

Minutes of Meeting
Trail County Economic Development Commission – Marketing Committee
February 17, 2022 – 6:30 p.m.
Zoom Video Conference Call

Present: Board members: Dr. Brian Van Horn, Roxanne Phipps, Craig Moen, Cassie Braaten and Jami Hovet. Also attending: Jim Murphy – Executive Director and Alyssa Short.

The meeting was called to order at 6:31 p.m. by Committee Chair Van Horn.

Mini-grants

Murphy presented his and Short’s recommendation that this year’s mini-grant program be open only to beautification projects because Traill County EDC currently has a separate child care grant program open.

Murphy suggested the following timeline:

- April 1 – Begin accepting applications
- May 13 – Deadline to submit applications
- May 16 – Grant packets sent to marketing committee for review
- May 19 – Marketing committee meet to approve applications prior to monthly board meeting.

Marketing priorities

Website updates

Short explained that the current TCEDC website requires a great deal of maintenance, especially in the homes and jobs areas, and most of that is duplication of effort. She requested that she and Murphy meet with Absolute, the website designers, to see about changing portions of the website to feed into existing listings. The committee agreed that Murphy and Short should set up that meeting to explore solutions to crowdsourcing/aggregating data on more quickly changing pages.

Tourism

Murphy said tourism information is something people are constantly asking about and he and Short are wondering if TCEDC should spend some of the marketing budget to create a brochure to distribute at ND Tourism repositories and have available throughout the county. Short said the tendency is to downplay the county’s amenities because there isn’t a huge draw like Medora or Lake Sacajawea. But many areas play up amenities that aren’t as impressive as what Traill has to offer.

Committee members were lukewarm on the idea, expressing concern about the potential cost of the materials and whether the audience or potential visitor pool is sufficient to justify that cost.



Murphy said he appreciated the candid feedback and he and Short would do more research before moving forward.

Murphy and Short will come up with a list of tourism ideas, check on prices and potentially explore the idea of a regional brochure with a cost-share with Steele County. In any case they'd like to work more closely with ND Tourism to better publicize Trail County's opportunities and amenities in the state's materials.

Speakers and events

The committee agreed that shooting for three in-person events this year would be preferable now that COVID restrictions are loosening. Murphy and Short said Patrick Bertagnolli, the new director of Job Service ND, is their choice for the first event, hopefully sometime in April.

"Come Home to Trail"

Updated "Come Home to Trail" materials still are awaiting information from the Buxton, Reynolds and Hatton areas.

The meeting adjourned at 7:13 p.m.