

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
October 27, 2014
EDC Board Room, Willmar

Present: Shari Courtney, Lindsey Donner, Mitra Engan, Jean Geselius, Sarah Isdal, Ann Winge Johnson and Heather Koffler

Excused: Caroline Chan, Mike Negen and Julie Redepenning

Guest: Betsy Bonnema, REDstar Creative

Staff: Jean Spaulding, Assistant Director

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 12:04 p.m.

MINUTES—

IT WAS MOVED BY Ann Winge Johnson, SECONDED BY Jean Geselius, to approve the minutes of the August 25, 2014, meeting as emailed. MOTION CARRIED.

[Mitra Engan joined the meeting.]

UNFINISHED BUSINESS

EDC fall insert. Betsy Bonnema showed a proof of the fall insert with a jumping photo of the New London Arts Alliance group taken by Mark Peterson. Bonnema suggested this jumping page also be the EDC's 2015 visitors' guide ad. The Dahmes Stainless project could be added to the construction page, as well as how the EDC contributed to each project. Bonnema received Steve Renquist's copy this a.m. and will edit it for inclusion in the insert. The rail photo at the top of the first page will be replaced with a rendering of the amphitheater proposed for Robbins Island, which Mitra Engan will provide to Bonnema. Sarah Isdal will check if the insert can be included in the next B2B section that will come out on November 19 (deadline would be November 15). Spaulding noted Ridgewater College just received an IT grant for writing programming applications for mobile devices. The EDC will co-host a HackFest with Ridgewater College at the new WorkUp. It was suggested to include a 1/4 page ad in the B2B to look for the insert and include the Jump In photo with information from the first page of the insert. It is unknown if the Willmar Lakes Area logo is being used by any entities since the Community Marketing Coalition merged into the Vision 2040 Marketing Committee. Bonnema will continue to work on the insert. Geselius suggested including information on the EDC's BRE business visits. Including the Kandiyohi Power Cooperative solar panels was suggested.

NEW BUSINESS

Website. Spaulding stated the EDC's website needs to be updated. It was recommended to transition to a WordPress site leaving Joomla, the current platform. The committee discussed last month's teleconference with Brand Acceleration, a company that specializes in economic development websites. Unique to Brand Acceleration is its dashboard that constantly updates statistics from various reporting agencies i.e. Census Bureau and state demographic office. A Vision 2040 individual is looking at all area websites as to what information may be missing from local sites. It is unknown if plans are to have a community portal that links to area websites. It was the consensus that most local web developers are unable to do as large a project as the EDC's. Preliminary plans are to hire a developer with the EDC doing the writing. Engan requested the committee use a qualified Minnesota web developer rather than an out-of-state company. Spaulding noted Greater MSP has a large site and she will check with them as to their web developer. Spaulding asked the committee to email web developer recommendations to her. Spaulding would like a contract entered into with a web developer before year end and payment made before year end. Heather Koffler, Lindsey Donner and Mitra Engan volunteered to be on a website subcommittee. The subcommittee will outreach to developers, narrow the list to those who should be interviewed and come up with standard questions for interviewing. The committee reviewed the Google Analytics from kandiyohi.com for September 26 to October 26, 2014 (see attached). The analytics will be used to determine which web pages to keep and which are no longer relevant for the EDC.

Marketing plan. Spaulding stated the committee needs to develop a marketing plan for 2015.

Social Media Rockstar event. Koffler reported the event was attended by 133 and next year will be at Jack Pot Junction. Koffler suggested going to the Twitter feed to review comments from the event. There has been good feedback. They are looking for other speakers for next year, but high-caliber speakers are expensive. Bonnema reported she attended AgCatalyst Social Media Conference and will provide the speaker information to Koffler.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:01 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, November 24, 2014.

Sep 26, 2014 - Oct 26, 2014

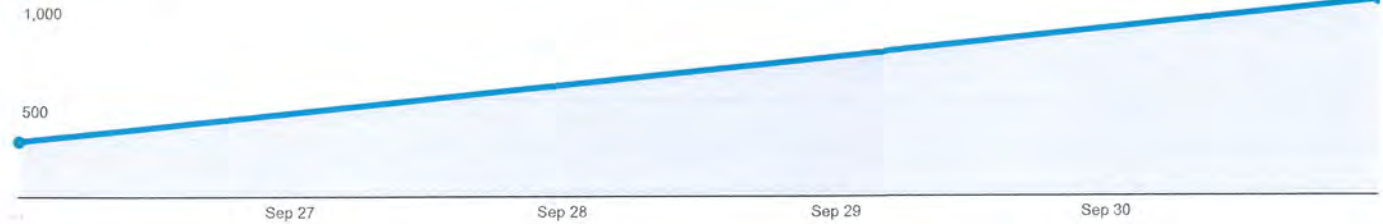
Pages

All Sessions
100.00%

+ Add Segment

Explorer

Pageviews



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1,283 <small>% of Total: 100.00% (1,283)</small>	1,056 <small>% of Total: 100.00% (1,056)</small>	00:02:06 <small>Site Avg: 00:02:06 (0.00%)</small>	677 <small>% of Total: 100.00% (677)</small>	65.14% <small>Site Avg: 65.14% (0.00%)</small>	52.77% <small>Site Avg: 52.77% (0.00%)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. Kandiyohi EDC - Kandiyohi EDC	524 (40.84%)	402 (38.07%)	00:02:18	385 (56.87%)	56.36%	53.05%	\$0.00 (0.00%)
2. Kandiyohi EDC - Major Employers	62 (4.83%)	48 (4.55%)	00:02:23	44 (6.50%)	75.00%	66.13%	\$0.00 (0.00%)
3. Kandiyohi EDC - Our Organization	53 (4.13%)	47 (4.45%)	00:04:01	8 (1.18%)	75.00%	67.92%	\$0.00 (0.00%)
4. Kandiyohi EDC - 'Kitty Corner' Cafe Opened Tuesday	39 (3.04%)	35 (3.31%)	00:02:20	35 (5.17%)	88.57%	87.18%	\$0.00 (0.00%)
5. Kandiyohi EDC - Employment	36 (2.81%)	35 (3.31%)	00:04:21	19 (2.81%)	100.00%	80.56%	\$0.00 (0.00%)
6. Kandiyohi EDC - Search	35 (2.73%)	30 (2.84%)	00:00:27	0 (0.00%)	0.00%	17.14%	\$0.00 (0.00%)
7. Kandiyohi EDC - Search Properties	25 (1.95%)	24 (2.27%)	00:00:43	0 (0.00%)	0.00%	44.00%	\$0.00 (0.00%)
8. Kandiyohi EDC - Willmar	24 (1.87%)	20 (1.89%)	00:01:55	4 (0.59%)	25.00%	62.50%	\$0.00 (0.00%)
9. Kandiyohi EDC - Shuttles/Taxis	23 (1.79%)	15 (1.42%)	00:01:23	13 (1.92%)	61.54%	56.52%	\$0.00 (0.00%)
10. Kandiyohi EDC - Our Boards	22 (1.71%)	19 (1.80%)	00:00:41	5 (0.74%)	40.00%	22.73%	\$0.00 (0.00%)
11. Kandiyohi EDC - Diversity	20 (1.56%)	17 (1.61%)	00:02:32	13 (1.92%)	69.23%	50.00%	\$0.00 (0.00%)
12. Kandiyohi EDC - Healthcare	18 (1.40%)	15 (1.42%)	00:01:34	12 (1.77%)	75.00%	66.67%	\$0.00 (0.00%)
13. Kandiyohi EDC - Willmar area residents complete Blandin Community Leadership Program retreat	18 (1.40%)	15 (1.42%)	00:03:03	9 (1.33%)	77.78%	61.11%	\$0.00 (0.00%)
14. Kandiyohi EDC - Partners	16 (1.25%)	15 (1.42%)	00:02:49	2 (0.30%)	100.00%	37.50%	\$0.00 (0.00%)
15. Kandiyohi EDC - Demographic Profile	15 (1.17%)	11 (1.04%)	00:03:31	4 (0.59%)	50.00%	40.00%	\$0.00 (0.00%)
16. Kandiyohi EDC - Latest News	15 (1.17%)	11 (1.04%)	00:00:26	3 (0.44%)	33.33%	33.33%	\$0.00 (0.00%)
17. Kandiyohi EDC - Business Loans	14 (1.09%)	13 (1.23%)	00:01:01	4 (0.59%)	50.00%	64.29%	\$0.00 (0.00%)
18. Kandiyohi EDC - Map	14 (1.09%)	13 (1.23%)	00:01:43	1 (0.15%)	0.00%	42.86%	\$0.00 (0.00%)
19. Kandiyohi EDC - Kandiyohi	13 (1.01%)	10 (0.95%)	00:02:22	5 (0.74%)	80.00%	46.15%	\$0.00 (0.00%)
20. Kandiyohi EDC - Our Committees	13 (1.01%)	8 (0.76%)	00:01:41	0 (0.00%)	0.00%	7.69%	\$0.00 (0.00%)
21. Kandiyohi EDC - Railroad	13 (1.01%)	12 (1.14%)	00:01:40	11 (1.62%)	72.73%	69.23%	\$0.00 (0.00%)

22.	Kandiyohi EDC - Agriculture	12 (0.94%)	10 (0.95%)	00:04:46	5 (0.74%)	60.00%	33.33%	\$0.00	(0.00%)
23.	Kandiyohi EDC - Website grants available through the EDC	12 (0.94%)	9 (0.85%)	00:03:55	2 (0.30%)	0.00%	25.00%	\$0.00	(0.00%)
24.	Kandiyohi EDC - Manufacturing	11 (0.86%)	8 (0.76%)	00:02:19	1 (0.15%)	100.00%	45.45%	\$0.00	(0.00%)
25.	Kandiyohi EDC - Prinsburg	10 (0.78%)	8 (0.76%)	00:04:05	6 (0.89%)	83.33%	70.00%	\$0.00	(0.00%)

Rows 1 - 25 of 90

Pages

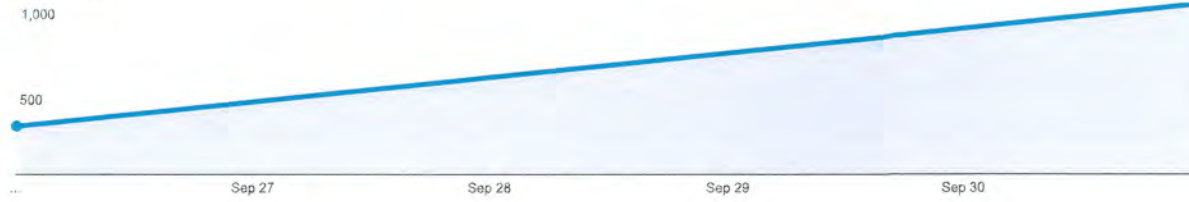
Sep 26, 2014 - Oct 26, 2014

All Sessions
100.00%

+ Add Segment

Explorer

Pageviews



Page Title

Pageviews

Bounce Rate

(compared to site average)

1,283
% of Total: 100.00% (1,283)

65.14%
Site Avg: 65.14% (0.00%)

Page Title	Pageviews	Bounce Rate
1. Kandiyohi EDC - Kandiyohi EDC	524	-13.47%
2. Kandiyohi EDC - Major Employers	62	15.14%
3. Kandiyohi EDC - Our Organization	53	15.14%
4. Kandiyohi EDC - 'Kitty Corner' Cafe Opened Tuesday	39	35.97%
5. Kandiyohi EDC - Employment	36	53.51%
6. Kandiyohi EDC - Search	35	-100.00%
7. Kandiyohi EDC - Search Properties	25	-100.00%
8. Kandiyohi EDC - Willmar	24	-61.62%
9. Kandiyohi EDC - Shuttles/Taxis	23	-5.53%
10. Kandiyohi EDC - Our Boards	22	-38.59%
11. Kandiyohi EDC - Diversity	20	6.28%
12. Kandiyohi EDC - Healthcare	18	15.14%
13. Kandiyohi EDC - Willmar area residents complete Blandin Community Leadership Program retreat	18	19.40%
14. Kandiyohi EDC - Partners	16	53.51%
15. Kandiyohi EDC - Demographic Profile	15	-23.24%
16. Kandiyohi EDC - Latest News	15	-48.83%
17. Kandiyohi EDC - Business Loans	14	-23.24%
18. Kandiyohi EDC - Map	14	-100.00%
19. Kandiyohi EDC - Kandiyohi	13	22.81%
20. Kandiyohi EDC - Our Committees	13	-100.00%
21. Kandiyohi EDC - Railroad	13	11.65%
22. Kandiyohi EDC - Agriculture	12	-7.89%
23. Kandiyohi EDC - Website grants available through the EDC	12	-100.00%
24. Kandiyohi EDC - Manufacturing	11	53.51%
25. Kandiyohi EDC - Prinsburg	10	27.93%

Rows 1 - 25 of 90