

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
March 23, 2015
Board Room, EDC Office, Willmar

Present: Donna Boonstra, Lindsey Donner, Jean Geselius, Sarah Isdal, Ann Winge Johnson, Mike Negen and Julie Redepenning

Excused: Caroline Chan, Shari Courtney, Mitra Engan 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 noon and introduced new member Donna Boonstra, who is a member of the EDC Joint Operations Board, followed by self introductions.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Lyndsey Donner, to approve the minutes of the February 2, 2015 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Website. Spaulding informed the committee the EDCOB approved Johnson Group to develop the website, which is moving forward. The site map has been finalized based on suggested edits by the committee. Johnson Group will use relevant content from the current site and insert it into the new site. New content may need to be created for certain areas of the site. One new area on the site, recruitment, is based on the Bring 'Em Back Home campaign and needs to be developed. This concept was previously started (see attached), but put on hold while Vision 2040 was determining its plan. Vision 2040 has now determined it does not want to do outreach recruitment. Spaulding showed examples of a newsletter from the Arrow Education Foundation of Watertown, South Dakota. They publicize class reunions, print articles by school superintendents and every few years hires a company to publish a Watertown graduate directory. Jean Geselius commented that due to HIPAA privacy rules, schools are unable to distribute mailing lists, but it is possible to purchase mailing lists by zip codes. The committee suggested contacting area schools with foundations, such as New London-Spicer and Willmar. It may be possible to include information in any mailings by the New London-Spicer All School Reunion Committee. The committee recommended meeting with human resource (HR) directors. Julie Redepenning will put the EDC on the HR group's May agenda.

Answers to the following questions should be obtained from the HR directors:

1. Do the HR directors want access to the site?
2. What are the key jobs?
3. What kind of recruitment would be helpful?
4. Is there a geographic area where recruitment has been more successful?
5. What should the EDC promote outwardly and once it does, how does the EDC handle distribution of information to the HR directors?
6. Is anyone interested in writing an article for the website?

The new campaign will include anyone who would like to move to Kandiyohi County, not just former county residents/area alumni.

The first step will be to meet with HR directors. Step two will be to meet with the area school districts, including DREAM Technical Academy and school foundations about outreach recruitment, what are the barriers to obtaining alumni information and how can the EDC help them. It may be necessary to hire an intern to assist the schools with obtaining alumni information and input the data. The goal is to have the information accessible to the EDC. The information could include successes of graduates, available job opportunities. A PowerPoint could put together as to the goal of the outreach program. Once feedback is received from HR directors and schools, then the committee can further define how implementation will come together and what it will look like.

An electronic newsletter could be done with links to businesses. The previous newsletters featured individuals who had returned to the area and job openings—it did not have any outreach. Spaulding will meet with Betsy Bonnema to develop a plan and email the school superintendents for an April meeting.

Committee members suggested the following photographers as to photos for the new website: Greg Harp, Aury G. Photography, Marti Carlson and Ron Adams.

NEW BUSINESS

Marketing plan. Spaulding would like to present the EDCOB with a written marketing plan at its July meeting and asked for volunteers to take portions of the plan and write sections. Geselius suggested an evening meeting with Betsy as facilitator. It was the committee's consensus to discuss the marketing plan at the April meeting and to meet from 11:00 a.m. to 1:00 p.m. Spaulding will coordinate an agenda with Bonnema.

Willmar Lakes Area map. The EDC has been contacted to place an ad in the new Willmar Lakes Area map sponsored by the Willmar Lakes Area Chamber of Commerce. The last ad was a half panel ad at a cost of \$525. The committee recommended placing the smallest size ad (3.5 x 3) at a cost of \$299 and use the EDC's new logo.

Other. Spaulding informed the committee the EDCOB approved the EDC as a founding member of WorkUp.

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

NEXT MEETING—The next committee meeting is **11 a.m. to 1 p.m., Monday, April 27, 2015** at the EDC Board Room, 222 20th Street SE, Willmar.