

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT OPERATIONS BOARD OF DIRECTORS (OB)  
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING  
**MINUTES**  
February 27, 2012  
EDC Board Room, Willmar

Present: Heather Anderson, Shari Courtney, Jean Geselius and Ann Winge Johnson

Excused: Julie Redepenning, Joanna Schrupp, Heather Thompson and Liz VanDerBill

Guests: Betsy Bonnema, Tim Miller and Deb Van Buren

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:10 p.m.

**MINUTES—**

IT WAS MOVED BY Heather Anderson, SECONDED BY Jean Geselius, to approve the minutes of the January 23, 2012 meeting as e-mailed. MOTION CARRIED.

**UNFINISHED BUSINESS**

**Customer relationship management program.** Spaulding will get pricing information on Sales Force. DEED currently has Sales Force which they would be willing to share information with the EDC.

Spaulding introduced Deb VanBuren followed by self introductions. Betsy Bonnema announced that RedStar Creative has hired VanBuren, and that she will be assisting with the EDC's marketing.

[Tim Miller joined the meeting.]

**Newspaper tab.** Spaulding reminded the committee that the purpose of the newspaper tab is part of an awareness campaign directed toward business people. The committee discussed possible formats (see attached on Brochure Format Ideas). The *West Central Tribune* charges by size and weight for an insert.

Bonnema shared a digital brochure, which is similar to a website and could include a video. She suggested the EDC could use this as a followup after the newspaper tab. The cost is approximately \$5000-8500 for an outside company to design a digital brochure. Bonnema also suggested the program, DigPro, that can be purchased for approximately \$1500. It was decided to set up a Go To Meeting to learn more about DigPro. Spaulding offered to check with MinnWest Technology Campus (MWTC) and the Willmar Lakes Area Chamber of Commerce to see if they want to

partner with the EDC should this program be purchased. **Ruth Koenen** will send out a Meeting Wizard with potential dates and times for the Go To Meeting.

**Bonnema** will email committee members some ideas and samples for the newspaper tab.

**Mid-Central Research and Outreach Center (MCROC).** Spaulding introduced Tim Miller from MCROC followed by self instructions. Miller explained MCROC and his role as its manager. Areas covered by MCROC are University of Minnesota Extension Service, business development outreach, renewable energy, customized training and internships, bioscience research and development. The University of Minnesota Extension Service has recently joined MCROC. Miller invited the committee to tour the facility. They offer office space and a training room with technology equipment which seats 70 people for single seating or 30 for classroom setting. Miller is working on an open house date and requested input from the Committee. It could be as early as April or as late as September. After some discussion, the committee recommended having a full kickoff in September when all areas of MCROC are in place, i.e. the library. The committee will assist with marketing the open house.

The committee decided to host their Go To Meeting for DigPro at MCROC.

[Tim Miller was excused from the meeting.]

#### **NEW BUSINESS:**

Spaulding asked the committee if they felt the 1-800 number was utilized enough or if it should be dropped. After a brief discussion, the committee agreed that it would be ok to drop it.

[Jean Geselius and Heather Anderson were excused from the meeting.]

*"Something Ventured"* took place at the Holiday Inn last week. It was a story of premier businesses in the Silicone Valley of California. About 70 people attended. Due to the positive feedback, there may be a second showing, but it would be marketed to a different audience and at a different location, possibly The Barn Theatre.

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

**NEXT MEETING**—The next scheduled committee meeting is **Monday, March 26, 2012** at the EDC board room.