dena to ask Lance Aakers to put on their land
  - Lamar Billboard by Roadway Salvage south of Erhard
    - Waiting on cost
  - Planning ahead to WeFest
    - Encourage DOT to be proactive on Interstate signage to send all traffic to Hwy 34.
    - Perhaps WeFest can email all their ticket purchasers and put messages on their website and social to use this route
    - Lana will discuss this with Emma to stay ahead of it
- FYP Facebook Page
  - Forsure Monday morning live videos with project liaison & Wednesday noon DOT meeting lives (confirm with Emma)
  - OTLCA has agreed to make extra weekly effort to promote PR. Lana and Jordan have been in touch with Marie and Erik and have a collaborative dropbox of marketing materials for the project.
  - Feedback on what we've done so far has been positive
  - Anyone else want admin access to the FB page???? (crickets, lol)
    - Catlin and Lana are current contributors, but we encourage all to tag us and we will share
  - Community Photos – put on FB and tag us.... Or send to the group and we can collect a good archive of pics
- Historic Tour
  - In time, as the crew goes further in the ground, they will likely uncover a lot of cool historical items (doors at 'old town level').... Let's work with Emma/DOT on gaining access to be 'in the trenches' and use these pics as interesting history on the town. Annie at the library is a great resource for history – also a great way to get people reminiscing about 'back when' stories....
  - Stay on top of it!!!
- Action Steps today
  - Bring recycling to dumpsters
  - Put out parking signs
  - Replace vinyls on east side detour sandwich boards
  - Put out yard signs on west side detour route