



## ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

### Special Meeting

Monday, February 3, 2025

City Hall, 4368 Main Street, Pequot Lakes, MN

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#### MEMBERS PRESENT

Commission Chair Matt Lottman; Commission Members Sheila Holley, and Mark Hallan (virtually)

#### MEMBERS ABSENT

Commission Member Bradley Becklin

*\*The EDC has four members currently, there is one open seat*

#### OTHERS PRESENT

Traci Pederson, Zoning Administrator; and Tyler Glynn

#### CALL TO ORDER

Commission Chair Lottman called the meeting to order at 8:07 a.m.

#### ELECTING 2025 EDC CHAIR AND VICE-CHAIR

The meeting began with a discussion on electing the 2025 EDC Chair and Vice-chair. Chair Lottman called for nominations for the chair position.

**Motion: To elect Matt Lottman as the 2025 EDC Chair. Made by: Commission Holley Seconded by: Commission Hallan. Motion carries 3-0.**

**Motion: To elect Mark Hallan as the 2025 EDC Vice-chair. Made by: Commission Holley Seconded by: Chair Lottman. Motion carries 3-0.**

#### BROADCASTING MESSAGES ON LOCAL RADIO FOR REGULAR SEASON PATRIOT AND LIGHTENING GAMES

The committee discussed a recommendation to the council regarding advertising with the local radio during Patriot and Lightning games. Commission Hallan had provided a draft message for the advertisement.

The proposed message read: "Thank you for supporting our school district and cheering on our teams this tournament season! The Pequot Lakes Economic Development Commission (EDC) is proud to support our schools and local businesses because we know a strong school district helps create a thriving community. That's why we've been sponsoring broadcasts of school sports all year. The Pequot Lakes EDC also supports the upcoming school district referendum, recognizing the long-term benefits it brings to both our schools and local businesses. Learn the facts about the referendum and make an informed choice when you vote!"

The committee voted to move forward with the proposed message, allowing Devin to make any necessary adjustments to the timeframe and to proceed with promoting it on the radio.



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**Motion: To approve the proposed message for radio promotion and allow Devin to make necessary adjustments. Made by: Commission Holley, Seconded by: Commission Hallan. Motion carries 3-0.**

#### **BROADCASTING OPPORTUNITY FOR STATE TOURNAMENTS, LOCAL RADIO**

The committee discussed the possibility of additional advertisements during potential state tournaments. Zoning Administrator T. Pederson clarified that this would be separate from the previously approved advertisement and would specifically target winter state tournaments.

Chair Lottman shared pricing information for state tournament advertising, focusing on hockey. The options included a \$350 one-time cost for a 30-second ad, a \$250 package with pre-game and post-game coverage, and various in-game sponsorship opportunities ranging from \$400 to \$450.

After discussing the options, the committee decided to focus on in-game advertising, as they believed it would reach the largest audience. They agreed to pursue the \$350 package for a 30-second ad with an in-game feature sponsorship.

**Motion: To approve the \$350 package for a 30-second ad with in-game feature sponsorship for state tournament advertising. Made by: Commission Holley, Seconded by: Commission Hallan. Motion carries 3-0.**

It was noted that clarification was needed on whether this package covered only hockey or included basketball as well. Chair Lottman to reconnect with Devon.

#### **LISTEN LOCAL PODCAST**

Chair Lottman introduced the topic of using the Listen Local Podcast as a platform to promote Pequot Lakes to businesses and tourists around the state. The podcast is run by Blaze Air and Colton Maher, with a reported audience of 13,000 listeners per episode, split between local and Minneapolis-based audiences.

The committee discussed the potential benefits of this platform, noting its broader reach compared to local radio. The cost for businesses was mentioned to be around \$7,000, but Chair Lottman suggested they could potentially get a discounted rate as a city.

The committee agreed to pursue more information about pricing and options for city promotion on the podcast. Lottman volunteered to reach out to Jacob, one of the podcast hosts, to gather more details.

No formal motion was made, but the committee consensus was to explore this opportunity further and obtain more specific pricing information for future consideration.

There being no further business, the special meeting was adjourned at 8:19 a.m.

Respectfully submitted,

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Traci Pederson  
Zoning Administrator