

**“Promoting Our Strengths” Workgroup  
Meeting Notes  
Gogebic Community College  
December 8, 2009  
6:00 PM**

**Present**

Will Andresen, John Garske, Leann Garske, Lisa Heberling, Kim Kolesar, Denise Stephens, Mark Stephens

**Web-site Development**

Work-group leader Lisa Heberling re-capped the last meeting for those who did not make the meeting, including an update on the web-site development and an offer from the Beautiful Northwoods Group to provide assistance to the NGL work-groups. While there was no draft web-site to review, there was some discussions regarding the design and maintenance of the new site. A more detailed review of the web-site will take place once the designer has a draft “comprehensive” completed.

**Beautiful Northwoods Meeting**

The majority of the meeting was devoted to determining ways in which the BNG could assist the Strengthening Our Niche workgroup. The following ideas were considered (the first four from last month’s meeting and the rest added at this meeting):

1. Hiring a professional artist to create an effective logo for the web-site
2. Hiring a professional writer to write/review the narrative content of the web-site
3. Supplementing the cost of promotional materials guiding people to the web-site (one idea was to work with the Connecting Our Students work-group be creating a marketing piece that would also display the photography project/contest results)
4. Hosting the web-site after the first year
5. Developing film-clips to add to the web-site
6. Purchase bumper stickers to promote the web-site logo

The group agreed to pursue cost estimates and options for both the film clips and the bumper stickers and to present these ideas to the Beautiful Northwoods Group for consideration.

### **Next Meeting**

The next meeting will be held on Tuesday, January 5, 6:00 PM, Room B-22 of the Jacob Solin Business Center, Gogebic Community College.