

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT OPERATIONS BOARD OF DIRECTORS (OB)  
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING  
MINUTES  
November 25, 2013, 2013  
EDC Board Room, Willmar**

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

Excused: Jean Geselius and Heather Koffler

Guests: Betsy Bonnema, REDstar Creative; Ken Warner, WLACC Executive Director and Ross Magnuson, Heritage Bank

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:03 p.m.

**MINUTES—**

IT WAS MOVED BY Sara Goebel, SECONDED BY Sarah Isdal, to approve the minutes of the October 28, 2013 meeting as emailed. MOTION CARRIED.

**UNFINISHED BUSINESS**

**Bring Them Back Home campaign.** Spaulding reported that Ken Warner (WLACC) and Ross Magnuson were joining the meeting to talk about the proposed Bring Them Back Home program. She and Betsy Bonnema had presented at the Willmar Area Lakes Chamber of Commerce (WLACC) Strategic Planning event on October 24. They presented concepts of what the program could entail and ways it could be rejuvenated and enlisted input from the WLACC board on the program. Spaulding suggested broadening the definition of the program and feels it could be a recruitment campaign that may be used by various organizations and communities. Discussion was held regarding locating alumni. Ann Winge Johnson suggested buying Facebook ads to aid in the search.

Ross Magnuson commented recruiting the 26-32 age group should be in the forefront and noted the importance of building connections with local business contacts to assist with encouraging people to move back to the area. He stated the program could have two parts: 1) marketing (Facebook and blogs) and 2) people working on the front line to work with businesses, i.e., hosts. Individuals moving back the area are equally interested in the revitalization of Willmar in addition to a job. Magnuson also feels the program be advertised as moving back to the 'area' not specifically Willmar. Ken Warner commented on the importance of recruitment, how to share workforce and have businesses join together in recruiting and creating the proper safe environment (not involving any specific agenda of a specific business). Warner will review the comment cards from the Vision 2040 community roll out events held on November 20 and organize and schedule an informational meeting to define the resources to help frame the program. The EDC will provide the overview and intention. Spaulding mentioned the name of the campaign should be changed. Warner suggested the Marketing and Public Relations committee review the online Vision 2040 report and the EDC will email the vision portion to committee members.

[Ken Warner and Ross Magnuson were excused from the meeting]

**2014 Visitors Guide ad.** Bonnema shared the final proof that will appear in the 2014 Visitors Guide. The goal was to create content that was visually appealing containing interesting statistics. The concept can be used in various advertising campaigns.

**EDC insert.** Spaulding mentioned a separate work session will be scheduled to work on ideas and stories. Sara Goebel and Sarah Isdal volunteered to work with Spaulding and Bonnema on the insert. The subcommittee will also discuss the budget for the insert, in addition to the Business 2 Business ads. A Meeting Wizard will be sent.

**EDC promotional items.** Mike Negen reviewed the promotional items suggested at the October 28 Marketing and Public Relations committee meeting: travel mugs, microfiber cloths (using the picture/information from the 2014 Visitors Guide) and pens. Spaulding will review the EDC year-end budget. Some promotional items may be ordered in 2013 and some in 2014.

**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 1:10 p.m.

**NEXT MEETING**—The next scheduled committee meeting is **12 noon, Monday, December 23, 2013** at the EDC board room.

