

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
December 22, 2014
EDC Board Room, Willmar

Present: Shari Courtney, Jean Geselius, Ann Winge Johnson and Julie Redepenning

Excused: Caroline Chan and Mike Negen

Absent: Lindsey Donner, Mitra Engan, Sarah Isdal and Heather Koffler

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:02 p.m. and announced a quorum was not present.

UNFINISHED BUSINESS

Website. Spaulding provided information on the proposals received for the discovery phase of the new website. Jean Geselius informed the committee that Conway, Deuth & Schmiesing did their own discovery phase with a six-person team who reviewed CPA websites and decided what to include on their site. Spaulding noted a few developers followed up with questions about a stakeholder meeting. Four developers will be interviewed by members of this committee tomorrow and the fifth one will be interviewed Monday.

EDC insert. Spaulding informed the committee the West Central Tribune printed a larger overrun of the insert than requested. Suggestions by the committee for the extra overruns included mailing it through the Willmar Lakes Area Chamber of Commerce ADvantage, having the Tribune deliver it with their deliveries or include it with other areas that have the *Sunday Reminder* or including it with other area newspapers or shoppers, such as the *Paynesville Press* or shopper, the *Peach*, *Belgrade Observer*, *Lakes Area Review*, *Meeker County Advertiser*, *Kerkhoven Banner*, *Litchfield Independent Review*, *Clara City Herald* and *Eden Valley Journal*. Spaulding will speak with Sarah Isdal about the *Sunday Reminder* circulation.

NEW BUSINESS

2014 and 2015 budgets. The committee discussed the remaining funds in their 2014 budget and purchasing additional promotional items, such as travel mugs, power hubs and a new banner for the pop up portable sign that can be used as a temporary sign for the EDC. Spaulding will contact Mike Negen as to what are popular give-away items.

Vision 2040 marketing plan. Copies of Vision 2040's marketing plan were distributed to those interested. Geselius reported Vision 2040 is hiring a part-time public relations person for eight hours per week. Discussion was held on the Live, Work, Play links on the willmar.com site. The EDC's site is linked under the Live tab, which does not reflect all of what the EDC represents. It was recommended the Vision 2040 website representatives be included in the EDC's website discovery phase, along with other "partners." It was noted the Convention and Visitors Bureau is also redoing its website. Vision 2040 has two websites it is using as examples of what they like. Spaulding reported Vision 2040 is saying content is missing from area websites, but it is unknown what content they feel is missing. Vision 2040 is to be working on a site map.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:15 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, January 26, 2014 at the EDC Board Room, 222 20th Street SE, Willmar.