

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

Present: Shari Courtney, Jean Geselius, Ann Winge Johnson, Heather Koffler and Joanna Schrupp

Excused: Sara Goebel and Julie Redepenning

Guest: Betsy Bonnema, REDstar Creative

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:06 a.m.

MINUTES—

IT WAS MOVED BY Jean Geselius, SECONDED BY Joanna Schrupp, to approve the minutes of the January 28, 2013 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Bring Them Back Home. Spaulding indicated there are multiple facets of the program that seem to be needed: businesses like to showcase open positions in a newsletter; networking opportunities as to getting a spouse hired. Spaulding indicated she has a list of approximately 30 local business owners, managers and human resource representatives to whom she emails a description of an individual who is seeking employment, along with their qualifications, and asks if they would like to receive the individual's full resume. Betsy Bonnema spoke with businesses that indicated a willingness to receive help with obtaining employees, however, there was some resistance to attending meetings other than maybe a one-time meeting; they offered no specific ideas of what to do. Ken Warner has asked if the program can be done online so the Chamber can refer individuals to a website link rather than referring them to another entity. The previous newsletters were done quarterly. Bonnema stated the program is a fit because people have ties to the area or the area fits the lifestyle of the individuals targeted. The program should be specific to position Kandiyohi County to the segment who wants to live in rural Minnesota. By consensus, the committee agreed to reinstate the Bring Them Back Home program as a goal for 2013. The committee recommended the program be 100% digital, done quarterly, targeted to individuals in their mid-30s as the peak market and possibly include pre-peak classes and invite employers to post open job positions. It was suggested to have a separate blog that can be fed into individual websites. **Bonnema and Heather Koffler** will look at design concepts and do a page mock up. **Jean Geselius** will contact Cameron Macht as to the information he used to create the newsletters. Committee members suggested the following individuals be interviewed and featured and volunteered to contact them:

<u>Interview/feature</u>	<u>Member who will contact</u>
Mark Peele and wife	Ann Winge Johnson
Sara Goebel	
Brian Bollig	Jean Spaulding
Emily Nelsen of Nelsen Cleaners	Jean Geselius
Prinsco employees	Betsy Bonnema
Jackson and Jackie Roberts of Jack's in New London	Jean Spaulding
Jim Anderson	Jean Geselius
Tom Gilbertson	Heather Koffler
Bennett Office Technologies employees	Heather Koffler

It was recommended to do each blog along a theme similar to what was done in the newsletters. The committee will determine what functions the blog should have and then obtain price estimates.

MNCAR membership. Spaulding provided information on membership fees for the Minnesota Commercial Association of Realtors (MNCAR) (prorated at \$162.50) and MNCAR Exchange, the commercial property database (\$225). By consensus, the committee approved a six-month trial membership in MNCAR.

Willmar airport. Spaulding reported the Willmar Airport Commission appointed Dan Reigstad and Patrick Curry to work on marketing the airport. The committee recommended having these gentlemen attend next month's committee meeting to give this committee the city's definition of what marketing the airport means. Signage for the airport is an immediate need.

There being no other business, the meeting was adjourned at approximately 1:10 p.m.

NEXT MEETING—The next scheduled committee meeting is **12 noon, Monday, April 22, 2013** at the EDC board room.