

# Alexandria Stewardship Meeting Minutes

May 28, 2008 – Douglas County Hospital

**Stewards present:** Cindy Bigger, Linda Roles, Jeff Restad, Kevin Kopischke, Marie Duncan, Dan Olson, Margaret Kalina, Corliss Stark, Kris Willert, Reed Becker, Dave Robley, Rick Banke, Tom Jacobson, Marty Schultz, Patrick Kalina, Greg Klepetka, Nancy Klepetka, Brian Baustian, Mark Illies, Jason Murray, Chad Coauette, Brad Barth, Tom Wacholz, and Rick Paulsen

**Others Present:** Dave Hengel

- Dave Hengel led a brief discussion on where the Stewardship Program is going.
  - Group members provided thoughts and feelings on the program to this point. Overall consensus was excitement about the program.
- Team Reports:
  - Community Asset Team:

Reed Becker and Pat Kalina gave a report on the Community Asset Team's progress from their initial meeting on May 12<sup>th</sup>. On the recommendation of Hengel and Mary Eaton, the identified list of community assets was grouped into 6 main categories with individual asset components.

Becker and Kalina presented the categories and assets to the group along with some demographics and statistics of the community/region.

An in-depth discussion amongst the group followed and multiple additional assets and breakdown areas were identified for additional study by the Assets Team.

In addition to the information on community assets, the team will identify community challenges that they come across in their information gathering.
  - Buzz/Public Engagement Teams
    - Choosing a name and tagline:

Jason Murray presented the information on the Buzz/Engagement Team meetings on the compilation of a name and tagline. Per the team's recommendation, the following options were brought forward for a final decision:

**"Action Alexandria"**

**"Advantage Alexandria"**

Along with the tagline:

**"Uniting our region for a vibrant future."**

After an in-depth discussion concerning the impressions and reactions created by Action and Advantage, "Advantage Alexandria" was chosen as the initiative name along with the "Uniting our region for a vibrant future" tagline.

Hengel stressed that as a group we must remember that our community isn't there yet, but we are working on it (in reference to the tagline).

- Community Perception Survey:  
Murray presented the Buzz/Engagement Teams' general ideas and changes to the Community Perception Survey used by Bemidj*Leads!* The need to include an informational paragraph at the beginning of the survey to stress that this is not just an Alexandria project, but an Alexandria Regional Community project was discussed. A discussion followed on how best to distribute and collect the surveys including:
  - Website/electronic submission (we are hoping for the majority to be completed this way)
  - Drop box locations for completed surveys throughout the community for paper surveys
  - Provide postage paid return envelopes with paper surveys (Pat Kalina will check into the possibility of paying for only returned envelopes with the Post Office)
  - Distributing and collecting paper surveys at grocery stores
  - Utilizing large company employee meetings/distribution systemsMurray will email out a proof form of the perception survey to all members for final review.

- Wrap-up

- Hengel asked for final/additional thoughts and ideas for the benefit of the group.

A brief discussion was had on possible future meeting locations – general consensus is that moving meeting locations around is a good idea. Additional comments and ideas were shared on general initiative logo design.

Hengel asked the group to read the article: “Regional Stewardship: A Commitment to Place” found in the back of the Stewardship binders prior to the next meeting.

Meeting was adjourned at 8:27am

**Next meeting: Thursday, June 26<sup>th</sup> – 7am – Location TBD.**

Respectfully submitted,  
Patrick Kalina