

SEELEY LAKE COMMUNITY COUNCIL NEWSLETTER

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A Publication of the Seeley Lake Communications Project

Council Members

Addrien Marx, Chair
Jack Greenwood, Vice Chair
Carol Evans, Secretary
MaryAnn Morin, Treasurer

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Walt Hill
Steve Johnson

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Columbia Falls Gateway sign—A community effort Seeley Lake could follow. Fall 2010

DISCUSSIONS LIVELY WITH ECONOMIC DEVELOPMENT GROUP

The Economic Development Committee met on Thursday, 14 April, with considerable representation from the business community. A lively discussion ensued, centered around what might be done to stimulate the businesses in Seeley Lake and provide a more stable economy. Two facets were discussed at length. The first was how to attract other stable businesses that would provide living wages to this area. There were many solid suggestions, including elder care and assisted living facilities, to give additional employment opportunities to women; call center; single-room office complex for internet connected individuals; and log home kits complete with furniture, quilts, artwork, etc. Also discussed was a need for a convention center, noting that Double Arrow has such capabilities, but they may need

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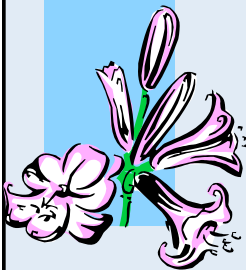
Branding Sub-Committee Working Through Steps

Improving prosperity and quality of life for both residents and guests is the Branding Sub-Committee's mission. The sub-committee has met twice. Lively discussion and remarkable ideas have dominated both meetings. During the last four weeks and two meetings, committee members identified 17 possible no cost or low cost action steps that will likely increase the amount of dollars being spent in our valley.

Once the committee has a plan that is complete enough to provide direction, but flexible enough to adopt improvements, we will be ready for the most important steps. The most important and perhaps the most challenging steps will be to:

- share our brand building plan with community members
- listen and react to feedback
- incorporate enhancements as we proceed
- determine how to best implement our brand building plan

There is no question we have a superior "product" to sell. It's clear we have the talent and energy in our valley to share our message with current and potential guests. As the mission of building our brand, or making our valley an even more desirable place to visit and to live in progresses, we need two things from all community members, *Suggestions* and *Support*. Thank you!
Submitted by A. Lee Boman—Branding Sub-Committee Chair



17 No Cost or Low Cost Action Steps to Build our Brand

1. Build Mutually Beneficial Relationships
2. Update and Enhance on line information
3. Personal Guide Service
4. Highway 83 Enhancements
5. Travel Shows
6. Possible Logo Contest
7. Relaxing Hospitality at night
8. General Consumer Publications
9. Publicity / Photography
10. National and Regional Co-op advertising
11. Sweepstakes, giveaways, and promotional trips
12. Overseas Marketing Programs
13. Special Event Grant Program
14. Montana Film Office Production Guide
15. Montana Film Office Website
16. Montana Visitor Display Case Program
17. Gateway Signing

FROM PG. 1

more advertising. It was noted that the schools in Seeley Lake are vastly improved over what they used to be, with low student to teacher ratios, so these are a great attraction. But we need affordable housing so that families with children can live here.

Tourism was discussed as another important opportunity. The airport will have a sprinkler system, markedly improving that facility. It was brought out that directed marketing to specific areas, such as Las Vegas, Phoenix, Los Angeles, and others, offering packaged air-fare, lodging and eating should be pursued. It was felt that the Chamber should promote this instead of, or along with, the other activities offered. The hosting of tournaments, con-



Another example of a community effort in Gateway signage. Plains, Montana residents adopted the "unofficial" unique moniker because it was different!

ferences, and similar activities should be included as well. There was some discussion as to how to make the Chamber a more effective and unified voice for the business community.

The enthusiasm was punctuated by the "can-do" program recently inaugurated where all who attend public meetings should bring a can or package for the food bank as they attend. A great idea!

Submitted by Walt Hill

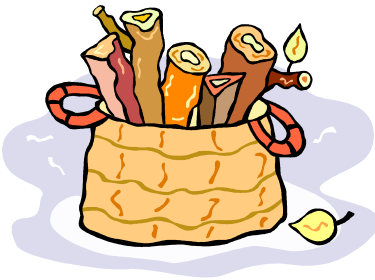


UPCOMING MEETINGS:

- Seeley Lake Community Council -1st Monday; May 2, 6 pm at The Barn
- Seeley Lake Cemetery District 1st Thurs., May 5, at 12:00 pm, DARLOA office
- Seeley Swan Hospital District 2nd Monday; May 9, 5 pm at the Clinic Conf. Room
- Seeley Lake Rural Fire District Third Tues., May 17, 6 pm, SL Fire Station
- Seeley Lake Sewer District- 3rd Thurs., May 19, 5:15 pm at The Barn
- Seeley Lake Refuse District- Monday, May 2, 7 pm at the MC Office Bldg. in SL *changed
- Seeley Lake Water District- 4th Th., May 26, 5:30 pm, Water District Office
- Recreation Committee (formerly Trails)- TBD
- Economic Development Committee- May 12, 7 pm at SL Elementary
- Branding Committee- April 28, SL Elem., 7 pm
- Air Quality Committee: TBD

WOOD SHELTERS AND AIR QUALITY

Discussions centered on finalization of purchases for wood shelter materials. Committee members are attending to pricing and the purchase of lumber for floor and bracing as well as ordering tarps for covers. That will complete the committee's obligation with the



MCCHD funding contract.

Discussions regarding wood stove change outs appeared more complicated. Still unsure if EPA certified stoves are the best choice (rather than pellet stoves), the consensus was that they would be more useable in our area. Bill Wall, who has worked on similar projects in Alaska, elaborated upon the discussion around pellets vs. bricks vs. wood. Some studies have shown while pellets may be the best solution for particulate matter, the local market would be better served by using available wood sources, since pellets would need to be purchased from outside suppliers.

At this time, the group is looking at EPA certified wood stoves to replace older, poorly burning stoves. The whole plan is dependent on funding and information will be forthcoming.

Submitted by Carol Evans

SEELEY LAKE COMMUNITY COUNCIL MEETING AGENDA

Monday, May 2, 2011, 6 p.m. at the BARN

CALL TO ORDER
CORRECTION & APPROVAL OF MINUTES
TREASURER REPORT
SECRETARY/COMMUNICATION REPORT
COMMUNICATIONS PROJECT REPORT
PUBLIC COMMENT ON NON-AGENDA ITEMS

NEW BUSINESS:

Kelly McGuire- Outreach Coordinator for Msla. Crime Victim Advocate Program
Peter Neilson- MC Water Quality Dist.
Highway 83 Update

OLD BUSINESS:

Update from Missoula Co. on zoning
Economic Development
Air Quality Update-Grants

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