

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
November 24, 2014
The Goodness, Willmar

Present: Caroline Chan, Lindsey Donner, Mitra Engan, Sarah Isdal, Ann Winge Johnson, Heather Koffler and Mike Negen

Excused: Shari Courtney, Jean Geselius 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 12:01 p.m.

MINUTES—

IT WAS MOVED BY Heather Koffler, SECONDED BY Mike Negen, to approve the minutes of the October 27, 2014, meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

EDC fall insert. Betsy Bonnema reported the insert is done and 13,000 copies will be printed with 12,400 being inserted in the December 9, 2014 *West Central Tribune*—the 600 extra copies will be available for distribution by the EDC.

Website. Spaulding stated the website will be done in two phases: 1) discovery—identifying the content and creating a site map and 2) development. Spaulding distributed an email request for proposal (RFP) to the following web developers for the discovery phase with a deadline of December 8 (see attached): Luke Geiger, Justin Mattern, Sarah Kuglin, ArrowPlane and possibly Brand Acceleration. It was noted design elements in the industry are to have fewer clicks and longer pages. Spaulding reported the Minnesota Department of Employment and Economic Development's (DEED) first recommendation for a website developer that specializes in economic development was Golden Shovel—an RFP will be sent to them. It is believed most developers will use WordPress and will bid a responsive site. It is estimated the first phase will cost \$2,500 to \$10,000 and another \$10,000 or more to develop the site. Spaulding stated she has been trying to work with the Vision 2040 website as the Vision 2040 group has stated that area websites do not have enough of the information people are seeking. The Vision 2040 group was asked to map what they feel is missing from area site. During the discovery phase, this committee will need to look at what types of things are needed in an economic development site. Spaulding noted that when site selectors visited this area, they expressed the need for the EDC's website to contain information

necessary for companies to determine whether or not to move into this county and that it be in the format they want or expect. It was recommended Spaulding contact Jean Geselius regarding Vivid Image. Caroline Chan has enjoyed working with Vivid Image, which uses WordPress and they generally change things within 24 hours of a request.

NEW BUSINESS

New design. The committee reviewed three proposed new designs for the EDC's letterhead, business cards and website home page using colors from the EDC's Jump In campaign and new logo used by Vision 2040 (see attached). Spaulding will also order a monument sign to coordinate with the new design. Comments on the three proposals included: keep the blue as the primary color on the website bar; spell out Economic Development Commission on the business cards; like the wave in EDC; like the weight of the gold bar attached to EDC; like the letterhead design with the heading right aligned, but like the bottom of the letterhead with the name spelled out in full. Spaulding will show a draft proposal to the EDC Joint Operations Board to obtain their support for the new design and inform them this committee is fine tuning an updated look and get their feedback. Bonnema will incorporate the comments from today's meeting and email a new version to the committee for additional input via email.

Domain name renewals. Spaulding informed the committee that the following domains are up for renewal with GoDaddy: willmarairport.com, willmaraviation.com, willmarbusiness.com and willmaredc.com. It was the committee's recommendation to renew all of the domains through GoDaddy.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:03 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, December 22, 2014 at the EDC Board Room, 222 20th Street SE, Willmar.

Jean

From: Jean
Sent: Monday, November 24, 2014 8:41 AM
To: Luke Geiger
Subject: EDC Website RFP

Hi Luke:

The Kandiyohi County & Willmar Economic Development Commission is beginning the process of redeveloping our organization's website www.kandiyohi.com. We are interested in receiving RFP's for the Website Discovery Phase: Please estimate your time to execute the following list and include proposed changes to this phase based on your unique company approach.

- Kickoff Meeting
- Stakeholder Workshop & Group Content Review: Interview stakeholders, discuss project goals, define key audiences, review competition and analyze existing site content
- Information Architecture: Propose revised site structure as needed
- Platform/CMS Analysis: Discuss goals & platform solutions
- Content Strategy: Define key audiences, key messages, voice/tone, and copywriting best practices as they apply to the new site. Includes qualitative content audit of the existing site.
- Final Report: Summarize results from above and define scope of website

It is our intent to own the information included in the final report of the Discovery Phase, which will be used by our team to solicit RFP's for the next step: Development Phase.

If you have questions regarding the request, feel free to contact me at any time. **Please send your completed proposal by noon on Monday, December 8th to jean@kandiyohi.com.**

Thank you for your consideration.

Best,
Jean

Jean Spaulding
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Kandiyohi County & City of Willmar



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- Finance & Resources <
- Locations for Growth <
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- Quality of Life <



Why Kandiyohi County is right for you

Minnesota's most competitive business environment. Rich quality of life. Outstanding workforce. Diverse cultures. Centrally located in Minnesota, Kandiyohi County/Willmar lakes area is the perfect place to establish or grow your business. Add to that a thriving arts region, historical attractions, exceptional housing and friendly community.

STEELE FLOWERT LARSEN LANE EILEEN HEI LORSON TERRANCE HEDBERG MATTHEW JEFFER DUNBAR WILLMAR

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 Title Here

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Kandiyohi County & City of Willmar



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 Economic Development Commission

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JUMP IN

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ECONOMIC DEVELOPMENT COMMISSION | 222 20TH STREET SE | WILLMAR, MN 56201 | 866.665.4556 | 320.235.7370 | WWW.KANDIYOHI.COM
 WATER | REQUEST A PROPERTY | LOVE CLEVER | NEW LORRY | FERRIS | PREPARED | RAYONS | SPICE | SUNBERG | HILLARY



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more about our Kandiyohi County & City of Willmar

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PHOTOS: ECONOMIC DEVELOPMENT | LAND USE | BUSINESS | TRANSPORTATION | COMMUNITY | QUALITY OF LIFE | PARTNERS