

Minutes of Meeting
Trail County Economic Development Commission Marketing Committee
February 18, 2021 – 6:15 p.m.
Zoom Video Conference Call

Present: Committee members: Roxanne Phipps, Brian Van Horn, Cassie Braaten. Also attending: Jim Murphy – Executive Director, Alyssa Short – Project Coordinator.

The meeting was called to order at 6:19 p.m. by Committee Chairman Van Horn.

Additions or changes to the agenda

Van Horn said that what he'd ask of the committee is to consider its major projects for the next year?

Wrap-up on 2020 child care and beautification grant program

Short said there is about \$2,500 left to be paid out on the grants: A partial payment to NoKota Packers for landscaping; City of Clifford signage; and the bathroom remodel at Buxton Daycare.

2020 child care and beautification grant program

Murphy said the office has received a lot of feedback on the beautification and child care grants and he thinks the group definitely has to do this again because people are asking. The group suggested a May 14 deadline, with a marketing committee meeting to review applications prior to the monthly May TCEDC meeting.

Short will update the grant applications with the new date, as well as wording about limiting grants to projects that haven't yet started, or that began earlier in the spring of 2021.

Braaten joined the meeting at 6:29 p.m.

The committee will recommend a \$20,000 maximum payout on these grants for 2021.

“Come Home to Traill” metrics

Murphy shared the “Come Home to Traill” stats. The campaign had high traffic for boosted months and kind of tapered down. Murphy added that we're “planting seeds and these are deep, deep seeds.”

Editing of promotional tools such as the videos

Van Horn would like the committee to discuss how to market natural gas and the next steps in the project. Murphy said TCEDC will coordinate with Dakota Natural Gas and their educational efforts.

Van Horn also recommended marketing to potential employers who are looking to relocate their businesses. As a member of other similar boards Van Horn has seen a group of stakeholders



assemble when a business is interested to explain why the area communities are a great place to live. Murphy said he'd love to do something similar if the opportunity arises.

2021 continuation of “Come Home to Traill” and where to target in 2021

Murphy said the “Come Home to Traill” campaign continues, but TCEDC is not spending money outside of the market right now. Murphy recommended a budget of \$3,000 for the balance of the year - \$500 a month over the next six months. Van Horn said that if we can get one family to move here it's worth the \$3,000 investment. The \$3,000 budget is what the committee will recommend.

Meeting adjourned at 6:50 p.m.