

**ECONOMIC DEVELOPMENT COMMISSION
OCTOBER 21, 2014
MEETING MINUTES**

MEMBERS PRESENT: Chair Jurchen, Commissioners Rieck, Stroot, Roggenkamp, and Merritt

ALSO PRESENT: Sheila Haverkamp, BLAEDC; Chris Lindholm, School Superintendent; Jenna Crawford and Amy Sjoblad, Chamber of Commerce Representatives

1. Call Meeting to Order

The meeting was called to order by Chair Jurchen at 8:00 a.m.

2. Approval EDC Minutes

COMMISSIONER REICK MOVED TO APPROVE THE 8/19/2014 EDC MINUTES. COMMISSIONER ROGGENKAMP SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Chamber Branding Update

Jenna Crawford gave a presentation on the new brand and vision that the Chamber has been working on. She explained that the strategy used to develop the new brand is that the Chamber operates as a region with individual identities; i.e. Pequot Lakes Chamber and Crosslake Chamber. The Chamber is working toward providing equal representation for business and tourism.

Jenna stated that the vision is to “stand tall as the most celebrated and successful lakes region in America” and the values are leadership, teamwork, tenacity, and optimism. The new Chamber logo consists of Babe the Blue Ox which stands for strength and history which can be used in tourism and business. The logo also includes a separate identity for Crosslake which is the cross paddles and a separate identity for Pequot Lakes which includes the bobber.

The EDC talked about ways to strengthen the relationship between the City and the Chamber. The EDC stated that the Chamber needs to try to get more Pequot Lakes business to join the Chamber. Some suggestions by the EDC included an open house by the Chamber and going door to door to the businesses to reveal the new brand and vision.

4. Update from Chris Lindholm

Chris Lindholm gave a presentation on the district’s new website. He also gave an update on the strategic planning process.

5. Highway 371 Update

Mark Jurchen gave an update on the advanced status of the Highway 371 project. He suggested that the EDC become involved in the project by working with the businesses and the planning commission.

6. BLAEDC Contract

Sheila Haverkamp informed the EDC that they have moved to a new location. She also noted that BLAEDC will be reviewing priorities and working together with the Blandin Foundation on workforce development and livable wage jobs in the Brainerd Lakes area.

7. Future EDC Meetings

The EDC discussed the need to meet on a monthly basis. It was the consensus to continue meeting monthly unless there is nothing on the agenda to discuss.

8. Other Business

There was no other business.

9. Adjournment

**THERE BEING NO FURTHER BUSINESS, CHAIR JURCHEN
AJOURNED THE MEETING AT 9:17 A.M.**

Respectfully Submitted,



Sandra A. Peine
City Clerk