

The meeting was held in the Courthouse at 6:30 pm June 8, 2016

The meeting centered on the help that will be received from Mary Rochelle who will be volunteering for the BTAC and the four committees in setting up a method for all the committees to exchange meeting agendas, minutes, and activities. Mary has been working in Boulder for the past year as the Americorp Foods volunteer helping with the gardens tended by the 21st Century students after school and summer projects and the greenhouse at the Grade School and much more. I am sure that I don't have everything exactly correct. Her resume includes 4 years in Communications and Marketing so her expertise will be greatly appreciated.

A part of her goal is to help with an action plan for the Marketing Committee.

Discussion carried on from the first meeting was about talking with Shirley Beck from Philipsburg and having a contingency from the Marketing Committee and the Attracting Business Committee go to Philipsburg and then maybe after the summer is over having her come to a public meeting in Boulder.

The question of who the Committee is trying to Market to was raised by Drew. Do we have a target audience in mind and what are our priorities.

Mary said that setting goals, and short and long term goals along with a timeline should be the first action item. Images need to be selected for Branding Boulder along with a selection of a font and colors that will make us distinctive.

A priority discussion was held and tourism came to the top with getting copies of the Community events that is already established out other areas of the state. Then recreation and maps of area trails much like the Pipestone Trails map.

Because we only have Mary's help until she moves to Columbia Falls in August, we have set a working meeting to be held jointly with the committee chairs of the other 3 committees and include elected officials from the City and County. City Hall is reserved for Thursday, June 23 at 6:30.

Now - mark your calendars for the following meetings: Attracting Business to Boulder Committee with Marketing invited. Possibly with Department of Commerce which has not yet been confirmed. City Hall June 15 at 6:30pm.

The Attracting Business Committee is hosting people from the Department of Agriculture at a meeting Wed. June 22 6:00 at City Hall. Fliers are going up around town.

Final action was to elect Sally Buckles as Chair of the Marketing Committee

Submitted by Sally Buckles