



## Advantage Alexandria Area Stewardship Meeting

12/17/08 – 7am to 8:30am

ATC room 209

**Attendees:** Ben Oleson, Coni McKay, Virgil Batesole, Julie Critz, Stan Finnestad, Rick Paulsen, Jason Murray, Rick Banke, Kevin Kopischke, Bob McCrory, Todd Roth, Pat Kalina, Cindy Bigger, Tam Bukowski, Kris Willert, Linda Roles, Chad Coauette, Jeff Restad, Corliss Stark, Marc Illies, Reed Becker, and Dave Hengel.

### Reflections on the Retreat:

- The overall feel from the Stewards retreat on Oct. 30<sup>th</sup> was very positive. Good progress had been made, but the challenge of not meeting for such a long period of time was challenging for some people.

### What questions/comments do people have about where we go from here?

- **Rick Banke:** How do we bring the rest of the community into the process, program once we have our Destiny and Drivers set?
- **Julie Critz:** How can we reach and engage our younger demographic/workforce in the is process?
- **Dave Hengel:** What do you want to do with the survey results now? Utilize them?
- **Ben Oleson:** How will our Destiny Drivers play into today's economic conditions?
- **Virgil Batesole:** The regional concept needs to be involved throughout the process.
- **Bob McCrory:** How do we get the smaller communities to buy in and stay with us?
- **Corliss Stark:** We need to take some conscious time to meet with and education the public again before we get too far along.
- **Todd Roth:** It would potentially work to have each small town city council send at least one council member to a Stewardship meeting to get engaged in the process – at least a community leader if not more than one.

### Refining of the Destiny Statement:

Time was taken in small groups to analyze Draft 1 of the Destiny Statement and begin the tweaking process. A large group discussion followed on thoughts on the Destiny along with setting an order for the statements to be listed in.

### Where we go from here:

Dave Hengel will work on touching up the Destiny Statement based upon comments and direction from the group. If anyone has thoughts/changes for the Destiny Statement or Drivers, please forward them to Jason, Pat, or Dave and they will forward them to the entire group.

To work on finishing up the Destiny Statement & Drivers, we will be looking to meet twice in January.

In an effort to engage more “young” people within the initiative, the following people volunteered to work on recruiting individuals age 25(ish) and younger for future meetings:

Jaycees organization – Julie Critz

Young Professional Group – Reed Becker

Encouraging young company employees – Reed Becker

High School students (starting with Dist. 206 and moving outwards) – Dave Hengel & Terry Quist

The conversation of the initiative name “Advantage Alexandria” was brought forward with the decision by the group to alter the name to “Advantage Alexandria Area” to better include outlying communities and deflect potential criticism of the initiative. Pat will readjust the logo and alter materials.

**Next Meeting:**

Thursday, January 8<sup>th</sup> from 7-8:30am at ATC room 206.

Minutes submitted by,  
Patrick Kalina, AAEDC