

Community Stewardship – All Stewards Meeting

April 28, 2009 – 7:00am – ATC 211

Attendees:

Tom Wacholz, Jason Murray, Chad Coauette, Reed Becker, Greg Klepetka, Rick Paulsen, Terry Quist, Julie Critz, Dave Johnson, Al Crowser, Corliss Stark, Shari Laven, Jessica Boyer, Anthony Zimny, Elizabeth Kriel, Todd Roth, Margaret Kalina, Nancy Klepetka, Linda Roles, Stan Finnestad, Bob McCrory, Patrick Kalina, Kris Willert

Introductions:

Members of the Alexandria Area Young Professionals group were in attendance at the meeting.

Launch of Initiative

1. Buzz Committee
 - a. Article Series – Jason and Corliss met with Jody Hanson and Al Edenloff of the Echo Press
 - i. Al Edenloff will be rolling out a lead-in story on the Stewardship Initiative on Friday, May 15th
 - ii. For the following 13 Fridays, an article focusing in one Destiny Driver will be run in the paper (location is not locked in, but they will try to place us on the cover or near the front as much as possible)
 - iii. Other newspapers from throughout the region will also be contacted to hopefully run the articles
 1. Article Parameters:
 - a. 600 word maximum
 - b. All articles due to the AAEDC by May 26th
 - c. Identify: Destiny Driver, passion for the Driver, why the Driver is important, and actions/contact group
 - d. Utilize survey data to support the Driver – can include a graph/chart with articles
 2. Editorials/letters of support/complimenting articles can be sent in reference to specific articles and the Echo may select specific articles for additional pieces/work
 - b. Article Writers – Nancy reviewed the list of identified/volunteered lead writers and potential groups to involve for each Driver
 - i. Email all articles to the AAEDC by May 26th.

Name/Branding

- The Buzz Committee has recommended that we move towards a new name/brand for the group in light of the challenges with identifying our regional coverage area with Advantage Alexandria Area. Also, it was felt that the current name does not flow and is not providing what we need for initiative marketing.
- A long discussion followed concerning name options, inclusion concerns, catchiness, etc.

- It was decided that members should email their name ideas to Jason or Pat ASAP and the top 5+ names would be chosen from by the group. Group members felt it was import to keep the name short.
 - o Discussed options included the words/phrases:
 - Alexandria Area ...
 - Alex Area ...
 - Alex Region ...
 - Lakes Area ...
 - Lakes COMM-unity Stewards (Chip., Osakis, Miltona, Minnewaska)
 - Alex Area Thrives
 - Alex Area Stewards
 - Regional Stewardship Group
 - And others.
 - o The tagline of “Uniting our region for a vibrant future,” will be maintained.

Next Meeting:

Wednesday, May 20th – 7:00-8:30am – ATC 211