



June 26<sup>th</sup> Advantage Alexandria Stewards Meeting Minutes  
Douglas Machine - Alexandria

**Attendees:** Jason Murray, Nicole Klimek, Chad Coauette, Brian Baustian, Nancy Klepetka, Greg Klepetka, Marie Duncan, Corliss Stark, Linda Roles, Julie Critz, Mark Illies, Rick Paulsen, Kris Willert, Terry Quist, Shari Laven, Reed Becker, Tom Jacobson, Ben Oleson, Patrick Kalina, Al Crowser

**Others present:** Dave Hengel, Cody Nelson

**Call to order:** 7:10am

**Reminder of Purpose and Game Plan:**

- Hengel provided an general timeline for the Advantage Alexandria Team
  - o We will have a 6 hour meeting at the end of September to set the destiny for the community and to form a community action plan
    - Assets team report, the majority of Perception Survey collection, and small group discussions should be completed by this meeting
- Cody Nelson, summer intern with CCS, provided insights into what has been effective for Bemidji Leads in involving younger community members in the Stewardship program
  - o An in-depth discussion followed about how to engage students and young adults and stress that it is alright for them to leave the community for a while, but is important for them to come back.

**Team Updates:**

- Creating the Buzz/Public Input and Engagement Teams
  - o Community Perception Survey
    - Murray showed the final version of the Survey and the group discussed the importance of getting the survey to as wide a group as possible
    - Paulsen shared on the efforts of Douglas Machine to engage their employees (and families) in completing the survey
    - Electronic form of survey complete and functional on Survey Monkey
  - o Web Site
    - Murray shared a mock-up of the web page with the group – actual site should be up and running very shortly

- The group agreed it was important to have pictures/information that didn't focus specifically on any one community in the region
  - Logo
    - Murray shared the Advantage Alexandria logo with the group and a discussion followed on how eventually the circular puzzle pieces may come to represent the program without the rest of the logo
  - Listening Sessions/Presentations/Op Ed/Media
    - Murray shared information with the group on the status of scheduling presentations/listing sessions and conversation details with Echo Press leadership on Op Ed/Media pieces
- Assets Committee Report
  - Becker shared information on additional focus areas identified by the Asset Team along with the goal of finding what is unique and measurable about the individual assets and categories to identify what really sets our region apart

### Team Operations:

- Please email Jason Murray if you have recommendations or would like to be an Advantage Alexandria co-chair. This position DOES NOT require a lot of work, mainly leading meetings and making sure the group stays on track
- **September Stewards Retreat – set for Tuesday, September 30<sup>th</sup>**. Will take about 6 hours to review data and set the destiny and form an action plan for our region
  - Marie Duncan offered that Galleon of Osakis would like to host a future meeting in their soon-to-be completed facilities
- **Next small team meetings:**
  - **Asset team: June 30<sup>th</sup> – 7am – WSN**
  - **All teams: July 8<sup>th</sup> – 7am, 8am, 9am – meet with CCS Staff**
- **Next large group meeting:**
  - **July 31<sup>st</sup> 7-8:30am – Location TBA**

Adjourn 8:30am

Respectfully Submitted,  
Patrick Kalina

*“Stewards are more than leaders...they are special leaders who are committed to the long-term well-being of our communities. They cross boundaries, take an integrated approach, and build coalitions for action. They have 360 degree vision, recognizing the interdependencies between the economy, the environment and social equity. Stewards operate at the center of tough issues, not on the edges. They are risk takers. They are passionate and energetic. They are people of vision.”*