



CITY OF GRAND RAPIDS

Meeting Agenda Full Detail

City Council Work Session

Monday, July 8, 2013

4:00 PM

Conference Room 2A

CALL TO ORDER: Pursuant to due notice and call thereof a Special Meeting/Worksession of the Grand Rapids City Council will be held on Monday, July 8, 2013 at 4:00 p.m. in Conference Room 2A, 420 North Pokegama Avenue, Grand Rapids, Minnesota.

CALL OF ROLL: On a call of roll, the following members were present:

Discussion Items

1. [13-0395](#) Update by Visit Grand Rapids and Community Marketing Taskforce
2. [13-0399](#) Collaborative funding efforts between the cities of Grand Rapids and LaPrairie for the IRRRB FY 2014 and 2015 Grant Programs
Attachments: [7-8-13 GR-LaP Collaborative Resolution](#)
[7-8-13 LaP-GR Collaborative Resolution](#)
3. [13-0413](#) Review 5:00 pm meeting agenda.

ADJOURN

Attest: Tom Pagel, City Administrator



CITY OF GRAND RAPIDS

Legislation Details (With Text)

File #: 13-0395 **Version:** 1 **Name:** VGR Update
Type: Agenda Item **Status:** CC Worksession
File created: 6/27/2013 **In control:** City Council Work Session
On agenda: 7/8/2013 **Final action:**
Title: Update by Visit Grand Rapids and Community Marketing Taskforce
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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Update by Visit Grand Rapids and Community Marketing Taskforce



First & Second Quarter 2013 in Review

- Strategic niche marketing campaign and budget that aligns with tourism studies and projected growth opportunities defined by Explore Minnesota Tourism, University of MN, and other research/study data findings.
 - family leisure
 - fishing
 - golf
 - motorcycling
 - snowmobiling
 - groups/conventions
- Took advantage of the snow and ice that mother nature provided us and promoted heavily through web (social media & WCCO web totaling \$5500), TV (WCCO campaign totalling \$24,000), and print (Explore MN Tourism, MN Montly & Midwest Media totaling \$5500).
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 - This summer the Downtown Business Association, CMT & VGR collaborated on a Summer Get Around Guide (to highlight things to do in the Grand Rapids area during the summer). Visit Grand Rapids consistently utilizes the "It's in Minnesota's Nature" brand to align with those seeking the balance of community and wilderness.
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- Spring Trade Shows: St. Cloud Sports Show, NW Sports Show & ESPN Golf Show (totaling \$12,500)
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Future Marketing Plans

- Ron Schara Productions for 4th quarter
 - Minnesota Bound
- NE Motorcycle Promotion through web and social media with contest promotion (motorcycle weekend for fall leaves tour)
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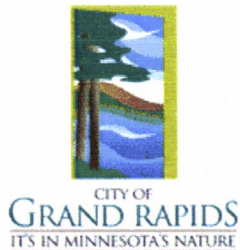
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Itasca Area Community Marketing Taskforce

Update to the
Grand Rapids City Council
July 8, 2013

Who we are. What we do. Why it matters.

- The Itasca Area Community Marketing Taskforce is a collaborative partnership between over 30 businesses, nonprofits and government entities in the Itasca area.
- Our five core funders are: the City of Grand Rapids, Visit Grand Rapids, Itasca County, Grand Rapids Downtown Business Association, and Blandin Foundation.



Blandin Foundation™
STRENGTHENING RURAL MINNESOTA



Who we are. **What we do.** Why it matters.

- We are working together to collaborate on effective and efficient communication and marketing opportunities to Itasca area residents, new residents and visitors.
 - The CMT is committed to creating lasting channels for information sharing and engagement in the Itasca area.
 - The CMT is intentional in their effort to break down communication barriers between Itasca area communities in order to encourage collaboration.
 - The CMT utilizes the It's in Minnesota's Nature brand to guide collaborative efforts.

Who we are. What we do. **Why it matters.**

- **By sharing a common voice and vision, we can:**
 - attract visitors to our community, spurring economic vitality;
 - recruit talented individuals to live in the Itasca area;
 - and connect with residents on a deeper level to enhance their pride in and loyalty to their community, while providing them with opportunities to fully participate in community life.

CMT Project Update

- Itasca Community Portal
 - Blandin Foundation grant awarded for \$10,000
 - Relationship-building with Itasca communities
 - Review vendor proposals this week
 - Exact timeline TBD, launch October/November



Itasca: It's in Minnesota's Nature

Liked · June 27

Help build our Itasca Community Portal! Share your photos, videos and stories and tell us why you love living in Minnesota's Nature. We will use your contributions to build our community website.

Feel free to post your photos to our Flickr group:
<http://www.flickr.com/groups/minnesotasnature/>

Or add your videos to our YouTube channel:
<http://www.youtube.com/user/MinnesotasNature/feed>

To learn more about the Community Portal project, contact Alie McInerney at alie@minnesotasnature.com.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

75 people like this.

Top Comments

3 shares

Jacky Hughes Here we go, be proud of were we live, and what we do, Post it.
 Unlike · Reply · 2 · June 30 at 3:55pm via mobile

Julia Ann Kachinske Tablante This was taken from the front of my parent's house on the Mississippi
 Unlike · Reply · 1 · 2 hours ago via mobile

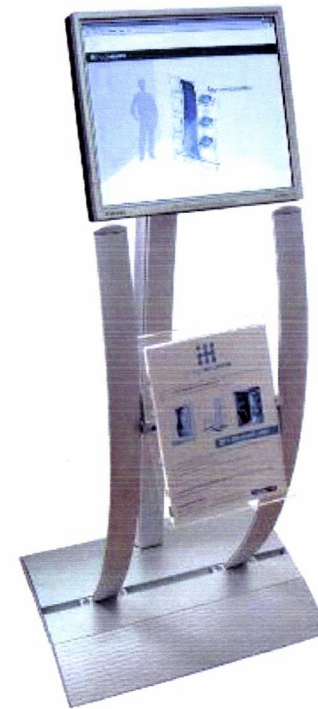
Sloane Clancey Roy Beautiful!
 Like · Reply · 17 hours ago via mobile

Kathy Fauth Spent the 4th Boating, fishing and swimming in Trout Lake with a picnic lunch at the Joyce Estates!
 Like · Reply · 19 hours ago via mobile

Write a comment...

CMT Project Update

- Community Kiosks
 - CMT has committed to purchase one
 - Grant request into Knight Foundation for more
- Proud to – Window Clings
- New in town events – starting with ICC
- Shared Itasca e-newsletter
- It's in Minnesota's Nature rack cards
- Will pursue other grant opportunities as they present themselves





CITY OF
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

CITY OF GRAND RAPIDS

Legislation Details (With Text)

File #: 13-0399 **Version:** 1 **Name:** Joint funding efforts - Grand Rapids & LaPrairie
Type: Agenda Item **Status:** CC Worksession
File created: 6/28/2013 **In control:** City Council Work Session
On agenda: 7/8/2013 **Final action:**
Title: Collaborative funding efforts between the cities of Grand Rapids and LaPrairie for the IRRRB FY 2014 and 2015 Grant Programs
Sponsors:
Indexes:
Code sections:
Attachments: [7-8-13 GR-LaP Collaborative Resolution](#)
[7-8-13 LaP-GR Collaborative Resolution](#)

Date	Ver.	Action By	Action	Result
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Collaborative funding efforts between the cities of Grand Rapids and LaPrairie for the IRRRB FY 2014 and 2015 Grant Programs

Background Information:

The cities of Grand Rapids and LaPrairie work closely on projects that have mutual benefit to both communities. The IRRRB grant limit to each City per funding cycle is typically \$250K. LaPrairie is requesting authorization from Grand Rapids to prioritize LaPrairie's 2014 project for funding in the FY 2014 IRRRB grant program. Then, in turn, LaPrairie would support and prioritize Grand Rapids's project in the FY 2015 IRRRB grant program. This joint funding effort would allow for approximately \$500K to LaPrairie in FY 2014 and \$500K to Grand Rapids in FY 2015 as opposed to \$250K to each city for two years.

Staff Recommendation:

City Staff is recommending adoption of the resolution allowing cooperative IRRRB funding efforts for the cities of Grand Rapids and LaPrairie in FY 2014 and 2015.

RESOLUTION NO.

**CITY OF GRAND RAPIDS
JOINT FUNDING AND DEVELOPMENT EFFORTS
BETWEEN THE CITIES OF GRAND RAPIDS AND LAPRAIRIE**

WHEREAS, the City of Grand Rapids works very closely with the City of LaPrairie on projects that have mutual benefits to both communities; and,

WHEREAS, the City of LaPrairie is currently undertaking a project to extend infrastructure to the Glenwood Addition Business Park; and,

WHEREAS, the completion of this project will be beneficial to both LaPrairie and Grand Rapids; and,

WHEREAS, the City of LaPrairie will be seeking funds from the IRRRB to complete this project; and,

WHEREAS, the City of LaPrairie is seeking support from the City of Grand Rapids to develop this project; and,

WHEREAS, the City of LaPrairie is requesting authorization from the City of Grand Rapids to prioritize this project for IRRRB funding for the FY 2014 IRRRB grant cycle; and,

WHEREAS, the City of LaPrairie will in turn support and prioritize the City of Grand Rapids 2015 IRRRB funding request,

NOW, THEREFORE BE IT RESOLVED, that the City Council and Mayor of Grand Rapids fully support this cooperative development effort as described above.

Moved by Councilor _____ and seconded by Councilor _____ that the foregoing resolution be adopted.

Voting Aye:

Voting No:

Resolution declared adopted this ____ day of July, 2013.

Mayor of Grand Rapids

Attest: _____
City Clerk/Administrator

RESOLUTION NO.

**CITY OF LAPRAIRIE
JOINT FUNDING AND DEVELOPMENT EFFORTS
BETWEEN THE CITIES OF LAPRAIRIE AND GRAND RAPIDS**

WHEREAS, the City of LaPrairie works very closely with the City of Grand Rapids on projects that have mutual benefits to both communities; and,

WHEREAS, the City of LaPrairie is currently undertaking a project to extend infrastructure to the Glenwood Addition Business Park; and,

WHEREAS, the completion of this project will be beneficial to both LaPrairie and Grand Rapids; and,

WHEREAS, the City of LaPrairie will be seeking funds from the IRRRB to complete this project; and,

WHEREAS, the Cities of LaPrairie and Grand Rapids are working jointly to fund and develop this project; and,

WHEREAS, the City of LaPrairie will be receiving the support and authorization from the City of Grand Rapids to prioritize this project for IRRRB funding for the FY 2014 IRRRB grant cycle; and,

WHEREAS, the City of LaPrairie will in turn support and prioritize the City of Grand Rapids 2015 IRRRB funding request,

NOW, THEREFORE BE IT RESOLVED, that the City Council and Mayor of LaPrairie fully support this cooperative funding effort as described above.

Moved by Councilor _____ and seconded by Councilor _____ that the foregoing resolution be adopted.

Voting Aye:

Voting No:

Resolution declared adopted this ____ day of July, 2013.

Mayor, City of LaPrairie

Attest: _____
City Clerk/Administrator