



May 2022

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## [Authentic community engagement starts with communication](#)

Good community engagement starts with good communications. Director of Public Relations [Sara Swenson](#) explores the [top community engagement strategies](#) to help you authentically and effectively reach important stakeholders and build valuable relationships.

Trying to decide if your project or organization could benefit from community engagement? Check out last month's blog about how and when [community engagement can make an impact](#).



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## **Are your social channels due for a spring cleaning?**

If you think of social media channels as your organization's front door, digital clutter can be just as distracting as the clutter inside your home.

Account Executive **Quentin Misiag** has **seven tips on how to spring clean your brand's social platforms** so they can make the best first impression.



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## **Get to know Team Goff**

Account Manager **Andrew Hasek**, a versatile member of our public affairs practice since 2018, is immersed in a variety of business issues at the Legislature. In this month's **Team Goff Q&A**, Andrew talks about his most memorable project, his latest read and what he can't live without.



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## **Legislative session ends without much to show for it**

The Minnesota Legislature adjourned sine die on Monday, May 23, 2022, without much to show for it. Though negotiations continued until the last minute of session and deals were reportedly close in several areas, key issues were left largely unresolved. Legislative Coordinator [Ellen Larson](#) breaks down [what happened and lingering questions about a special session](#).



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## **Save the date!**

Editors from the Pioneer Press and Star Tribune and a Hubbard School of Journalism professor will join Goff's next webinar to talk about the future of editorial content. Plan to join us **Tuesday, July 12, from 12-1 p.m.** Watch for registration details soon!



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## **Welcome new clients**





## Client shout-outs

🏆 Congratulations to [Appetite for Change](#) and [Blue Cross Blue Shield of Minnesota](#) on being named 2022 [Community Impact Award](#) winners by Twin Cities Business.

🎉 Celebrations are underway for two exciting milestone anniversaries. [BWBR](#) is commemorating 100 years of transforming lives through architecture and [Mystic Lake Casino Hotel](#) is celebrating its 30<sup>th</sup> year as a major entertainment destination.

🎭 The [Flint Hills Family Festival](#) presented by the Ordway Center for the Performing Arts returns to downtown Saint Paul June 3-4 with low-cost indoor performances, free outdoor entertainment and art-making activities, and more!

🏢 Congratulations to the [Center for Economic Inclusion for receiving a \\$1 million grant](#) to support Black- and Latino-owned small businesses with financing to spur commercial development and redevelopment along specified metro corridors. The Center also just announced its June 21 Powering Inclusion Summit – [learn more and sign up today!](#)

👤 In late April, a group of 40 [MDI employees visited the State Capitol](#) to meet with elected officials, take a tour and demonstrate their virtual reality [career skills program](#) that helps people with disabilities gain vital job skills to be more competitive in the marketplace.

## Our clients in the news

[Native community restores land through controlled burns](#)  
| WCCO-TV

[Shakopee's Rahr Corp. joins effort to diversify craft beer](#) |  
Star Tribune

[Solar development installed to help refinery operations](#) |  
Fox 9

[Students, coaches, parents push for boys high school volleyball](#) | KARE 11



WCCO-TV captures firefighters in the Shakopee Mdewakanton Sioux Community

[Condor Airlines returns to Minneapolis-St. Paul with budget flights to Frankfurt, Germany](#) | Star Tribune

*setting the dry prairie grass on fire, part of a century's old tradition of controlled burns.*

[Wild fans live it up downtown as team hosts first playoff game in Saint Paul](#) | Pioneer Press

['We want to make the community better': Eagle Brook Church aims to help downtown Minneapolis](#) | WCCO-TV

[MnDOT Hwy 43/Mankato Ave. construction begins Monday](#) | Winona Daily News

[Twin Cities Habitat for Humanity renews \\$125 million mortgage backing from Bremer Bank, appoints Sharon Sayles Belton as board chair](#) | Pioneer Press

[Flint Hills Family Festival returns](#) | WCCO-AM

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GOFF PUBLIC | [goffpublic.com](http://goffpublic.com) | 651-292-8062



Goff Public | 444 Cedar Street, Suite 910, Saint Paul, MN 55101

[Unsubscribe jeanne.eglinton@mdi.org](mailto:jeanne.eglinton@mdi.org)

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