

**BIG LAKE CITY COUNCIL, TOWN BOARD, AND
BIG LAKE ECONOMIC DEVELOPMENT AUTHORITY
SPECIAL JOINT WORKSHOP MINUTES**

JUNE 12, 2013

1. CALL TO ORDER

Mayor Danielowski called the meeting to order at 4:30 p.m.

2. ROLL CALL

Council Members present: Dick Backlund, Nick Christenson, Raeanne Danielowski, and Mike Wallen. Seth Hansen was absent.

BLEDA Members present: Jim Dickinson, Dave Gast, Greg Green, Doug Hayes, and Duane Langsdorf.

Big Lake Township Supervisors present: Bruce Aubol, Bob Hofer, and Norm Leslie. Larry Alford and Steve Pflieger were absent.

Also present: City Administrator Todd Bodem, City Clerk Gina Wolbeck, Police Chief Joel Scharf, City Engineer Brad DeWolf from Bolton and Menk, Inc., Big Lake Township Treasurer Ken Warneke, and Big Lake Township Clerk Laura Hayes. Annie Deckert and Tim Dolan from the Decklan Group were also in attendance.

3. PROPOSED AGENDA

Township Supervisor Leslie motioned to adopt the proposed Agenda as presented. Seconded by BLEDA Member Dickinson, unanimous ayes, agenda adopted.

4. BUSINESS

4A. Decklan Group Presentation

Annie Deckert and Tim Dolan from the Decklan Group provided an overview of the services their business provides, and summarized services they have provided to the City of Big Lake. The Decklan Group provided recommendations on website updates/redesign, discussed their participation in Big Lake Rail Park discussions and the Business Retention and Expansion group, created a communications policy, and produced recommendations on marketing, website upgrades, implementation of social media marketing tools, and utilizing available resources. Deckert also reviewed marketing recommendations which included marketing materials, BR&E visits, business recognition programs, exhibits, and press releases. Discussion was also held on basic marketing programs and budget cuts that have impacted how the City is currently marketing itself. Board Members also

discussed ways to engage the public to promote Big Lake and that officials and the public need to move away from portraying a negative image. Promoting a positive image is vital at this time.

5. ADJOURN

BLEDA Member Langsdorf motioned to adjourn at 5:26 p.m. Seconded by BLEDA Member Hayes, unanimous ayes, motion carried.

Gina Wolbeck
Recorder

06/26/13
Date Approved By Council