

Next Generation “Promoting Our Strengths” Work-Group

Meeting Notes of January 14, 2009

Present

Will Andresen, Leeann Atkinson, Clyde Eilo, Kim Kolesar, Jeff Mell, Dan Petersen, Donna Reinerio, Scott Stephens, Theresa Turula

Brainstorm Ideas

Facilitate Chamber of Commerce meeting (across the range)

Develop Brochure – two county/area-wide with “brand”

Get “Michigan Works” and Wisconsin Workforce Investment Board involved

Look to area businesses and foundations for financial support

Create simple and focused web-site – refer to the web-site on brochure

Create network of “experts” to respond to requests

Include Iron County Development Zone Council regarding input on brochure

“Ambassador” program of people who have grown up here and moved away

Also be aware of area weaknesses

Promote our community assets (safety, affordability, good place to raise family) and outdoor nature based recreation niche (scenic beauty, trails, adventure sports, etc)

Project Focus

Create brochure promoting the area’s community assets and outdoor nature based recreation niche; deliver the brochure to area chambers and development groups (at no cost to them); link brochure with web-site promoting the area as a place to live; including a feature on the web-site that will enable people

interested in moving here to request more information/job search assistance; create a network to ensure that interested people are contacted.

Next Steps

1. Meet with individual chambers to explain context of “next generation” project and request their attendance at informational meeting:
 - a. Will to contact Mercer and Hurley Chambers and Iron County Development Zone Council
 - b. Dan and Kim to contact Ironwood and Lake Gogebic Chambers
 - c. Theresa and Scott to contact Bessemer and Wakefield Chambers
2. Create “talking points” and hand-out for presentations to chambers (Will)
3. Schedule meeting room at Gogebic Community College (Will)
4. Hold meeting with Chambers to briefly introduce survey results and begin discussion regarding the brochure/web-site idea – to be held **Wednesday, February 25th, 6:00 pm, Gogebic Community College**
5. See if Go-In Forward Group may be interested in working on a “Next Generation” web-site (Leeann)