

Next Generation “Promoting Our Strengths” Work-Group

Meeting Notes of March 25, 2009

Present

Will Andresen, Jessica Bolich, Lou Bonagura, Corey Forslund, LeeAnn Garske, Lisa Heberling, Kim Kolesar, Dan Petersen, Denise Stephens, Mark Stephens, Toni Sendra, Gary Theisen

Purpose

The purpose of the meeting was to review and select a theme for the proposed two-county web-site to promote the area as a place to live. With time permitting, the group will also consider what elements to include in the proposed web-site.

Web- Site Theme

Dan Petersen facilitated a group decision making process to identify a theme for the proposed web-site. The group brainstormed the following 50 ideas:

- Northern Experience
- Northern Superior Experience
- True Northern Life Values
- Superior Life/On the Range
- Homing In/On the Range
- Moving Up to the Range
- Moving Up to a Superior Life
- Adventure North: A Superior Place 24-7
- Don't Just Dream It-Live It
- Try It Love It Live It
- Superior Lifestyle 365
- Live Your Passion in Superior Fashion
- Latitude 46 degrees...True North
- Superior Life
- Go-Ing Active North or Go-Ing Active or Go-Ing North
- Work Where You Play
- Fresh Air
- You can see the Stars
- LiveWorkPlayUpNorth
- YourVacationMyLife
- PlayHere?LiveHere!
- Liveupnorth

- Discovertherange
- Northwoodsadventure
- Northern Exposure
- True North
- Ranging North
- The Northwood: A Superior Experience
- Live Life in a Superior Way
- Beautiful Northwoods Range
- Due North
- True North Living
- True North Niche
- Your Needs/Your Wants
- Four Season Adventure
- Northwood Family Experience
- Beautiful Northwoods Life
- Beautiful Northwoods Experience
- A Beautiful Life
- Recreational Community
- Living in the Northwoods
- Northwoods Lifestyle
- A “Range” of Opportunities
- A Superior Experience
- A Superior Life
- Superior Heartland
- The Northern Idea
- The Northwoods Community
- Beautiful Northwoods
- The Beautiful Northwoods: A Four Season Home

The committee voted for two of their top two favorite themes, with the following results:

- Four Season Adventure (6 votes)
- YourVacationMyLife (4 votes)
- Beautiful Northwoods Life (4 votes)
- Beautiful Northwoods Experience (3 votes)
- Adventure North (3 votes)
- Liveupnorth (2 votes)
- True North (2 votes)
- Work Where you Play (1 vote)
- Northwoodsadventure (1 vote)

- True North Living (1 vote)
- The Northwoods Community (1 vote)

The group reviewed the results and identified two primary themes: “beautiful northwoods” and “adventure”. Putting the two primary themes together, the group agreed on the theme of “Beautiful Northwoods Adventure”.

Web-Site Elements

The group began a discussion on the elements to be included on the web-site. General agreement was held for combining both “wants” (what young people are looking for in a place to live – e.g. the Michigan Cool Cities Survey) and “needs” (what they will need in order to live here – e.g. jobs, affordable housing). Mark Stephens suggested that we keep the web-site free of clutter and limit the number of tabs to six.

The group agreed to ask representatives from the Go-In’ Forward group to the next meeting to ask them what type of information they believe would be important for the site.

Next Steps

Each group member will forward “gee whiz” and other information to be considered for inclusion on the web-site to Will Andresen before the next meeting. Lee Ann Garske will contact Lily Palmer and invite the Go-In’ Forward group to the next meeting.

Next Meeting

The next meeting will be held on Wednesday, April 29, 6:00 PM, Room B-22, Jacob Solin Business Center, Gogebic Community College.