



OTTER TAIL LAKES COUNTRY ASSOCIATION

Board Meeting
11:00 AM – August 2, 2021
Government Services Center – Fergus Falls, MN

Call to Order

Welcome and Introduction of Attendees (11:00 – 11:05)

Approval of Agenda & Minutes (11:05 – 11:10)

- Approval of Agenda (**Board Action**)
- Approval of Minutes from June 2021 (**Board Action**)

Treasurer/Secretary Report (11:10 – 11:40)

- OTC Budget Request (**Board Action**)
- Pelican Rapids Position Update
- Other Personnel Updates
- Financial Report (**Board Action**)

Welcoming Communities Strategies (11:40 – 12:00)

- How are we doing? Opportunities for improvement? Suggested activities?
- At Your Service Training?

*Welcome to all strategies, Grant Packet
stress positive attitudes,*

On the Map Strategies (12:00 – 12:25)

- Otter Tail On Us Campaign
- Rural by Choice with Cory Hepola
- Digital Marketing
 - Social Report
 - Website Report
 - Cabela's NWT Championship
 - [ARP Competitive Tourism Grants](#)

Infrastructure Strategies (12:25 – 12:35)

- American Rescue Plan - *federal additional funds*
- Congressionally Directed Spending - *5 projects submitted to committee, infrastructure*
- The Big Build - *tax rebate, new or rehabs, marketing, infrastructure, CDA*

Employer Strategies (12:35 – 12:45)

- Job Portal Website Update

Old Business Discussion, Questions, etc. (12:45 – 12:55)

- Scenic Byway Updates

Next Meeting & Adjournment (12:55)

- Monday, September 27th
- Location?

Nov 22 - Vergas smart room

written by Chris Schuelke. Betsy Roder and NYM is also working on doing a similar Talking Trail.

- Jean Bowman discussed an ownership change for the Scenic Byway. The City of Fergus Falls is the official owner through MNDOT of the Scenic Byway. It is more suitable for the byway to be a county effort given that the byway is perfectly situated throughout the county and the county/OTLCA has been helpful with the new logo and signs. It makes sense to ask MNDOT to recognize Otter Tail County or OTLCA as the official owner of the Scenic Byway.
 - Motion by Betsy Roder for Otter Tail Lakes Country Association to accept the transfer of the Otter Trail Scenic Byway from the City of Fergus Falls, seconded by Laura Bjerke. Discussion. Motion carried.
- Jean Bowman discussed the Henning Spur (referred to as a side trip in the byway guide map). It's time to update our Corridor Management Plan and Wayne Hurley from WCI would facilitate this process. As part of the updated Corridor Management Plan, we may want to consider including a Henning Spur, so that we can include the Henning Landmark Center. Wayne Hurley would walk us through those steps to be sure that the site meets the criteria. The city of Henning would need to officially approve this as well.
- Governor Fishing Opener
 - Erik Osberg presented an update on the GFO, we don't have any official data from EMT, but anticipate getting that in July. The opinion was that it was a tremendous success.
- Otter Tail On Us Campaign – Part 1
 - The 2021 Otter Tail On Us Campaign has started. We are giving away 100 - \$500 gift cards to be spent in Otter Tail County to help stimulate the economy (over the winter months). The tour started with Fargo, Jamestown, and Grand Forks in June and are partnering with live radio and swag to promote getting registered to win. In July the tour will continue to Omaha, NE and Des Moines, IA, and in August will do the in county stops and St Cloud, Minneapolis/St Paul.
- Digital Marketing
 - As part of the On the Map strategy our main tool is digital marketing including the OTLCA website, Twitter, Facebook, Instagram, and YouTube
 - So far, year to date, our Twitter feed has generated 450,000 impressions (100% organic). Our Facebook page has generated 1.1 million impressions, and has generated 189,000 engagements. We have distributed 73 videos year to date, those videos have been watched for a total of 154,000 minutes (2575 hours) (97% organic). Community Videos (Community Collaboratives) have been doing well, and are released one per month.
 - Co-op with EMT and have signed up with a company called SHRPA. The idea is that influencers come to our area and document their journey/stay and post it to the SHRPA website. Through the co-op we were able to get 34 of these adventures. Additionally, SHRPA has a mapping feature that puts pins on the map for these adventures. Anyone can participate and post on SHRPA.

Infrastructure Strategies

- Amy Baldwin presented some updates on The Big Build