



Alex Area Stewards Meeting  
August 19, 2009  
7am – ATC 211

**Attendees:**

John Luepke, Al Crowser, Jeff Restad, Ben Oleson, Todd Roth, Chad Coauette, Jason Murray, Bob McCrory, Mark Grandgenett, Patrick Kalina, Kris Willert, Julie Critz, Nancy Klepetka, Margaret Kalina, Virgil Batesole, Tom Jacobson, Anthony Zimny, Tom Wacholz, Rita Ellenberger

1. Subcommittee Updates

a. Measures Committee

Pat reviewed the Destiny Driver measures that have been established. A group discussion was held on the “After school programming” and “Neighborhood Block Party” Driver’s wording and target.

After School Programming Driver

- i. The Compass program of District 206 offers structured time for K-6 students at their school both before and after class each day (funded through Community Education with fee structured based upon family ability to pay).
- ii. YMCA programs not yet defined and may offer additional options for after school programming for area children.

Neighborhood Block Party Driver

- i. The group discussed possible measures for this Driver including:
  - a. Number of gatherings in Steward’s neighborhoods before the snow falls (a number of attendees had already participated in gatherings this year.
  - b. Look to involve the Echo Press in highlighting gatherings throughout the area – need to check on interest by the Echo, but would potentially mean submitting a picture and 1-3 paragraphs about the event.
  - c. Possibility of involving churches/ministerial society in a broader effort to “Get to know your neighbors.”

Issues of the Morning:

1. Citizen Concern

- a. An email was received from Carl Towley of Alexandria asking about the Alex Area Stewards thoughts on the potential taxation effects that some of the Destiny Drivers may have on the area. The email was very complimentary of the effort and selection of the 13 Drivers to better the area, and was asking for the group’s thoughts. The group discussed the concern and Jason will send an email with the group’s discussed thoughts and Virgil will connect with Mr. Towley by

phone after that – both will encourage him to join and become involved in the initiative.

Jason's email will be shared with the entire Stewards group.

## 2. Role of AAYP

- a. The group discussed the importance of involving the Young Professionals group members to a greater extent throughout the entire Stewardship effort.
- b. Anthony shared that the AAYP leadership had emailed out the Destiny Driver list asking members to identify the top three Drivers they are interested in:
  - i. Driver #9 received the most support (Early childhood programming)
  - ii. Drivers 2, 12, 13, and 10 all tied for second (Driver numbers correspond to their order on the list and measures information)
- c. The need for involving young people more in leadership roles within organizations throughout the region was discussed along with making an effort to increase the involvement of 20's and 30's by sharing the lists of past Leadership Alexandria graduates and AAYP members with local organizations/non-profits
- d. Highlight the differences within this effort between traditional "volunteering" within an organization and "Civic Engagement" or "Leadership"
- e. Ensure that there is at least one young person involved in each subcommittee of the Stewardship initiative.
- f. Possibly tie into either the volunteering or regional collaboration Drivers as a bullet point.

## 3. Meeting Rotation

- a. Proposed structure for meetings in other locations:  
Involve key business and community leaders for about an hour to discuss working together,  
Break for lunch,  
Stewards attending brainstorm briefly on next steps.
- b. Possibly invite the local newspaper to attend
- c. The need to set the time/date well in advance was highlights so that schedules can be arranged.
- d. A strong turnout by the Stewards is vital

### Updates from the group:

- John Luepke briefly shared an overview of the Park Rapids All Veterans Memorial project and the possibilities of doing something like it (recognizes living veterans) locally. Encouraged the group to learn more about it by going to [www.allvetmemorial.com](http://www.allvetmemorial.com).
- Pat emailed out an update on efforts and information on the upcoming Project Community Connects event from the United Way.

### Next Meeting Dates:

All Stewards – Date and location TBD. Time likely 11am-1pm.

Measures – To be emailed out

Buzz – To be emailed out