

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
January 24, 2011
EDC Board Room, Willmar

Present: Betty Bollig, Jean Geselius, Julie Redepenning, Joanna Schrupp and Liz VanDerBill
Excused: Diane Schulte and Heather Thompson
Staff: Jean Spaulding, Assistant Director
Secretarial: Ruth Koenen, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 12:06 p.m.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Jean Geselius, to approve the minutes of the December 27, 2010 meeting as e-mailed. MOTION CARRIED.

UNFINISHED BUSINESS

Prioritize 2011 EDC branding campaign. Jean Spaulding thanked the committee for their hard work in completing five of the branding campaigns in 2010. When the branding campaign was started, Spaulding did not expect all of them to be finished in the same year and would like to prioritize the remaining campaigns for 2011.

At the Economic Development Association of Minnesota (EDAM) conference, Spaulding learned that economics (tax and business climate), jobs and quality of life were some of the top qualities for which people are looking. **Spaulding** will email the committee the link to one of the sessions she attended.

Following discussion, it was decided to prioritize the campaign in the following manner:

1. Business Climate/Tax. Develop a theme from the Willmar Medical Services partnership, a joint effort between Rice Memorial Hospital and Affiliated Community Medical Center (ACMC) or the campaign could be on a local government entity, such as the EDC.
2. Workforce/Jobs. Suggestion was to use Duininck, Inc. due to the growth of the three-generation business.
3. Quality of Life. This campaign is the Trails campaign already being worked on. Pictures for the Trails campaign will consist of winter scenes of the snowmobile and cross country trails along with a summer scene of bike riders using the trail.

Increase in Farm Products Sold campaign was discussed. Liz VanDerBill wanted clarification on its direction. Spaulding quoted some statistics from Cameron Macht that she could use (4th largest in ag production; 34% in farm products sold).

Joanna Schrupp handed out a flier on the I3 Conference for 6-12 graders on April 9, 2011 at MinnWest Technology Campus (MWTC). Sponsorship has been good and they are excited for it.

[Schrupp was excused from the meeting.]

EDC website. Spaulding projected the EDC's new website on the screen and compared it to MetroMSP, a Minneapolis area website. Committee members agreed that the EDC's website is more pleasing in appearance. Different aspects of the website were viewed. One area Spaulding is thinking of changing is "Login" to "Property." Users would be able to view properties in the area through that link. No "go live" date has been set for the new website.

Spaulding also surfed through MNPROspector.com for the committee, which replaces the MNPRO website. She did a demonstration on how to find property in Willmar and generate reports of the surrounding geographic area for comparison. It is a great site for creating unique reports for advertising business or personal real estate.

Minnesota Department of Employment and Economic Development (DEED) web services database. Spaulding explained the GIS Planning sheet—DEED's explanation of how much it would cost to be connected to the DEED website. Comments and questions were brought forth as to what the Marketing Committee paid in 2010, what other items are left to look into and if this would be beneficial for the EDC. After some discussion, it was decided to be a part of the "Local Edition," which would cost the Marketing Committee \$4,000 per year plus \$600 due to Willmar's demographic data pricing for population size.

[Betty Bollig was excused from the meeting.]

EDC 5-Year Plan and annual committee goals. Spaulding and committee members reviewed the 5-Year Goals. After some discussion on expectations of who or which committees will work on what areas, the committee compared the 5-Year Plan to the committee's 2010 Goals. The committee will keep its first goal which reads, "Continue to support the marketing efforts of the EDC." The second goal would change from "Promote the EDC's new website" to "Launch the EDC's new website." Goal number three was not discussed, "Research and coordinate entrepreneur contest." Goal number four was briefly touched upon, "Market the EDC using social media." The committee is interested in marketing the EDC, but how to do that was not finalized.

NEW BUSINESS

Regular meeting date. Spaulding briefly touched on keeping or changing the Marketing Committee meeting date.

Preferred day of week It was decided to continue holding the meetings on Mondays.

Use of webinar meetings (Ning) The committee will utilize Ning for some forms of communication.

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Internet marketing service. This database service would allow users to have access to businesses in Kandiyohi County, would provide research on businesses and be updated annually. They would allow a link from the EDC website. The cost is \$2,500 per year. **Spaulding** will email more information on it. This topic will continue at the next meeting.

EDC marketing. This was tabled until the next meeting.

Willmar Area Multicultural Market (WAMM) community kitchen marketing brainstorming. The committee indicated they are willing to brainstorm with WAMM on how to market its kitchen. No date or time was arranged.

There being no other business, the meeting was adjourned at approximately 1:35 p.m.

NEXT MEETING—The next regular committee meeting is scheduled for **February 28, 2011.**



YOUTH SCIENCE RETREAT

Saturday, April 9th • 9am - 2:30pm

MINNWEST TECHNOLOGY CAMPUS • WILLMAR, MN

ATTENTION
6th - 12th graders!

Do you think hawks, robots, crime solving, solar energy, fire, catapults, or even cow poop is cool? (Okay, maybe not the cow poop, but the science behind it!) If you can say yes to any of these, you don't want to miss the **i3@MTC Youth Science Retreat!** It's a new event developed especially for kids who are creative and excited about the world of science.

Students and their families are encouraged to come and explore all the ways science is demonstrated in real life. Hands-on projects and live demonstrations of all things science will be on display by experts from the University of Minnesota, St. Cloud State University, local engineering and biology companies, and much, much more! Tour all the displays with your own personalized "passport", get it stamped, and you can win prizes. Be sure and tell your family, friends, and classmates to come as well. All are welcome.

Some of the exhibits, demonstrations, and projects include:

- 3M Visiting Wizards
- The U of M Raptor Center
- NLS Robotics Team
- SCSU Mobile Science Lab
- UMM / WCROC biomass gassifier
- Nova-Tech poultry robotics
- Epitopix biology experiments
- Multimedia videography and radio broadcasting
- Create your own wind turbine
- Watch your very own i3@MTC t-shirt be made on the spot
- And much more!

- Open and free to the public
- Custom, made-on-the-spot i3@MTC t-shirts available for purchase
- Food available for purchase
- Great experience for creative thinkers
- Teachers are encouraged to bring their classes



For more information:

- www.mnwesttechnology.com/i3
- info@mnwesttechnology.com
- 320.222.9770



SUPPORTED BY:



ST. CLOUD STATE UNIVERSITY



ZoomProspector Options for Minnesota Communities

The following prices for ZoomProspector are exclusively for communities within the state of Minnesota.			
Options	Purpose	Features	Pricing
Free Link	<ul style="list-style-type: none"> Upload properties so as to be found by site selectors Leverage the investment made by Minnesota DEED 	<ul style="list-style-type: none"> Optional link from local EDO website to www.MNPro.com for site selectors to get interactive demographic reports 	Free
Map & Listing of Properties	Searchable Property Map and Listing is ideal for small and medium-sized communities who want to display available properties on their website. Includes data feed and presentation layer for display.	<ul style="list-style-type: none"> Example: http://64.124.67.88/indianawestfed.asp?a=70&county=19037 Prospective site selectors stay on the local EDO site instead of being sent to another site Displays only the land and buildings available for sale in the local community Does not contain interactive demographics, but this can be made available as static report 	For communities with population under 100K \$3,000 per year
			For communities with 100K – 250K population \$8,000 per year
Local Edition	Designed for medium-to-larger communities who want their own economic development website with interactive demographics tied to the larger Minnesota DEED state website	<ul style="list-style-type: none"> Tied to State of Minnesota DEED – a subset for the local community shows only local sites and buildings Unique branding and URL allow communities to highlight their unique characteristics Similar functionality to Minnesota DEED state site: <ul style="list-style-type: none"> Available sites and buildings Interactive demographic reports Geographic advantages Tied to Minnesota DEED state contract (same expiration date) 	Population < 50K \$4,000 per year plus demographic data (see data pricing below)
			Population 50K – 100K \$7,500 per year plus demographic data (see data pricing below)
Full Edition	Intended for medium-to-larger communities who want their own economic development website with interactive demographics. This website is NOT tied to the larger Minnesota DEED state website.	<ul style="list-style-type: none"> Harness the power of Internet search technology to drive economic development Positions local community to win in the site selection process Similar functionality to Minnesota DEED state website and local editions (above), but also including additional functionality like: <ul style="list-style-type: none"> Sponsored links on ZoomProspector.com Interactive business reports Local GIS layers (local zoning, etc.) 	Population < 50K \$8,000 per year (includes demographic data)
			Population 50K – 100K \$15,000 per year (includes demographic data)

Demographic data cost is dependent on the population covered.

Demographic Data Pricing

Population less than 50,000	\$600
50,000 - 100,000	\$1,200
100,000 - 200,000	\$1,800
200,000 - 500,000	\$2,100
500,000 - 1,000,000	\$2,400
1,000,000 and above	\$3,000

5-Year Goals (2011-2015)

[Subparagraphs are 2011 goals]

1. Continue efforts to maintain and expand businesses in Kandiyohi County
 - a. Survey local business industry sectors mapping and modeling successes in trends and growth indicators (success stories)
 - b. Enhance opportunities for business growth
 - c. Continue to promote and enhance Kandiyohi County's and Willmar's business-friendly environment
 - d. Increase the number of businesses
 - e. Increase employment
 - f. 100% broadband and cell phone coverage within Kandiyohi County by 2015
 - g. Obtain railroad access to Willmar's new industrial park

2. Assist Rice Memorial Hospital in strengthening its position as a regional hospital
 - a. Determine the hospital board's strategies to strengthen their position
 - b. Identify three ways to assist the hospital in the process
 - c. Assess and improve the perception county residents have about the hospital
 - d. Investigate extended-stay lodging at the hospital
 - e. Support a parking ramp for the hospital
 - f. Identify ways to foster cooperation between Willmar's medical facilities and the hospital

3. Fill additional 50% of MinnWest Technology Campus (MWTC) capacity by 2015
 - a. Development and success of the Mid-Central Research and Outreach Center
 - b. Annually identify with MWTC at least three ways the EDC can assist MWTC

4. Develop new opportunities for cooperation with similar agencies
 - a. Create regional biosciences corridor by 2015
 - b. Assess knowledge base and relationships
 - c. Identify and investigate two options annually

5. Successful commercialization of two renewable energy projects and expansion of three value-added ag businesses
 - a. Renewable energy projects to be worked on in 2011
 - b. Value-added ag projects to be worked on in 2011

6. Achieve 50% increase in local airport utilization by 2015
 - a. Pursue cargo
 - b. Pursue on-field aviation businesses
 - c. Increase on-field hangar facilities to attract on-base aircraft
 - d. Enhance air taxi service and charter flight options