

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
April 25, 2011
EDC Board Room, Willmar**

Present: Julie Redepenning and Liz VanDerBill

Excused: Betty Bollig, Jean Geselius, Joanna Schrupp and Heather Thompson

Guest: Betsy Bonnema

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:05 p.m.

MINUTES—The minutes of the February 28, 2011 meeting were received for informational purposes.

REPORTS/UPDATES

2011 EDC branding campaign. Spaulding reported on the status of the branding campaign. The branding campaign will focus on Business Climate/Tax, WorkForce/Jobs and Quality of Life. Under the Quality of Life, the campaign on lakes has been completed while the trails campaign is in progress. With the change in focus, the Business Climate/Tax campaign will be redone. Suggestions were presented and discussed for the other areas of campaigns. **Julie Redepenning** will contact Cameron Macht and check the Department of Employment and Economic Development (DEED) website for statistics on the area workforce jobs and business climate. **Spaulding** will check with Renee Nolting of United Way, Southwest Initiative Foundation (SWIF) and Safe Avenues on our area taxes (higher than elsewhere for business climate) and rural volunteerism. **Liz VanDerBill** will contact Rice Foundation regarding volunteerism. **Redepenning** will email committee members with the information she finds.

EDC website. After Betsy Bonnema, Nancy Birkeland and Spaulding met with different businesses, it was decided to contract with Chris Davis of Famous Davis to complete the website design and development support. Davis has started downloading files from the EDC's website to his server. The estimated cost is \$150 per month. A June launch of the EDC's new website is predicted. Spaulding notified Gene from Webtomix.

UNFINISHED BUSINESS

Willmar Area Multicultural Market (WAMM) community kitchen marketing brainstorming. Due to the transition with the building, there will not be a brainstorming session. The owner (who lives in the Twin Cities area) would like to sell the building. His asking price is \$175,000. There has been a grant written for the business for \$750,000. The grant would cover the kitchen area on the

main floor and remodeling the upper floor into offices. Once the transition takes place, the Marketing & Public Relations Committee will have a brainstorming session.

NEW BUSINESS

2011 goals work plan. Goal 2, “Launch the EDC’s new website” is in progress.

As to goal 1a, “Produce an annual publication to promote EDC programs and successes,” Bonnema shared a couple of samples acquired from Sioux Falls—a magazine *Sioux Falls Woman* and a newspaper *Sioux Falls Visitors Guide*. These items, especially the magazine, would promote the EDC’s successes. The assignment for all committee members was to think of and plan for a tab in local newspapers that can be used to meet the goal of promoting EDC’s programs and successes. **Ruth Koenen** was asked to research prices from about a year ago when a tab was suggested and email the results to the committee.

Other. Spaulding informed the committee that it is time to review the EDC’s advertisement in the Willmar Lakes Area Chamber of Commerce (WLACC) map. The last time, the EDC purchased a half panel. The committee discussed the merits of participating and ad sizes. **Spaulding** will contact WLACC to see if the maps are utilized. With GPS’s and other forms of media, the maps may not be used. The committee agreed they would be willing to purchase a half panel this year with the possibility of not purchasing anything the next time.

The EDC ordered more branding campaign materials due to running low on the supply.

There being no other business, the meeting was adjourned at approximately 1:30 p.m.

NEXT MEETING—The next regular committee meeting is scheduled for **May 23, 2011**.