

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
March 26, 2012
EDC Board Room, Willmar**

Present: Heather Anderson, Jean Geselius, Ann Winge Johnson, Julie Redepenning, Joanna Schrupp and Liz VanDerBill

Excused: Shari Courtney and Heather Thompson

Guests: Betsy Bonnema and Deb Van Buren of Red Star Creative; Joan Danielson, Job Service Manager, Minnesota Department of Employment and Economic Development

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:04 p.m. followed by self introductions. Joan Danielson was introduced as the local Job Service Manager for the Minnesota Department of Employment and Economic Development (DEED), replacing Diane Schulte, who retired.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Jean Geselius, to approve the minutes of the February 27, 2012 meeting as e-mailed. MOTION CARRIED.

UNFINISHED BUSINESS

Customer relationship management program. Spaulding researched Salesforce and received some unfavorable comments on the program. A DEED representative recommended ExecutivePulse, which is geared toward business retention and expansion and was designed by economic development professionals. The cost for ExecutivePulse is approximately \$4,500 for an upfront fee plus an annual fee thereafter of approximately \$650. Joan Danielson stated Synchronist is being used by the St. Cloud DEED office. It provides trend information and is a stronger economic development tool.

Spaulding reported she applied for a technical assistance grant through the Minnesota Intelligent Rural Communities (MIRC) program and University of Minnesota Extension Service to develop a followup contact program. The University of Minnesota Extension Service (Adeel Ahmed and Ben Winchester) presented the EDC with a proposal for a more extensive program that could possibly be replicated in other communities in the state. The proposal includes using an intern to develop an area business database. Suggested interns should be forwarded to Spaulding. Julie Redepenning stated internships can be posted on the DEED job site. Spaulding will obtain the job description from Ahmed and Winchester.

Newspaper tab. Betsy Bonnema and Deb Van Buren contacted Palmer Printing of St. Cloud and Lakeside Press, SourceOne Solutions and PrintMasters of Willmar for price quotes on an insert similar to the size of the Cardinal Connection, the Willmar Schools newsletter (11" x 17½"). Two quotes were received:

	<u>4 page insert</u>	<u>8 page insert</u>
Lakeside Press	\$3,348.47	\$5,610.84
Palmer Printing	\$3,475	\$6,393

SourceOne Solutions outsources its printing, but may be interested in submitting a quote. Spaulding suggested contacting Maracom as the EDC still has a credit with Maracom.

The quotes include the West Central Tribune's circulation plus 3,000-4,000 for EDC distribution.

Bonnema anticipates the front of the newsletter will be an overview of the county's business community. The newsletter would contain an editorial, photographs, side bars and recognition of EDC volunteers. The inside pages would feature one of the EDC's marketing taglines: supporting local business, assisting area entrepreneurs and recruiting targeted industry and use information and quotes from the current marketing flyers (it may be necessary to update the flyers).

The intent is to target local businesses and create awareness of the EDC, its work, committee structure and positive stories. The content needs to be interesting and educational and could be used as a recruiting piece for local businesses.

Bonnema will estimate production costs and do an outline of potential content for next month's meeting. Bonnema suggested the committee may also want to look at ways to use the new content on the website.

Digital brochure. Bonnema reported on the Go To Meeting with Digbro, a company that does digital brochures—a mini website with specific brochure-like content, at a cost of \$5,000-\$8,500. The intended use would be as a followup to trade show contacts and for specific targeted audiences. Spaulding suggested the EDC could purchase the software (approximately \$1,500) and offer it to local businesses for their use at no cost other than their production costs. The committee should decide if a digital brochure is part of a long-term marketing plan. Bonnema will find out the software's license terms, if it is purchased. It was recommended that any software purchased have the capability of being used on all forms of technology.

Spaulding suggested the committee review its annual budget and create a plan for its spending at next month's meeting.

Marketing materials. The committee was shown the new retractable banner that can be used at conferences as an alternative to the large display. The new EDC portfolio and pens were also shown to the committee. An introductory sheet on Kandiyohi County will be inserted inside the portfolio. Mark Peterson did a photo shoot at Buhler Industries yesterday and dependent upon the photos taken, Peterson may be used for future photographs for the EDC.

Attracting restaurant chains. Spaulding reported Nancy Birkeland researched some restaurant chain location requirements; this research will continue.

NEW BUSINESS

Animal Science Venture Forum. Joanna Schrupp announced the next Animal Science Venture Forum will be held September 4-5, 2012 with the keynote speaker at the September 5 luncheon being Dr. Temple Grandin, an animal science expert at Colorado State University.

i³ @ MTC. Schrupp announced the i³ @ MTC youth science retreat will be April 14 from 9 a.m. to 2:30 p.m. Last year 500 students registered for the retreat with approximately 200-300 parents.

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

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