

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

Present: Shari Courtney, Sara Goebel, Sarah Isdal, Ann Winge Johnson, Heather Koffler, Mike Negen and Julie Redepenning

Excused: Jean Geselius and Joanna Schrupp

Guests: Betsy Bonnema, REDstar Creative

Staff: Jean Spaulding, Assistant Director

Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

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

MINUTES—

IT WAS MOVED BY Sarah Isdal SECONDED BY Mike Negen, to approve the minutes of the September 23, 2013 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Visitors Guide. Spaulding and Betsy Bonnema recently met to brainstorm the format for the 2014 Visitors Guide. Bonnema shared the proposed info graphic concept and suggested to build images containing statistics from a typical year with a mix of quality of life and business oriented information (see attached). Bonnema received permission from Lakeside Press for the EDC to create its own layout. Discussion held regarding topics and statistics to build into the info graphics:

- Rejuvenation of main streets in Kandiyohi County
- Retail sales statistics
- Number of tourists who visit the Kandiyohi County lakes areas
- Number of new businesses in Kandiyohi County within the last 10 years
- Number of feet of developed lake shore in Kandiyohi County and the value

Cameron Macht may be able to pull together statistics. Julie Redepenning will contact Cameron Macht.

The committee approved the concept. Spaulding and Bonnema will move forward on refining the layout. Bonnema will visit again with Lakeside Press. Committee members are to contact Spaulding if they have additional suggestions on the content.

EDC insert. Sarah Isdal distributed quotes of three size proposals for the monthly EDC insert as well as publication in the Business 2 Business periodical (see attached). The EDC would have the opportunity to make changes to the insert each month. Spaulding mentioned the EDC may go with the Business 2 Business insert in lieu of the yearly tab insert in the West Central Tribune. Committee members concurred that the EDC information should be conveyed more frequently. Discussion held

regarding appropriate size and cost for the insert. The proposed Visitors' Guide concept may be used in various ways.

Newsletter insert tab:

- 11 x 17 one time = \$2,450 (insert and print) in January 2014

Business 2 Business inserts:

- Full page (color) 12-month contract in Business to Business: \$388.00 x 12 = \$4,656
- Half page (color) 6-month contract in Business 2 Business: \$169,00+\$150.00 for color = \$1,914

Mike Negen suggested reducing the size of the tab and having monthly inserts in the Business 2 Business. The Marketing and Public Relations Committee will build a campaign from the Visitors Guide information and discuss layout of the insert and tab. Suggestion made to include assistance from other communities.

EDC marketing products. Negen reviewed past EDC marketing products and shared samples and mentioned additional products.

- Microfiber cloths with photo
- Pens (lower cost for meetings/conferences and higher priced for gifts)
- Notebooks
- Insulated travel mug with pictures

The consensus of the Marketing and Public Relations Committee was to choose pens, an insulated mug and a new item. Selection of items will be made at the November 25, 2013, meeting.

Animal Science Conference/University of Minnesota (U of M) showcase update. Spaulding reported the University of Minnesota Office of Technology Commercialization Showcase event on Monday, September 30, at the Holiday Inn and Willmar Conference Center was very well attended and mentioned it may be an annual event. The Animal Science Conference held on Tuesday, October 1, at the MinnWest Technology Campus as also well attended with over 100 participants.

NEW BUSINESS

Spaulding and Bonnema reported on the Bring em Back Home program presentation to the Willmar Area Lakes Chamber of Commerce Strategic Planning event on October 24, and asked for input on how to build the program. Ken Warner will contact Spaulding requesting individuals willing to sit on a steering committee to work out the specifics of the program.

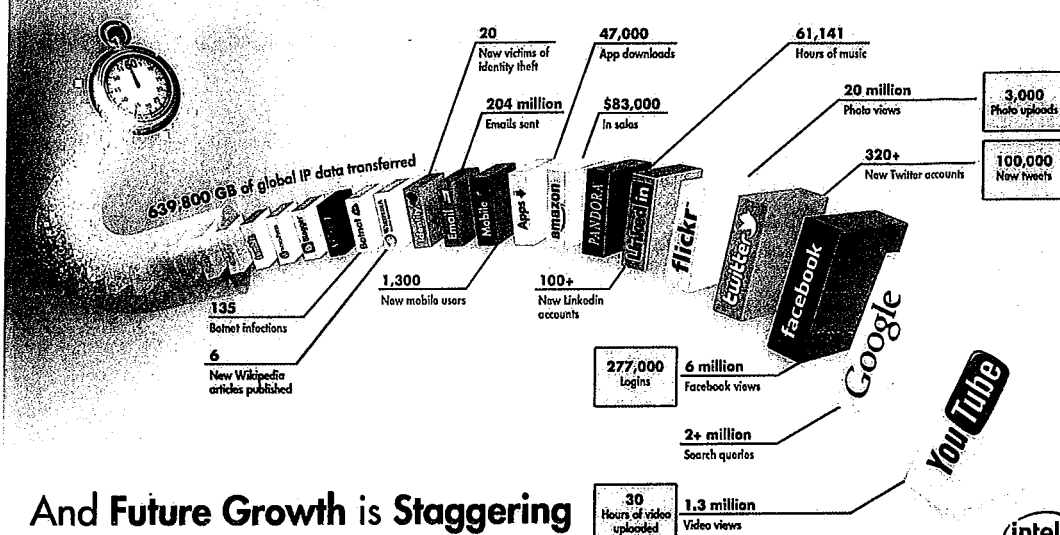
Spaulding mentioned the Vision 2040 Plan will be presented on Wednesday, November 20, 11:30 a.m.-1:30 p.m. at the Willmar Holiday Inn and Conference Center. The public is invited.

Heather Koffler reminded the committee of the Social Media Breakfast on Thursday, November 7, at the Willmar Public Library.

There being no other business, the meeting was adjourned at approximately 1:45 p.m.

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

What Happens in an Internet Minute?



And Future Growth is Staggering



Every year in Kandiyohi County

- 25,000 kids go swimming in one of our 200 lakes
- 120 people start a new business with the support of the EDC, a local bank or the SWIF
- 20 businesses move to or expand on the MinnWest Technology Campus
- \$1.5K is loaned to our business community by local banks
- 339 people are hired for full time employment
- 500 tons of corn is harvested
- 15,000 square feet of commercial space is leased
- \$2.5K is invested by our medical community in technology, facilities and services
- 228 people enjoy our 27 mile trail system
- 35 patents are filed by local businesses and entrepreneurs
- \$10k is invested in renewable energy initiatives
- 6 local graduates move back to the area with their families



Sarah Isdal <sisdal@wctrib.com>

Insert/Business 2 Business Quotes

1 message

Sarah Isdal <sisdal@wctrib.com>

Mon, Oct 7, 2013 at 4:41 PM

To: Ann Winge Johnson <awingejohnson@heritagebankna.com>, Beth Fischer <bfischer@willmarlakesarea.com>, Betsy Bonnema <betsyb@redstarcreative.com>, EDC Administrative Support <edc@kandiyohi.com>, "Jean Geselius (work)" <jgeselius@cdscpa.com>, Jean <Jean@kandiyohi.com>, Joanna Schrupp <joanna.schrupp@mnwesttechnology.com>, Julie Redepenning <julie.redepenning@state.mn.us>, Ken Warner <kwarnar@willmarareachamber.com>, Mike Negen <mike@hansenad.com>, Sara Goebel <s.goebel@marcusconstruction.com>, Sarah Isdal <sisdal@wctrib.com>, Shari Courtney <sharicourtney@edinarealty.com>
Cc: "Smith, Kevin" <ksmith@wctrib.com>

Good Afternoon Committee Members~

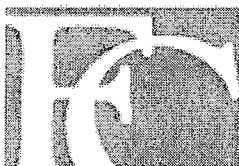
It is my pleasure to present you with the following quotes. I want to apologize for the delay in sending this, as there was some confusion in-house as to who was to handle this. I am now taking over this account. None the less, please see attached for the proposals I have prepared for you.

If you have any questions, please don't hesitate to ask!

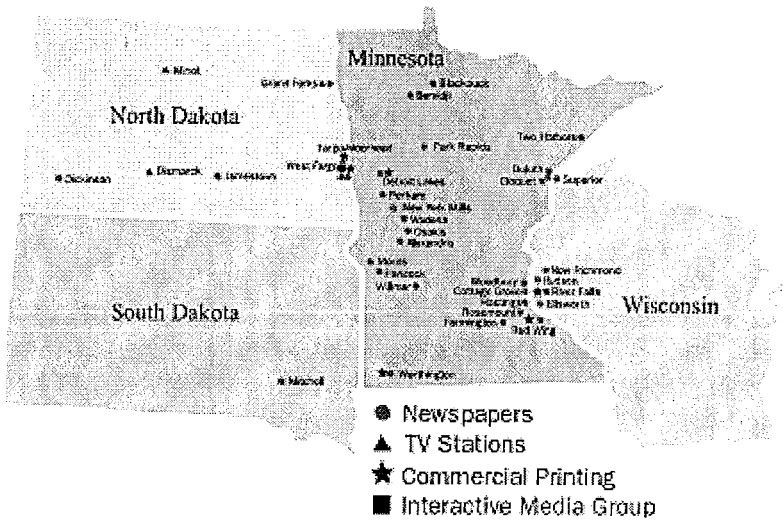
Thanks,
Sarah Isdal

Multi-Media Marketing Consultant
West Central Tribune
320.214.4312 (Direct)
sisdal@wctrib.com


 Please consider the environment before printing this e-mail!




Forum Communications Company
The Power of Our Network Reaches 1.6 Million People Monthly
PRINT | ONLINE | MOBILE | EMAIL MARKETING | VIDEO
click above for more information



2 attachments

 **EDC Inserts Proposal October 7, 2013 (insert, combo).docx**
137K

 **EDC B2B Proposal October 7, 2013.docx**
133K

2208 Trott Avenue SW
P.O. Box 839
Willmar, MN 56201

WEST CENTRAL TRIBUNE

Giving Information Life

Phone: 320-235-1150
800-450-1150
Fax: 320-235-6769

www.wctrib.com

Kandiyohi County & City of Willmar Economic Development Commission

Inserts

Proposal A:

*18" x 24" Glossy Full Color Insert (Folds to 9" x 12")

- 1 time newsletter: insert only \$805.33
- 1 time newsletter: insert & print \$3,732.91
- 2 time newsletter: insert only \$1,610.66 total
- 2 time newsletter: insert & print \$6,076.82 total

Proposal B:

*11" x 17" Glossy Full Color Insert (Folds to 8.5" x 11")

- 1 time newsletter: insert only \$735.91
- 1 time newsletter: insert & print \$2,450
- 2 time newsletter: insert only \$1,471.81 total
- 2 time newsletter: insert & print \$3,780 total ■

Proposal C:

*9.5" x 11" Glossy Full Color Insert (No Fold)

- 1 time newsletter: insert only \$624.83
- 1 time newsletter: insert & print \$1,372
- 2 time newsletter: insert only \$1,249.65 total
- 2 time newsletter: insert & print \$2,688 total ■

■ Pricing Based On Same Insert to Run Each Time

Proposal good through November 1, 2013

Sarah Isdal

Multi-Media Marketing Consultant
West Central Tribune
320.214.4312 (Direct)
sisdal@wctrib.com

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Kandiyohi County & City of Willmar
Economic Development Commission
Business 2 Business Publication

Proposal A:

EDC Full Page Promotion, One Time Run (half page advertisement & half page editorial of your choice)
Investment \$479 (\$679 full color)

Proposal B:

EDC Full Page Promotion, 12 Time Commitment (half page advertisement & half page editorial of your choice)
Monthly Investment \$259 (\$388 full color)

■ Please note, as per the above quote: half page is to be advertisement of your choice and half page is editorial content provided by EDC, with "Paid Advertisement" in the content area. This is not to be combined with current article submitted for B2B by EDC.

Proposal good through November 1, 2013

Sarah Isdal

Multi-Media Marketing Consultant
West Central Tribune
320.214.4312 (Direct)
sisdal@wctrib.com



NOMINATION FOR EDC VOLUNTEER OF THE YEAR

Name of nominee:

Address of nominee:

Nominee's phone number:

Nominee's email address:

Nominee's involvement
with the EDC

No. of years the nominee
has been involved with the
EDC (if known)

Nominee's promotion of
the EDC?

Reason for nominating this
person:

Name of person submitting
this nomination:

Your phone number and
email address:

RETURN TO THE EDC BY WEDNESDAY, NOVEMBER 20, 2013
P.O. Box 1783, Willmar, MN 56201 or fax 321.213.2320 or email edc@kandiyohi.com