

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

Present: Julie Redepenning and Joanna Schrupp

Excused: Betty Bollig, Jean Geselius, Heather Thompson and Liz VanDerBill

Guests: Betsy Bonnema, Heather Anderson, Shari Courtney and Ann Winge Johnson

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.

Shari Courtney and Ann Winge Johnson were introduced to the Marketing Committee. Courtney works at Edina Reality and Johnson works at Heritage Bank. Both are considering being a part of the Marketing Committee. Self introductions were made.

MINUTES—The minutes of the September 26, 2011 meeting were received for informational purposes.

UNFINISHED BUSINESS

Website promotion. Spaulding showed committee members the EDC website. The EDC's plan is to do an e-launch and contest in November with the goal of having 10,000 unique visits in November.

Betsy Bonnema went over the Facts & Stats Campaign (see copies attached) and timeline, which the committee discussed.

It was suggested to attend service clubs and do a presentation to promote the e-launch and contest. Ann Winge Johnson mentioned that the First Tuesday meeting will be held Tuesday, November 1 at Heritage Bank. Committee members were encouraged to send out electronic newsletters from their businesses to help in advertise the new website. **Bonnema** will email all committee members the promotional materials.

Suggested prizes for the contest were as EDC travel mug with a coffee gift card, picnic blanket, dessert serving set, BBQ kit, coffee mug, promotional items from businesses, small gift baskets, Gurley products, Mr. B's chocolates and gift card from businesses. It was suggested that all committee members try compiling gift products from businesses. Once those items have been collected, they are to email the EDC and someone will stop by to pick up the items. An email pertaining to this suggestion will be sent out.

In order to evaluate the website launch campaign, upcoming Marketing Committee meetings were

discussed. The next meeting will be Tuesday, November 15. When the meeting notice is sent, it will include optional meeting times of 10:00 a.m., 12 noon or 4:00 p.m. (There will not be a Marketing Committee meeting on November 28.) The December meeting will be held on Monday, December 5 at 12 noon instead of December 26.

QR code usage was discussed. Bonnema will research it and add it to the press release. A tag line of "check out our new website" would be added to the QR code.

Other. Spaulding informed the committee of Mid-Central Research & Outreach Center (MCROC), a collaborative venture with University of Minnesota (U of M), St. Cloud State University, Ridgewater College, MinnWest Technology Campus (MWTC) and EDC, which will consist of a classroom and lab for training purposes. It received a Minnesota Intelligent Rural Communities (MIRC) Grant for \$35,000. This committee has been asked to work with the U of M in marketing MCROC. The proposed opening of MCROC is January 2012 with a Grand Opening later in the spring. It was suggested to have a representative from MCROC attend the Marketing Committee meeting in January. **JoAnna Schrupp** will contact the representative to set up the date and time. It was also suggested to have the Marketing meeting at MCROC in order to see the facility.

Bonnema would like to do a commercial/video presentation with committee members present to help promote the e-launch and contest. Members are asked to come prepared at the next meeting, Tuesday, November 15.

[Shari Courtney was excused from the meeting.]

Spaulding mentioned the Discover Manufacturing Innovation Showcase taking place this week at MWTC. Local schools will tour Willmar manufacturing businesses.

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

NEXT MEETING—The next committee meeting is **Tuesday, November 15, 2011** at the EDC board room.

EDC Facts & Stats Campaign

10-24-2011

1. Press Release
 - Final approval
2. Web Banner Ad: Links to news article
 - Add to www.kandiyohi.com
 - Add to local sites
 - WACC, CVB, Sponsors?, Supporting businesses?
3. Social Media:
 - "Share" news article to Facebook, Twitter & LinkedIn
4. E-mail blast
 - Send e-mail with press release, banner ads and postcard pdf to all EDC contacts with a request to help spread the word
5. Service Club & Committee Meeting Presentations
 - Offer to speak at local service clubs to promote program, leave behind postcards and press releases
6. Prizes
 - Week One: Coffee mugs/coffee
 - Volunteers to help find prizes for weeks Two-Five
 - 5 Prizes per week / \$5-10 per prize



CAMPAIGN TIMELINE:

Tuesday, 10-25: Press release is sent to area media, added as "News" article on website, banner ads

Wednesday, 10-26: E-mail blast to all EDC contacts

Thursday, 10-27: Requested deadline for committee volunteers to "Like" us on FB, "Share" the press release via social media, comment on website article/ Facebook page, post to websites, etc.

Monday Afternoons, 11-7, 11-14, 11-21, 11-28, 12-2:

- Email stats/facts summary to members, get feedback
- Announce top entrants and weekly winners via website "news" article
- "Share" news announcement via social media
- Send e-mail blast to EDC contacts to check website and social media for winners

Monday, 11-14 or Tuesday, 11-15: EDC Marketing Team Meeting

- Evaluate progress, etc

Monday, 12-5: EDC Marketing Team Meeting

- Judge for Grand Prize Winner!
- Announce winner via website "new" article
- "Share" news announcement via social media
- ALL COMMITTEE MEMBERS do the same

Committee TO-DOS!

- SEND UNIQUE STATS FROM YOUR PLACE OF BUSINESS
- "LIKE" US ON FACEBOOK
- "FOLLOW" US ON TWITTER
- "SHARE" PRESS RELEASE (FROM KANDIYOHI.COM) ON YOUR OWN FB PAGE
- FORWARD E-MAILED PRESS RELEASE AND MATERIALS TO YOUR BUSINESS NETWORK
- ADD BANNER AD TO YOUR COMPANY WEBSITE?
- ADD/LINK TO NEWS ARTICLE ON YOUR COMPANY WEBSITE?
- WATCH" OUR FACEBOOK/TWITTER PAGES AND COMMENT OFTEN

Kandiyohi County
& City of Willmar
Economic Development Commission



For Immediate Release

Contact: Jean Spaulding, Assistant Director
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320.235.7370
www.kandiyohi.com

Attention Kandiyohi County Businesses: SHARE YOUR FACTS & STATS TO WIN!
[ONLINE CONTEST@ WWW.KANDIYOHI.COM | NOV. 1 - NOV. 30 | GRAND PRIZE: IPAD2]

Willmar, Minnesota – Monday, October 24, 2011: The Kandiyohi County and City of Willmar EDC is launching our new web site with an invitation to area businesses to get on board! Share one or more stand-out facts or statistics about your business and we'll post it on our web site for a chance to win valuable prizes, including a new iPad2! Our contest runs from Tuesday, November 1 through Wednesday, November 30 and has a goal of gathering 100 local Kandiyohi County business facts/stats and generating over 10,000 unique visits to our new web site.

Kandiyohi.com recently underwent a complete makeover with a focus on easy navigation, property search tools and content that is rich with statistics related to our area's business success, quality of life and economic stability. The statistics help us showcase all of the reasons why Kandiyohi County is a great place to start, grow or expand a business.

Won't you help us? Showcase your business and have the chance to win valuable prizes!
Here's how:

1. Research! Dig deep at your company to come up with a fact or statistic that helps to showcase your size, expertise, unique market niche or impact on your industry or community.

Here are some examples:

- *Since it was established in 2006, the MinnWest Technology Campus has invested over \$14.2 million in improvements to their buildings and infrastructure. The campus is now bustling with 26 businesses and over 320 full-time employees.*
- *In 2010, local accounting firm Conway, Deuth & Schmeising donated over 3,200 hours of employee/partner time to their communities, impacting 97 organizations.*
- *Our local Department of Employment and Economic Development reports that there are 1,340 businesses employing over 22,000 people in Kandiyohi County. Another 2,976 people are self-employed.*
- *Touching Hearts at Home, a local company providing in-home non-medical care, performs 475 -650 shifts per month for local area seniors. Each shift can be from 1 to 24 hours.*

2 . Share! You can do that two ways:

- Post your fact or statistic and company name on our Facebook page! Click the Facebook button below or search for Kandiyohi County & City of Willmar EDC
- Email your statistic and company name to edc@kandiyohi.com

3 . Watch! Go to www.kandiyohi.com to watch as new statistics are posted and weekly winners are announced. Each weekly winner will be entered in the grand prize drawing for a new iPad2 at the end of November!

On behalf of the Kandiyohi County and City of Willmar EDC, thanks for your participation! We look forward to receiving your facts and statistics and using them to educate and inspire others.

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