

Strategic Marketing and Branding Exercise

August 29th and 30th, 2007

Community Hall – Waskesiu

Minutes

Participants:

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Debra Kuzbik, Elk Ridge Resort	Ione Langlois, Waskesiu Heritage Museum
Brenda Davies, Heritage Museum	Henry Fremont, Parks Canada Agency
Jackie Watt, Northern SK. Tourism	Sheila Brayford, Waskesiu Cabin Owners' Association / Waskesiu Heritage Museum
Morris McLachlan, Chamber Member, Waskesiu Lake Adventure Center	Grit McCreath, Friends of the Park / Cottage Owners' Association
George Wilson, Chamber of Commerce	Nancy Wood Archer, Chamber Member/ Year Round Resident
Cathy Corrigan, Parks Canada Agency	
Kalya Brunner, Parks Canada Agency	
Carlene Gorecki, Parks Canada	
Abe Pellegrini, Lobstick Golf Course	
Derrick Tallon, Lobstick Golf Course	

Opening Remarks

Welcome and thank you to the attendees for taking the time to attend this exercise. Thank you to the Chamber of Commerce for their financial support in paying the contract fee, the refreshments, lunch and the meeting room. Thank you to the Waskesiu Foundation Inc for their financial support. This workshop was made possible only through your contributions and collaboration by partners.

Welcome to Larry MacEachern, Colour, who will facilitate the workshop.

Slide Presentation (see pdf)

Goal of the workshop

- To determine one unifying brand
- One brand for visitors, employers, employees, stakeholders

Workshop Exercises

Factors that impact visitation – sets the context for our discussion

- Economic boom for Saskatchewan

- People moving to Saskatchewan – net population growth
- Aging population even though Saskatchewan is below the national level, promotes:
 - Affluence
 - Ability to purchase recreational properties
 - Freedom
- Increasing Aboriginal population
- There is an increase in the purchase of recreational properties in Saskatchewan – Saskatchewan still offers affordable properties
- Increase urbanization in recreational areas – people are purchasing property and making this their permanent residence and travelling elsewhere for a portion of the year, dual residences
- Interest in new experiences – higher level of education brings higher expectations
- People looking for a level of quality eg quality of accommodations/ services provided in the area
- People want to escape with quiet getaways with all the comforts of home
- People want wilderness experiences while still being connected – eg hike a trail and then check their email account in the evening

Competition – define what others have and what makes this destination unique

- Other destinations take advantage of interest in vacation properties
 - Available for year round living with year round business opportunities
 - Growing to meet demands.
 - Offer recreational property, better services
- High demand all over the province – more destinations available to people – people are more travel savvy – international travel is not unique – people have broader perspectives of what they want and how to get it
- Golf courses are increasing in other locations
 - This can be a benefit if we are able to package / market a strategy for golfing at all locations – create a golfing package with accommodation
- Other areas offer same experience that we do (Candle Lake, Emma, Christopher, Meadow Lake, etc.) – forest, lakes, hiking with similar amenities
- More accessible areas – closer to larger centers
- Often hear “Waskesiu is closed in the winter” – this is a real hindrance
- Some competitors are doing a better job of strategic marketing and may be spending more resources on strategic marketing – these are mostly ‘recreation’ based competitors (may include: Anglin Lake, Candle Lake, La Ronge, Nipawin, golf courses)
 - Spending more dollars on advertising
 - Do a better job of presenting the experience using images, less text
- Other competitors (some being nature or adventure based recreation) include:
 - Wanuskewin

- Other provinces
- Heritage sites in the province
- City packages – museums, shopping, boat tours

Strengths, Weaknesses, Opportunities, Threats - SWOT

Strengths

- Affordable golf in the province
- Customer service – Canadians are friendly
- Diversified lake structure – many lakes and beaches
- Trail systems – well maintained
- Shopping
- Rich history – Grey Owl, Aboriginal
- Diverse experiences (from recreation to nature based) – many areas to explore
- National park is located in an unique eco-region
 - Transition area for the boreal forest
 - Fescue grassland area
 - Free ranging bison

- Strong sense of community
 - Lots of fundraising
 - Partnership and collaboration
 - Strong volunteer base
- Greater sense of community
- Strong shared commitment
- Amenities are within walking distance within the townsite
- Many adventures and learning opportunities:
 - Bike
 - Canoe / boat
 - Shop
 - Go to a movie
 - Nature center
 - Heritage museum
 - Hike
- Environmental aspects
- Interpretive programs
- Clean and pristine
- Wildlife
- Recreation in general
- No negative baggage to clear up
- Sense of pride – people really care
- Opportunities to encounter wildlife
- Excellent place for recreation ('re' + 'creation') – come to the lake to recreate yourself and to connect with nature, to rebuild the self/spirit

Weaknesses

- Image - Saskatchewan has been called “land of grasshoppers”
- Sport promos only show the prairies – need to promote the northern forest
- Prince Albert National Park- we have heard people may have a perception of:
 - Stuffiness – wealth, dress code
 - Perceived to be over expensive
 - Too many rules – fun stops at the gate
 - Seasonal park only for cabin/cottages and many businesses
 - Being too commercialized
 - Fees are too high – gate, camping, fishing – ties into perception we are no longer affordable – especially for day users
- Distance is a travel barrier from major communities
- People
- Chamber of Commerce and the park has limited marketing resources to get the message out
- Deterioration of infrastructure including campsites being out of date
 - Perceived lack of value for fees
- Some facilities have not adapted to changing nature
 - Camping requires larger sites
- Not relevant to all Canadians
 - Not seeing multi cultural visitation
- Lack of awareness / understanding of what we have to offer visitors (we need to more effectively get the message out)
- Limitation to development

Opportunities

- Rich in history
 - Need to build on the history in our area
 - Develop and package the history to attract more local residents and international travellers
 - There are stories of the Woodland Cree which isn't told
- Need to build awareness and understanding
 - Develop learning tools
 - Build on nature themes – pelicans, bison, boreal forest, fescue grasslands, elk, moose, caribou
- Collaborative funding to better service customers in terms of interpretive information
- Experiential learning through
 - Pow wow
 - Shack tent
 - Grey owl
- Going into more experiential versus passive learning
- There are many recreational opportunities
 - Tap into other innovations and environmentally friendly activities
 - More opportunities to partner with stakeholders
 - Packaging opportunities – eg hotel/golf or bike ride with picnic
- Funding opportunities
 - Charge a hotel marketing fee

- Golf course marketing fee
- Psychological profiling of visitors – use their mind set to develop packages and marketing strategies
- Use radio updates via tourism
- Bus tour packages
- Four season resort – busy in summer but fall, winter and spring are slow months – need to showcase the opportunities/services available

Threats

- Cutbacks in Parks Canada
 - Manpower and funding provided
- Stagnant visitation
 - Not growing in a strong market
- What if people become less connected to nature due to increased urbanization
 - Parks Canada continues to provide schools with a connection to nature
- As provincial and regional parks move forward with interpretative programs and what they have to offer, National Parks need to keep one step ahead
- Ability to adapt to change – can't stay the same but the Parks Canada regulations need to stay in tune with changes
- Not to market, to do nothing. If we do nothing, things won't stay the same
- Fragile business community
 - Deterioration of buildings
 - Less hours open
 - Family businesses won't last forever – will this impact the charm of the community
 - Perception it is difficult to open or run a business in Waskesiu
- Changing visitor interests
- Change in service offer may impact visitation culture
- Don't think status quo will work in the future (Inertia – inability to react and evaluate change)

Key Issues

- Stimulate visitation in the shoulder seasons
 - Focus on day users
 - Focus on overnight visitors to extend the shoulder season (how to sustain this if we're not open)
 - If we can extend the season and bring more people to the park, the businesses will be more successful.
 - Financial and human resource implications
- Stimulate day visitation in high season
- Collaboration with partners including Northern SK Tourism
- Limited resources – financial and human
- How to build brand awareness

Target Audience – The Visitor

- Recreation – (can also be referred to as “re” + “creating”)
(People seeking recreation activities in a safe environment that is in a natural, national park setting)

What are people seeking?

- Golf
- Lakes – boating, kayaking, canoeing, fishing
- Hiking trails
- Bird watchers
- Tennis and lawn bowling
- Extreme athletes
- Bike riding
- Backcountry

What are their demographics?

- Events (eg., Canada day, children’s festival) – could be expanded in shoulder season
- Young families
 - Soft adventure – beach – children activities (nature center)
- Young workers – 17 – 22 years of age
- People coming to participate in athletics – triathlon, canoe challenge, bike race); young active people
- Boomers and beyond – spring and fall opportunities
- Conference market
 - Could and does expand the shoulder season
 - Some groups want more to do after their meeting – most businesses are closed
 - Need to promote what the attendees can do – wildlife watching, scenic drive, fish spawning, fall fishing, heritage walking tour,
 - Henry could provide Aboriginal entertainment for a nominal cost
 - Many conference attendees will return to a location with their families if the area is marketed adequately
 - Action: Could park videos be available at the Hawood for groups to watch by the fireplace?
 - Action: Would the museum volunteers be interested in hosting a “presentation”?
- Traditionalists
 - Cabin and cottage owners, regular camping visitors who come back every year
 - Many come to enjoy Canada Day, Children’s Festival, Triathlon, Tennis Tournament
- School groups (day and overnight) – spring/fall school group has reached current capacity; more resources would enable greater accommodation; could market the partner opportunities more (e.g., museum, marina, etc.)
- University groups
 - The marina does see a fair number of college/university students although not as a formal pre-arranged group
 - Seeing lots of non-English staff/students from U of S in spring and fall (Sk Tourism receives inquiries from these people)
- Cultural / heritage seekers

- Could market people going to the North and to those travelling from the North to the South

Summary of priority target markets:

- Families/aging boomers with above average income (young families, young active, boomers and beyond)
- Conference travel
- Fall/winter/spring opportunities with conferences and boomers
- Niche marketing for young active
- Most compelling feature is the context of the natural, peaceful setting

Vision: What does Waskesiu Lake want to be?

The core purpose, reason for being here, the claim.

- Be a respectful place
 - Respectful of heritage, culture, of nature, preserve for future generations
 - Place to spend time with friends and family
- A place where people can come and enjoy various activities, while learning/discovering
 - So visitors take something back with them
- Protect, educate visitor experience
 - This ties with Parks Canada's mandate of protection, education and visitor experience
- Create life long bonds
 - This ties to the sense of community developed from the camp kitchen era when people lived in shack tents, people cooked together, ate together and played together
- Develop a special connection with the place, connections that span generations
- Sense of beauty
 - Recharging our being, rekindling our spirit
- Spiritual, healing
- Build a museum that depicts the heritage of the park – showcase heritage and culture, make people aware of the boreal forest, etc.
 - Present all of this so that today's children can learn to appreciate history

What do people most want to take away?

- People come visit, are inspired, re-create themselves, recharge batteries
- We all work together to help visitors discover and connect
- This is a spiritual healing place

Attributes of a Waskesiu Lake Brand

These are things used to describe a place, significant items but not necessarily the benefits

- Calming, refreshing place

- Natural beauty, pristine
- Waskesiu Lake – water, beaches, activities,
- Boreal forest – can smell it in the air
- Respect for nature
- A variety of wildlife is easily accessible
- In Prince Albert National Park
- Compact resort community
- Village – non commercial, compact, lots of amenities, safe, natural, wood-hewn, log cabins, rustic, charming, in harmony with nature, safe, able to see wildlife, traditional values, four season destination
- Relaxed place to stroll and be laid back
- Respectful of traditional values
- Carved out of nature
- Holistic place

Benefits of Waskesiu Lake

- Calm, revitalized, discovery/knowledge, connected to something special
- Sense of well being
- Calming, relaxing, unwind
- Revitalized – renewal, refresh, recharge the mind and soul, relaxing,
- Knowledge – new and renewed
- Appreciation / love of nature
- Engage – participate in activities and learning
- Discovery
- Connecting and understanding
- Adventure
- Sensory experience
- Offers many experiences, engaging, able to discover – experiential
- People come to have an adventure, commune w nature in a satisfying way, indulge in/discover higher energy activities

Positioning Statement:

Final agreement: Waskesiu Lake is a charming village in PANP, carved out of the boreal forest, where you will engage your senses and be revitalized through diverse natural, cultural and recreational experiences. (Larry to continue to work on this statement to tighten wording).

Suggested positioning statements from the group:

- Set in historic themes, Waskesiu Lake is a charming destination village, carved in the heart of Prince Albert National park, designed to engage your senses and discover nature on its own terms. Create a life long bond by experiencing cultural, natural and recreational activities.
- Waskesiu Lake is a rustic village where you will be revitalized by discovering the natural beauty of Prince Albert National Park.
- Waskesiu is a charming National Park village, carved in nature, where you will be revitalized by engaging your senses, discovering nature and exploring your own adventures.

- Waskesiu Lake, carved out of the jewel on the southern edge of the great northern forest. Come and discover! Walk! Paddle! Golf! Eat! Camp! And relax!
- Waskesiu, a charming and unique village, is a place where visitors and residents alike are revitalized daily. Experience abounds beyond the village in the National Park's outdoors adventures. Nature's abundance offers cultural, historical adventure.
- Waskesiu village, where discovering the natural beauty of Prince Albert National Park will revitalize you.
- Waskesiu Lake is a modern village carved out of nature, surrounded by wilderness, where you can engage your senses and discover nature on it's own terms.
- Carved out of nature, Waskesiu Lake is a natural destination that invites you to challenge your senses and fulfill your dreams.
- The storied (fabled) village of Waskesiu lake invites you to explore its charms and discover the natural wonders of Prince Albert National Park.
- Waskesiu is a resort village, carved out of nature, nestled on a lake in a boreal forest, where you can engage your senses, discover and explore your adventures.
- Situated in Prince Albert National Park, is the rustic village of Waskesiu, carved out of nature.....
- Waskesiu, a charming and unique village, is a place where you are revitalized daily. Experiences abound beyond the village in the National Park. Outdoor adventures. Natures abundance offers cultural, historical adventure.
- Waskesiu village, where discovering the natural beauty of Prince Albert National Park will revitalize you.
- Waskesiu Lake is a modern community featuring heritage buildings where you can experience a sense of adventure by hiking through the boreal forest, enjoying the beauty of lake and seeing various types of wildlife. Come and appreciate nature and become revitalized.
- Set in historic themes, Waskesiu Lake is a charming destination village, carved in the heart of Prince Albert National park, designed to engage your senses and discover nature ... by experiencing cultural, natural and recreational activities.
- Waskesiu Lake is a rustic village where you will be revitalized by discovering the natural beauty of Prince Albert National Park.
- Waskesiu is a charming National park village, carved in nature, where you will be revitalized by engaging your senses, discovering nature and creating your own adventures.

Brand Personality –

If Waskesiu Lake were a person, what would that person be?

- Genuine, curious, engaging, hospitable, wise
- **Group feedback**
- Friendly

- Welcoming, hospitable, helpful
- Adventurous
- Genuine, real, warm, makes people feel comfortable and at ease, disarming, unpretentious, unassuming
- Knowledgeable, wise
- Spiritual
- Love of life, gregarious, outgoing, infectious personality
- Confident
- Relaxed
- Playful, likes to have fun
- Service oriented, service excellence

Key Issues

Visitation

Awareness

Collaboration/volunteerism

Resources - & and human resources

Marketing Objectives

1. Stimulate visitation
 - Day visitor – high season
 - Overnight visits – off season
2. Build awareness of the brand

Some strategies to achieve these objectives

1. Co-operative marketing initiatives / partnerships; pooling resources to market, generate more money to carry out marketing initiatives
2. Stimulate volunteerism – recruit younger generation volunteers (already addressed in the partner planning forums)
3. Stimulate interest among potential employees (Why should I work for you? Needs to be answered to retain and recruit employees.) (already addressed in the partner planning forums)

Day 2

Slide Presentation – see pdf

- The rules for tourism marketing have changed. Media is more fragmented; there are more radio and television stations to choose from. The Internet onset has brought personal web pages, Blogs, Face Book. People are becoming their own publisher/editors.
- Customers / visitors are more powerful. They create and control the agenda.
- We need to get closer to the customer to understand their needs and wants. Interact more with them.
- **Hunter versus the Hunted**

- Customers are, or have become, the hunters looking for a service, product, event, it used to be the business / service industry was the hunter.
- You need to be easily found with accurate current content eg: www.waskesiu.org shows up low on the listings when you do a Google search – Chamber of Commerce comes in much higher
- www.waskesiu.org
 - images are not engaging / motivating
 - important to have good functionality on the site with images that move us emotionally to want to see or read more on the site
 - images must reflect the benefits of the area – people milling waiting for ice cream isn't reflective
 - the pull down menus, “things to do” are lacking pictures
- **Chamber of Commerce site**
 - Found easily on Google search
 - Image of beach feels retro
 - No images of boreal forest or other images
 - Doesn't convey richness of experiences in the park
- **Lakeview**
 - Flash site – sounds of water and birds is good
 - Nice green peaceful grass – good
 - Image of sign/building not great but does have picture of lake
- **Hawood**
 - Good functionality
 - Has image of trees but not that appealing
 - Has wonderful dining experience which should be showcased, not the building
- **Waskesiu Marina Adventure Center**
 - Good pictures of actual experiences but have to drill down through the site to locate them

Images that send the experience need to be shown up front.

Don't need to show signs or images of buildings – feature pictures about the experience instead of signs and buildings.

- **Competitors**
 - Emma Lake - live webcam but not particularly moving
 - Candle Lake - clean site, highlights fishing, not much imagery
 - La Ronge – has town site and a page for visitors, still not a very compelling site
 - Nipawin – good navigation but no “wow”
 - Big River – not very compelling
- **Good Examples**
 - Peggy's Cove – great evocative image – good text – good navigation

- Mahone Bay – nice image of village, good “life” messages, business oriented components
 - Nova Scotia home page – good image
 - Newfoundland/ Labrador – features Gros Morne National Park – key icon of province – makes you feel you want to go there, be there soon
 - Alberta – features Waterton National Park – good navigation
 - Nelson, BC – variety of captivating images
 - Golden, BC – great hero image, tagline, smaller images show other experiences, shows partnerships with resorts and businesses in the area - sells wide range of features
 - Kelowna, BC – good navigation, a few great images are showcased
 - Mountain Equipment Coop – reflects the attitude of its customers, good navigation, speaks in “first person” experience, personal
- **Courtship – Lure, Sample, Buy**
 - Lure – awareness, create attention, gain interest
 - Sample – check things out
 - Buy – people buying

Pictures don't always require ad copies – pictures can hit a personal emotion

Break out group discussions: What strategies can we put in place to address visitation?

- **Day Use:**
 - This is a key market
 - Need to identify geographical area – ie 2.5 hours maximum driving distance
 - Key activities
 - Golf, hiking, dining, beach, fishing, boating, shopping
 - Ensure key activities are weather focused – what can be done on a rainy cool day (take in a movie at local theatre or nature center),
 - Stimulate customer to number of activities the park has to offer
 - Be flexible with ads
 - Keep ads short
 - Enhance spur of moment – you want to be here and can be here is ? this much time – focus on time/distance – need to ingrain in customer that Waskesiu can be obtained in a short period
 - Picture perfect billboards – golfers, bikers, lakes – use less text and more grabbing pictures
 - Park fees may be prohibitive
 - Need to show value for dollars spent

- Maybe the businesses could look a coupons – discount value for fee paid – two rounds of golf for one low price – packages (room, golf and dining)
 - Park could maybe hand out these coupons
 - Customer Service is key
 - Need a great welcome at the front door – thanks for coming to the park – enjoy your stay
 - Need orientation to raise minimum level of service – repeat business – look at all around customer service training package for park staff and business staff – more than the park’s orientation session – what does SK Tourism have to offer?
 - Need the customer to think of us as number one
 - Done through long term advertising
 - word of mouth and visitor’s experiences plays a huge roll in marketing a destination – leads us back to customer service is key
 - Marketing already in place?
 - Media contact sheets (weekly, mostly summer months)
 - Agreement with Waskesiu Chamber of Commerce and RAWLCO for air time
 - Agreement with Waskesiu Community Council and RAWLCO for air time
 - Billboards
 - Private business advertising
 - Promote bus tours
- **Shoulder Season Visits – Year Round**
 - Group looked at the negative aspects and then focused on the positive
 - Encourage businesses to stay open for a greater portion of their lease agreement time frame
 - Leases are typically 7 months
 - Some businesses only open for 2 months
 - Hard to promote shopping in the off season if stores are closed
 - Target specific groups
 - Empty nesters
 - Very young families who do not have children in the school system
 - Retirees
 - Athletic groups in the spring and fall
 - Target specific activities groups
 - Bike groups
 - Non profit groups
 - Triathalons
 - Spring fun run event – similar to Elk Ridge’s fall fun run
 - Ski loppets

- Fall and spring festivals
 - Film festivals
 - Farmer's markets
 - Craft fairs
- Promote natural setting and activities/recreation in this setting
 - Wolf howls
 - Northern lights
 - Bird watching
 - Tour to the west side and see the free roaming bison
 - Wild life watching
 - Fire in a closed in camp kitchen with a sing along and hot chocolate
 - Early evening walk in the silence
 - Turning of the leaves
- Packaging events
 - Shoulder season couple's golf package – romantic dinner, room and golf the next day
 - Other couple's get away packages
 - Family packages
 - Kick start the year or end the year with a special package
- Need to look at revenues
 - Could assembly hall be used more/longer season
 - Expand shoulder season at nature center
- Promote winter activities more
 - What does Waskesiu offer in the winter? Ties in with the natural activities above
 - The park does not have nearby trails available for use by dog sleds (would need to drive to Fish Lake) makes better sense to use the trails at Elk Ridge or Anglin Lake which are more readily accessible
- Orientation package for groups
 - When making contact with a hotel for a conference could there be a package promoting what there is to offer?
 - Suggestions: Aboriginal entertainment could be provided, storytelling by the Hawood's fireplace, snow shoeing, skiing, camp kitchen fire, winter walking tour, presentation on dog sledding – additional fees would need to be available for activities – some groups have turned in their per diem allowance to cover the extra activities
- Promote the Aboriginal/ Heritage Culture of the park
 - Have spring/winter programs – promote as a package with accommodation
- Need a winter guide
 - See Riding Mountain National Park's winter guide
 - The park could have an insert for winter activities, or two pages dedicated to winter, as opposed to a separate guide to ensure people aren't disappointed by the opportunities available

- Promote each season separately – each season has different opportunities to promote
- Promote overnight bus tours
- Ad copy example
 - People at a dining table at the Hawood but wearing ski boots or snow shoes
 - Boats on the lake or by main beach area
- Pictures say a thousand words
- Ongoing reminder may be better as opposed to each season reminders
 - Be in people's minds all the time, not just one season
- Web Activity
 - Have one website for Waskesiu

Awareness Building

- Convey distance to Waskesiu is close
- What kinds of media are available?
 - Radio
 - Billboards
 - Newspapers
 - SK Tourism – lure picture
 - 12 week web banner ads with SK Tourism
 - Star Phoenix spring and fall guides
 - Television commercials (Sask Tourism pays 50%)
 - Internet sites – suggestion to have one website only, creates one brand, increase search engine optimization, must discuss w partners
- Branding
 - Use the iconic image and smaller images
 - Have one website (e.g., combine chamber/council sites)

Funding and cooperative marketing

- How much is spent now?
 - Chamber of Commerce
 - Golf Course
 - Parks Canada Agency
 - Other businesses
- What do we need for dollars? What is our goal?
- Need to maximize the 50% deduction from Northern Tourism
- Pool resources
- Increase integration and maximize spending dollars
- Contact advertising agencies (Action: Abe Pellegrini)
- Someone needs to lead the process
- Potential advertising tax (hotels, golf course, other businesses?)
- Could a % of lease fees go to advertising
- Could Parks Canada Agency build a business case to increase our advertising/marketing budget

- **Partnership**

- Need to pool resources jointly
- Chamber of Commerce to discuss with business owners to get them on side with initiative
- Parks Canada Agency to see if marketing dollars could be increased
- Northern SK Tourism pays for 50% of advertising – need to use this service more
- Website – need to look at each site and create one website with links to all
 - Blogs
- Marketing tax – could it happen?
- Print ads
 - Magazine ads
 - Newspaper – all seasons

Action Items/ Next Steps

1. Bring the brand to life – develop imagery and a marketing strategy/brand products
 - a. Carla to explore possibility of hiring consultant to draft Tagline, imagery,
 - b. Work with Sask tourism who may be able to assist with community/destination area planning (marketing plan, advertising plan) – discuss w Sask Tourism in September

Committee: Derrick (Waskesiu Golf Course), Morris (Chamber Member), George (Chamber of Commerce) and Carla (Parks Canada Agency) to further initiatives - Committee to present their report at the November Planning Forum

- c. Chamber to discuss with businesses much they are spending on advertising/marketing – what would they contribute to a future marketing commitment – need a plan to promote buy in
2. Combine websites – Above committee to discuss and present at November meeting
3. Report
 - a. Larry will provide George and Carla with the report in September
 - b. Will be posted on www.waskesiu.org site
4. Minutes from the meeting
 - a. Will be provided to the attendees prior to September 10
 - b. Will be posted on www.waskesiu.org site

Feedback from the group regarding the session:

- OF all the meetings, we are now at a point where we are getting something out of it; We have something we can work with

- This was the most productive session that I have seen regarding marketing. I feel really good that we started the ball rolling. This is real starting point. I learned a lot.
- The room was cold and difficult to hear. The price of the room was right!
- You (Larry) did a fine job!
- I learned a lot.
- It was good. It met my expectations. We have some things to do. This is a good step. I can see it work and it has to work. We have to partner for it to work. IT takes time. Rome was not built overnight.
- This is a huge positive. We have to get buy in. We will e better equipped to get buy in from partners. I believe in it. We just have to keep at it.
- I am officially brain dead. This has been quite an experience. Positive things will come of it.
- I think this was a lot of information for 1.5 days. I hope we can pool money in future to keep this on track. We need to have a facilitator like this to keep on rack.
- I am grateful that the museum was invited.
- Great facilitator and participation.
- We need to create achievable doable steps. And keep the larger community engaged and aware.
- The big challenge will be to engage the smaller businesses. We have to figure out how to get those people who did not show up engaged.
- I really enjoyed the process. It is not up to us to move it forward.