

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
January 23, 2012
EDC Board Room, Willmar**

Present: Heather Anderson, Jean Geselius, Ann Winge Johnson and Julie Redepenning
Excused: Shari Courtney, Joanna Schrupp, Heather Thompson and Liz VanDerBill
Guest: Betsy Bonnema
Staff: Jean Spaulding, Assistant Director
Secretarial: Ruth Koenen, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 12:05 p.m.

UNFINISHED BUSINESS

Mid-Central Research and Outreach Center. Tim Miller was out of town and unable to meet with the committee so this was tabled until the next meeting.

NEW BUSINESS

2012 goals and work plan. Spaulding reviewed with the committee its 2011 goals (see attached). The goal of launching the EDC's new website was completed. Marketing the EDC through social media is an ongoing goal. Spaulding thanked the committee on their hard work on the Stats & Facts campaign. Although the goal of 10,000 unique visitors was not reached, she was not disappointed on how it went overall. Many businesses commented they liked the contest with prizes and the EDCOB was impressed with what took place and the number of hits on the website.

Spaulding, Betsy Bonnema and Steve Renquist met with Steve Peterson of Lakeland Broadcasting to discuss concepts to continue awareness building of the EDC using the Q102 morning show. Peterson informed them the Q102 morning show contest content was booked, but they would instead sell ads during that time. Due to the high cost of the radio ads, Spaulding and Bonnema are looking for more effective options that fit the EDC's marketing needs.

Spaulding and Bonnema developed the following work plan from which marketing ideas can come.

1. Create a system of measure for contacts and follow-ups. Currently, the EDC does not track contacts; i.e. trade shows, phone calls, emails. It would be beneficial to start a database to identify potential customers.

Heather Anderson suggested using a CRM (customer relationship management) program that is a bridge between Constant Contact and other contacts. She mentioned Bennett Office Technologies uses the program Microsoft Dynamics and Julie Redepenning mentioned she uses Salesforce.

2. Create awareness of the EDC. Continue to build on the branding campaign, website and social media. The message should include the EDC's Mission Statement. Material should not be broad, but precise for the EDC's type of customers and/or potential customers.
3. Deliver material to the public. Some ideas are a tab in the local newspaper, e-book, radio and social media.

Spaulding will email the above work plan to committee members. For the next meeting, committee members are to come with ideas for a newspaper tab.

[Renquist joined the meeting to submit a request then excused himself.]

Renquist presented a request for this committee to produce a brochure or marketing piece for the West Central Renewable Resource Day that will take place Tuesday, February 14, 2012 at the state capitol (see attached). Committee members suggested using a branding campaign already produced. Spaulding will work with Bonnema, Renquist and Cathy Keuseman due to the short time involved.

New Display. A Job Fair will be held March 20, 2012 at the Holiday Inn/Willmar Conference Center and Bonnema and Spaulding are working on a new display for it. As discussed at December's meeting, it could be a floor display or a tabletop display. An updated sample will be shown at next month's meeting.

There being no other business, the meeting was adjourned at approximately 1:30 p.m.

NEXT MEETING—The next scheduled committee meeting is **Monday, February 27, 2012** at the EDC board room.

EDC's 2011 GOALS			
Goal	Responsible Party	Timeline	Status or Completed
MARKETING AND PUBLIC RELATIONS COMMITTEE Adopted 2/28/2011			
1. Continue to support the marketing efforts of the EDC <ul style="list-style-type: none"> a. Produce an annual publication to promote EDC programs and successes b. Host a stakeholder session to identify/quantify business-friendly environment indicators (Relates to 5-Year Goal 1a and 1c) <ul style="list-style-type: none"> i. Meet with stakeholders to develop content stories, focusing on positive, business-friendly practices to build/strengthen a business friendly-environment (Relates to 5-Year Goal 1a and 1c) c. Meet with Rice Memorial Hospital to develop an EDC brand sheet—along with section in annual publication—that focuses on positive outcomes and successes of the regional hospital (Relates to 5-Year Goal 2) d. Meet with MinnWest Technology Campus to develop cooperative programs and press to maximize successes of the campus (Relates to 5-Year Goal 3) e. Meet with University of Minnesota for a launch/marketing plan for the Mid-Central Research and Outreach Center (Relates to 5-Year Goal 3a) 	Marketing Committee Jean Spaulding Steve Renquist Marketing Committee BRE/R Committee Jean Spaulding Steve Renquist Jean Spaulding Steve Renquist Marketing Committee Jean Spaulding Steve Renquist		
2. Launch the EDC's new website <ul style="list-style-type: none"> a. Make the new website a focus in the annual publication b. Utilize search tools to maximize demographic information c. Develop a newsletter with the website 	Marketing Committee Jean Spaulding		9/2011 completed
3. Market the EDC using social media <ul style="list-style-type: none"> a. Further develop the LinkedIn and Facebook pages b. Continue to develop ways to use Ning in committee efforts 	Marketing Committee Jean Spaulding		11/30/11/ongoing

To: EDC Marketing Committee
From: Steve Renquist
Date: January 23, 2012
RE: West Central Renewable Resource Day at the Capitol

EDC Marketing Committee Members – The EDC is positioning itself to be the originator and leader of an 18 county coalition of west central Minnesota counties in the field of renewable resources. We, as well, intend to showcase some of the interesting high technology companies located in our area. At the suggestion of State Senator Joe Gimse we have booked the Great Hall, located at the State Capitol building, for the purpose of providing display opportunities for area renewable resource and high technology companies. Our day is Tuesday, February 14th. The Great Hall is configured as a rectangle, measuring 23 feet wide by 85 feet long. It is our plan to place 10 displays, five on each side with a center corridor, in the available space. The day's invited audience is limited to the Minnesota Senate, House of Representatives, and legislative and capitol staff. It can be assumed that persons whose business brings them to the capitol that day may attend but the event is not designed for the general public.

We acknowledge time is short – the date was not our first choice. **We request the EDC Marketing Committee consider the preparation of a piece to be distributed to State Senators, State Representatives, their staff and capitol staff members.** The purpose of the piece would be to exclaim the variety of renewable resource ventures found in west central Minnesota and to promote our area as a logical haven for emerging high technology companies. Senator Gimse and Representative Vogel will release the invitation to their respective bodies with a short endorsement.

Confirmed invitation to display:

- EDC
- MinnWest Technology Campus
- West Central Research and Outreach Center
- Kandiyohi Power Cooperative
- North American Fertilizer

Invited, awaiting determination:

- Christianson and Associates
- Bushmills Ethanol
- CVEC
- MN VAP
- MC ROC – doubtful, at this time
- Kandiyohi County Crown and Soybean Growers – likely
- Willmar Municipal Utilities

I am not unfamiliar with writing memos but readily acknowledge a promotional piece prepared by the EDC Marketing Committee will be more effective.