

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
January 28, 2013
EDC Board Room, Willmar**

Present: Jean Geselius, Ann Winge Johnson, Julie Redepenning and Joanna Schrupp
Excused: Shari Courtney and Heather Koffler
Guest: Sara Goebel, Marketing Director for Marcus Construction
Staff: Jean Spaulding, Assistant Director
Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

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

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Ann Winge Johnson, to approve the minutes of the December 17, 2012 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Newspaper tab. Spaulding noted the EDC is looking for areas to distribute the tab and seeking feedback on the tab; 15,000 copies were run. The EDC and MinnWest Technology Campus (MWTC) will distribute it at their booth during the annual Minnesota Veterinary Medical Association Conference next week. An electronic version of the tab will be emailed to the EDC's contacts, committees and boards. Jean Geselius stated Conway, Deuth & Schmiesing emailed a link with its newsletter and have received positive comments. The committee discussed future tabs and whether to do only an electronic version or one on lesser quality paper—as a year in review, it would be nice to do annually. The insert is a recruitment tool and a public awareness piece for Kandiyohi County. The EDC has received positive feedback on the tab thus far—they like the format, it is easy to read, has good flow and contains positive information. Feedback from the EDC's two boards has also been positive. A link to the tab will be included on the EDC's website. Suggested areas of distribution included:

Ridgewater College	all Kandiyohi County city offices
Affiliated Community Medical Centers	WAM-BC
Rice Memorial Hospital	all county banks
Rotary clubs	all county offices
Pioneerland Library	Willmar Lakes Area Chamber
YMCA	the Chamber's NEXT group
Coffee shops	Convention & Visitors' Bureau welcome bags
Family Eye Center	Prairie Woods Environmental Learning Center

Julie Redepenning offered to take the tab to the county offices at the Health & Human Services Building.

Bring Them Back Home. Spaulding and Betsy Bonnema will be interviewing individuals on what people want and need through a Bring Them Back Home program should it be reactivated.

NEW BUSINESS

Other economic development. Spaulding reported Hutchinson received the Economic Development Association of Minnesota marketing award the EDC received in 2010 for developing a new marketing plan and website. Hutchinson is doing a push on manufacturing and has labeled itself Minnesota's manufacturing city. Spaulding also showed a marketing piece from Elk River.

2013 projects. Spaulding informed the committee its 2013 budget is \$33,000. The local searchable commercial real estate database contained on the EDC's website comes out of this committee's budget at \$4,600 per year and has been paid for 2013. Spaulding met with Doug Fenster on the features of the database and will meet with other realtors to evaluate the merits of continuing the database. Spaulding is researching if it would be of value to the EDC to be a member of the Minnesota Commercial Association of Realtors as are some communities. Redepenning reported Leslie Valiant is posting Spicer's available real estate through MNProspector. Committee members suggested looking at the EDC's website Google Analytics as to how many hits the page is getting. Redepenning will find out who from the state trains individuals on using the features of the program. Joanna Schrupp will mention the feature to MWTC. The EDC received information on the Worthington Bioconference and she will attend, but the EDC will probably not have a booth this year. The EDC may have a booth at a conference in Kansas City as it is known for being an animal science corridor. The Bio International Convention in Chicago is also looking at doing more with animal science. Spaulding will look at what kind of outreach should be done.

Spaulding will attend the Willmar Airport Commission meeting in April and Steve Renquist has invited anyone from this committee to attend and ask what the city is looking for from the EDC and this committee. Some questions the committee has are what are the city of Willmar's goals for the airport, what are they targeting, what space is available and are there any incentives?

Miscellaneous. Spaulding reported the EDC has advertised for the Ag Specialist position and is co-hosting an ag finance seminar with Mid-Minnesota Development Commission. Spaulding reported Liz VanDerBill resigned from this committee. Sara Goebel indicated she will join this committee. Spaulding is working with area organizations on an application to send a group from the county in 2014 for the Blandin Leadership Perspectives Program. The EDC is again offering website grants. The Community Marketing Coalition is soliciting RFPs—its new tag line is Expect Great Things.

There being no other business, the meeting was adjourned at approximately 1:05 p.m.

NEXT MEETING—The next scheduled committee meeting is **12 noon, Monday, February 25, 2013** at the EDC board room.