



July 31, 2008 Advantage Alexandria Stewards Meeting Minutes  
Douglas County Public Works - Alexandria

**Attendees:** Al Crowser, Tom Jacobson, Ben Oleson, Kris Willert, Nancy Klepetka, Greg Klepetka, Marie Duncan, Dave Robley, Mark Grandgenett, Cindy Bigger, Kevin Kopischke, Dave Johnson, Rick Paulsen, Patrick Kalina, Reed Becker, Rick Banke, Orin Johnson, Tom Wacholz, Marty Schultz, Brian Baustian, Jason Murray

**Others present:** Mary Eaton

**Call to order:** 7:00am

**Welcome and Review of Agenda:**

- Mary Eaton welcomed the Stewards and lead introductions for the benefit of new attendees.

**Choosing Chairs/Co-Chairs:**

- Jason Murray announced that three co-chairs had been chosen: Kevin Kopischke, Rick Paulsen, and Brian Baustian. Murray also provided an overview of the op. ed. letters that are being submitted and run in the local newspapers to draw attention to Advantage Alexandria and encourage people to participate in the survey and get involved.

**Sneak Peak at some of the Survey Results:**

- Jason Murray provided an overview of general survey results to date. An in-depth discussion took place throughout the presentation amongst the group on survey results and their implications towards the destiny of the region.

**Team Updates:**

- Understanding Assets:
  - o Reed Becker presented the draft asset report as compiled by the Community Asset Committee and discussed some of the regional asset components that the committee had found to be important to the current and future success of the area. The asset report includes a definition of each assets, a list of goals/challenges for the asset, and list of asset components for each asset. Becker underscored that this report is a living document is will likely see some adjustment as more information is received on our assets. If individuals have questions or comments about the Asset Report, please send them to Reed Becker or Patrick Kalina.
  - o Rick Banke provided insights on the crime rate statistics of Alexandria/Douglas County in comparison to regional community competitors.

- Kevin Kopischke offered to speak on the ATC feeder system which identifies where students come from at a future meeting.
- Cindy Bigger offered to gather drug/alcohol data for the area that U of M Extension has available.
- Creating the Buzz/Public Input and Engagement
  - Jason Murray gave a brief overview of what is being done to engage the public and get Perception Surveys out to as many people/groups as possible including small group meeting, organizational presentations, informational posters, op. ed. pieces, and other medians of information.
  - We are nearing 700 surveys completed with a tentative deadline of September 5<sup>th</sup> to turn in surveys. Over 150 people have requested to receive final survey results when completed.

**Team Operations:**

- September Retreat may be pushed back a bit due to the need to gather survey information from ATC and high school students after classes begin. The revised date will be announced as soon as it is finalized.
- The Community Asset Committee will be meeting twice more before the large group Retreat: Once to learn about the regional education system and once to cover final assets details and finalize the Asset Report.

Adjourn 8:45am

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.”*