

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
December 5, 2011
EDC Board Room, Willmar**

Present: Ann Winge Johnson, Julie Redepenning, Joanna Schrupp and Heather Thompson

Excused: Betty Bollig, Jean Geselius and Liz VanDerBill

Guest: Betsy Bonnema

Staff: Jean Spaulding, Assistant Director

Secretarial: Ruth Koenen, Legal & Administrative Assistants, Inc. (LAA)

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

MINUTES—The minutes of the October 24, 2011 meeting were received for informational purposes.

UNFINISHED BUSINESS

Website promotion/Facts & Stats contest. Betsy Bonnema and Spaulding spoke highly of the great work that Nancy Birkeland did with communicating the Facts and Stats contest and updating the website with the postings of stats. It was a little disappointing that the new EDC website had only 800+ unique visits and it was felt more work needs to be done in creating awareness of the EDC in the community and with businesses. Bonnema requested advertising costs with Q102 to continue the marketing campaign using radio. Station staff proposed a few concepts, which would need to be developed. Radio advertising costs are an estimated \$1200 to \$1400. Bonnema will work on content for advertising and determining who is the audience. It was suggested to educate the public on the EDC in upcoming ads. The West Central Tribune tab and radio commercial will be worked on in the first quarter of 2012. The winners for weeks 4 and 5 of the Facts & Stats contest were selected. It was decided to keep extra raffle items for the January contest. The winner of the grand prize iPad2 was randomly selected and the name drawn was Rick Nordin.

NEW BUSINESS

Tabletop presentation. Bonnema brought with her the new Minnwest Technology Campus (MWTC) display for the committee to see. The display can be half the size and used as a tabletop display or a full-size floor display. This is a sample of what Bonnema is proposing for the EDC's display (see attached). Content and pictures were discussed and it was decided they should be changed. **Heather Thompson** will send to Bonnema pictures she may have that would work. The display will be tabled.

Visitors' guide ad. In the 2012 Visitor's Guide, the EDC is located on page 61 with a vertical ad (see attached prices).

[Joanna Schrupp was excused from the meeting]

It was decided to have more photos in the 2012 ad with content being more educational of the EDC. The ad will be enlarged to a half page. **Spaulding** will work on the content and pictures.

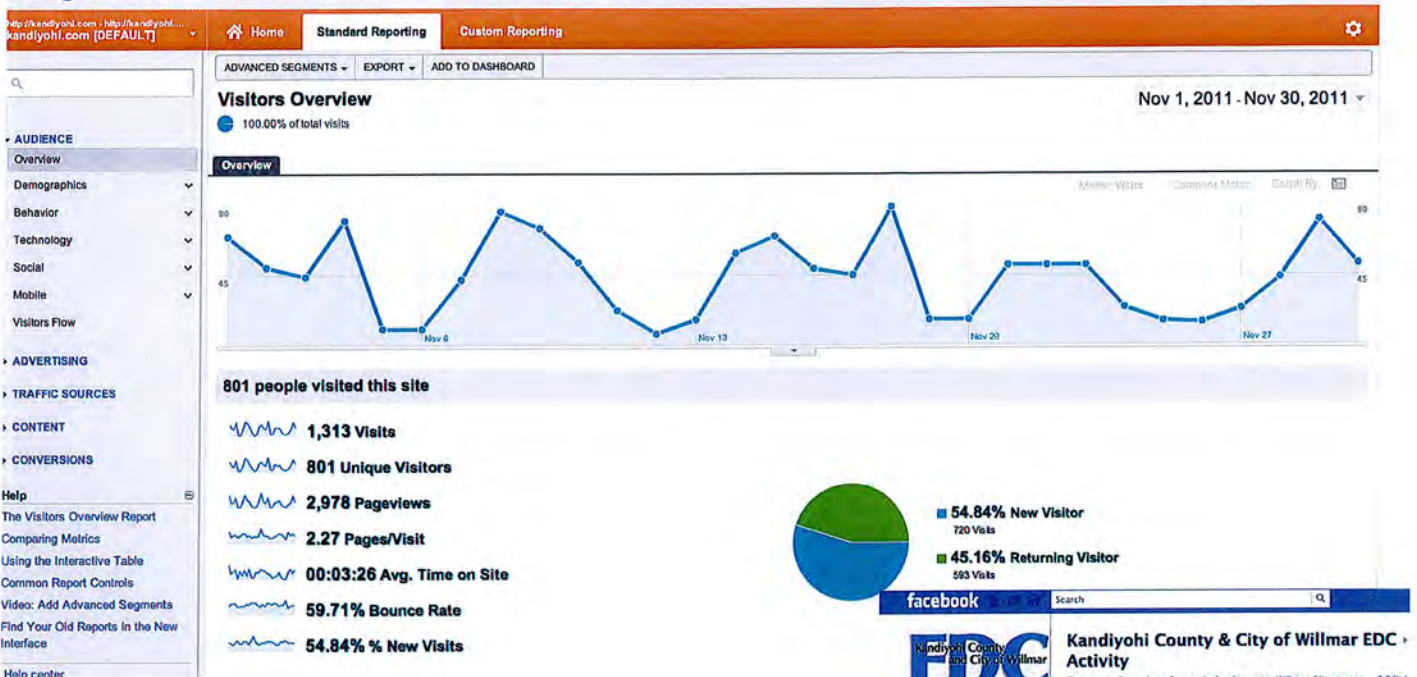
There being no other business, the meeting was adjourned at approximately 1:15 p.m.

NEXT MEETING—The next scheduled committee meeting is **Monday, January 23, 2012** at the EDC board room.

EDC Web Stats

Google Analytics

Make old version default | Old version | edc@kandiyohi.com | Settings | My Account | Sign Out



Q102 RADIO IDEAS:

FROM STEVE PETERSON: A tile ad on Q102 web site that could link to the EDC web page or face Book page is **\$90 a month**. We have one opening currently. Have 2 openings on KWLm.

A 13 week plan of 7 ads per week would be \$15.50 per 30 sec. ad. If just before or after the Q102 morning show, it would be \$23.25 per 30 sec. ad.

By going to a 13 week plan for 1st Quarter you receive double the ads for the first 8 weeks for free. So the cost per ad the first 8 weeks has a net cost of \$7.75 or \$11.62 if before or after Q102 morning show. If before or after morning show, we could have an ad that featured the Face Book page.

FROM CHRIS DAVIS: " We could do an informal "Like Us" promotion for a short period (a week or two) in which we encourage people to like both the Q102 Morning Show page and the EDC page on Facebook, then giveaway some prize at the end to a random person. We would be able to match the names on the two lists of "likers" at the end of the promo and draw a winner.

The EDC could become our official "Facebook" partners for a time, and when we mention the Q102 Morning Show page, we also mention the EDC page. Something like this "Check out _____ on our Q102 Morning Show page on Facebook, and while you're that visit, and like, the Kandiyohi County EDC page, our Facebook partners!"

We could make them our "web partners" and mention them sometimes when we mention our website. For example: "...find out more at YourQ102.com, thanks to our official web partners, the Kandiyohi County EDC, encouraging broadband through the Local e-Connected initiative..." (I don't think the "Local e-Connected" thing is still active, but it was a prior project of the EDC.)

Since Famous Davis developed the EDC website, we could give me lots of free plugs. "

FROM TIM BURNS: My first comment to them is that their page is difficult to find. When I search Kandiyohi EDC (or even Economic Development Commission) Facebook shows no match. And the link she put on our page goes to the Kandiyohi County web site, not FB. THERE, you find a link, if you dig hard.

If that is resolved, a thought I had is to sell them (or anybody, for that matter) some sort of contest that we would post and promote. We've had fun and success, for instance, posting a photo of the golden arches, telling people to tag themselves in the photo, and then we have a drawing. Why couldn't we charge the ED to put up an image of a business their represent or whatever and have listeners tag that for a prize? Or, tell people to go to our FB page for some sort of question, the answers to which can be found on THEIR FB page or web site?



2012 Willmar Lakes Area Guide Advertising Order Form

Please Print:

Business Name: _____ Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Notes: _____

Ad Description	Ad Dimensions	Ad Rate	Check Box for Ad Size
1/8 Page	3.625 x 2.25 inches	\$295	
1/4 Page	Vertical (Preferred) 3.625 x 4.625 inches Horizontal 7.375 x 2.25 inches	\$565	
3/8 Page	Vertical 3.625 x 7 inches	\$860	
1/2 Page	Horizontal (Preferred) 7.375 x 4.625 inches Vertical 3.625 x 9.375 inches	\$1125	
3/4 Page	7.375 x 7 inches	\$1650	
Full Page*	7.375 x 9.375 inches	\$2200	

*Not available for Back Cover, or Inside Cover pages. Call for availability and pricing.

Please make payment within 30 days of this order.**

Make checks payable to: **Lakeside Press** and return with your order form. Mail Checks and Ad Copy to:

**Willmar Lakes Area Guide
c/o Lakeside Press
PO Box 1075
Willmar MN 56201**

Authorized by: _____ Date: _____


Ad Size: _____ Cost: _____ Check #: _____

Sales Rep: _____

**An invoice/statement will be sent to unpaid accounts on a monthly basis.


EDC Tabletop Display

the facilities,
the tools
& the collaborative atmosphere
to build a
better business



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Kandiyohi County and City of Willmar
Economic Development Commission

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