

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
April 22, 2013
EDC Board Room, Willmar**

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

Excused: Shari Courtney, Sara Goebel and Julie Redepenning

Guests: Patrick Curry, Willmar Airport Marketing Committee; Mike Negen, Hansen Advertising; and Lee Petersen, EDC Agriculture and Renewable Energy Development Specialist

Staff: Jean Spaulding, Assistant Director

Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 12:00 noon followed by introductions.

MINUTES—

IT WAS MOVED BY Jean Geselius, SECONDED BY Heather Koffler, to approve the minutes of the March 25, 2013 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Design concepts and mock up. Spaulding shared the purpose of the Bring Them Back Home program for meeting guests. The new Bring Em Back Home website will replace the previous quarterly newsletter. Heather Koffler presented RedStar's draft design of the website which contains a blog page and shared attributes of the website and blog page:

- It would live online, targeting students and encouraging individuals to come back to the community
- Integrate with social platforms
- RedStar is leaning towards using Twitter as it's easier to have conversations with people
- The blog would feature tweets from people who return to the community
- Sidebars could contain recruitment, contact information, LinkedIn pages for businesses and job postings
- Discussion held registering hashtags and how to make it unique. Suggestion was #bringebackmn
- Constant Contact may be a format to share information

Feedback:

- The blue and red graphic at the top of the page looked like a dating site. Koffler explained the graphic was meant to show the departure of individuals from the area and the return.
- How will it interplay with the website? Koffler commented the site lives on its own.

- Cost? Koffler shared the cost is known; however, RedStar is willing to research approximate costs.
- If the site is separate from the EDC site, how can it be enhanced to work with the EDC's site? Koffler indicated there would be links between sites and contents of the Bring Em Back website would be shared on the EDC platform.
- How will the job market section work? Koffler explained it will enable more feeds and feature various businesses
- Will the silhouettes be actual pictures containing information? Koffler stated there would be actual pictures and personal information would be available by hovering the mouse over the pictures
- If the site is separate from the EDC site, how can it be enhanced to work with the EDC site? Koffler indicated there would be links between sites and contents would be shared on the EDC platform. There would be a lot of connected crossover.

The consensus of the Marketing and Public Relations committee was to move forward with the concept of the website.

Review questions asked by Cameron Macht. Spaulding shared Jim Anderson's answers to the interview questions obtained by Geselius (see attachment). Possibly one to three interviews may be posted each month.

Interview schedule/themes. Spaulding asked for volunteers to serve on a subcommittee to work on design and process for rotating information, etc. Geselius suggested that featured contacts be categorized by business. Suggestion made to use the interview questions as a basic format and discussed sending out an email to businesses regarding the job market. Geselius, Schrupp, Koffler, along with Spaulding will serve on the subcommittee, A meeting will be scheduled with Nick Davis to explore costs and functionality.

NEW BUSINESS

Willmar airport marketing. Spaulding indicated the EDC's Marketing and Public Relations Committee has offered marketing assistance to the Willmar Municipal Airport. Patrick Curry shared the background of the airport and commented the airport is working on having LifeLink based at the airport and announced that Eric Rudnigen has been appointed Operating Manager for the next two years. Curry is interested in obtaining funds to have a John R. Rice sign placed on the FBO building, which was approved by the Willmar City Council several years ago. He is also working on the Compass Rose project which was also approved by the Willmar City Council years ago. The Department of Transportation Aeronautics Office will provide funding for the paint for the project. The 99ers have offered to paint the Compass Rose and work is expected to begin in July or August 2013. The Airport Commission wants to attract more businesses to the airport and possibly hold a public event. Curry stated the airport has a comfortable conference room available and also has competitive airplane fuel prices. Ann Winge Johnson commented segments should be promoted dependent on business need. Spaulding recommended a marketing strategy and goals be developed with the Airport Commission. Geselius commented an Willmar Municipal Airport strategic planning session was conducted several years ago. Spaulding will research the previous airport planning sessions. Currey will contact members of the Airport Commission if they are willing to have a planning session with the EDC Marketing and Public Relations Committee. Once a strategic plan is developed, the Marketing Committee can determine what assistance they can offer.

Ag Committee www.kandi-ag-energy.com blog. Lee Petersen discussed the Kandi-Ag-Energy website, which was created by the former Agricultural and Renewable Energy Specialist using GoDaddy.com and inquired how the links could be integrated with the EDC's website.

Koffler feels a separate page would need to be created and delete the GoDaddy.com webpage. Spaulding suggested working with Famous Davis to discuss the best option to integrate the information..

Request for Marketing Assistance form. Spaulding shared the Request for Marketing Assistance form (see attached) and stated it is a template that can be adjusted as needed.

There being no other business, the meeting was adjourned at approximately 1:25 p.m.

NEXT MEETING—The next scheduled committee meeting is **12 noon, Monday, May 27, 2013** at the EDC board room.

Request For Marketing Assistance

Requested by EDC Committee: Agriculture and Renewable Energy Development
 Business Retention and Expansion/Recruitment
 Finance
 Other _____

Contact person(s): _____

Contact phone no. _____ Email: _____

Is your request related to an event? Yes No Event date: _____

What is the deadline your marketing is needed? _____

What is your budget for this marketing? \$ _____

Type of assistance needed:

Publications (Design and Printing)

- Flyers
- Brochures
- Posters (size _____)
- Signs (size _____)
- Invitations
- Other _____

Advertisements (Print and Digital)

- Internet/Digital Strategy/Social Media/Emails
- Press releases Newspapers
- Magazines _____
(list)
- Newsletters _____
(list)
- Radio
- Promotional/giveaway items
- Other _____

Explain the event, project or program in as much detail as possible:

If not one of the items above, please describe the type of marketing assistance requested (include what the contents of any printed materials should contain):

Request for Marketing Assistance

What is the objective of the marketing strategy? Be as specific as possible and make sure to address your committee's goals for the event or purpose of the marketing:

If appropriate, what geographic area will the marketing cover?

Who is the target audience?

List the single most important message that we must communicate to EACH target audience.

If the marketing is related to business recruitment:

1. Are there any incentives to offer? Yes No If yes, list the incentives:

2. What is the location is being marketed?

3. What space is available?

Please submit requests for marketing assistance at least 60 days in advance, if possible, to ensure enough time is allowed to adequately address the request.

Questions for the Bring Them Back Home Newsletter:

Give us some of your background information (i.e. where you grew up, where/when you graduated, how long you lived in the area, some of your hobbies growing up, etc.)?

When did you move away? And for what reason?

What other places did you live? What were your favorite places to live?

When did you move back to Kandiyohi County?

Why did you move back to Kandiyohi County?

What is your current job?

What are some of the professional job opportunities for people who want to work in Kandiyohi County?

What is your perspective of the future of the economy in the county and region?

Anything else you'd like to add about Kandiyohi County for anyone thinking of moving back?

Please include pictures of you or your place of work if possible!

Questions for the Bring Them Back Home Newsletter:

Give us some of your background information (i.e. where you grew up, where/when you graduated, how long you lived in the area, some of your hobbies growing up, etc.)?

My parents moved to Willmar when I was 2 years old. I attended kindergarten through high school at the Willmar Public Schools.

As a child I took advantage of just about every activity Willmar and the surrounding area had to offer. I was active in sports including baseball, football and golf. I enjoyed the occasional hunting and fishing trip with my father and brother, endless weekends on the lakes and I participated in cub scouts and the youth group through my church, Bethel.

When did you move away? And for what reason?

I moved away in 2000 for college, receiving my degree from St. Cloud State. After my undergrad I moved to the Twin Cities to attend St. Thomas School of Law from 2004 through 2007.

What other places did you live? What were your favorite places to live?

During law school I lived in Brooklyn Park, and then moved in to an apartment with my wife, Rochelle, in Minnetonka. In 2008 my wife and I bought a home in Maple Grove.

Of all the places we lived Maple Grove was my favorite. Being an outer suburb of Minneapolis it had more of a small town feeling to it than Minnetonka or Brooklyn Park. We got to know our neighbors, had a bit more space and never had a concern about crime or safety for our kids.

When did you move back to Kandiyohi County?

I moved back to Willmar in August of 2011 after I was offered a position at Anderson, Larson, Hanson & Saunders.

Why did you move back to Kandiyohi County?

Moving back to Willmar was an easy choice. I spent a summer as a law clerk at ALHS and really enjoyed the people I worked with. I knew that Willmar was a great place to raise a family and I have family and friends in Willmar as well. The personal connections I made in Kandiyohi County have been invaluable in my professional growth.

What is your current job?

I am an associate attorney at Anderson, Larson, Hanson & Saunders, PLLP.

What are some of the professional job opportunities for people who want to work in Kandiyohi County?

Through my work I come in contact with professionals mainly in the CPA, financial planning, medical and of course legal fields. I was amazed at the number of professionals that this area supports.

What is your perspective of the future of the economy in the county and region?

The economy of Kandiyohi County and west central Minnesota has enormous potential. We are ideally situated to draw from a large region. Marshal, Albert Lea/Austin and St. Cloud are the surrounding areas that could compete with what Kandiyohi County has to offer, leaving us a vast area to draw from.

Anything else you'd like to add about Kandiyohi County for anyone thinking of moving back?

From the quality people, safe neighborhoods, good schools, countless lakes and a strong economy, Kandiyohi County is tough to beat when considering where to lay down roots, further a career and raise a family.

Please include pictures of you or your place of work if possible!