

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

Present: Betty, Bollig, Julie Redepenning and Joanna Schrupp

Excused: Jean Geselius and Heather Thompson

Guests: Betsy Bonnema and Steve Renquist

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:02 p.m.

**MINUTES—**

IT WAS MOVED BY Julie Redepenning, SECONDED BY Betty Bollig, to approve the minutes of the April 25, 2011 meeting as e-mailed. MOTION CARRIED.

**REPORTS/UPDATES**

**EDC website launch.** Spaulding informed the committee that the website goes live this week! Betsy Bonnema, Nancy Birkeland and Spaulding have worked hard on this. Property search is new for the EDC website. It is a high priority to have a search for Kandiyohi County. MNProspector is what the state uses and it is now imbedded into the new EDC website. Spaulding demonstrated how to do a basic search. "Labor Force" is an excellent tab to use when wanting to know the labor force of an area. There is a feature, "Maps," which is helpful when a person compares property in different areas. The information that can be put together from this site is similar to what Cameron Macht collects. The only difference is the unemployment rate. Question was raised if MinnWest Technology Campus was on the site. **Spaulding** will check into it. Once the website goes live, there will be the ability to know how many hits the site receives.

**2011 EDC branding campaign.** Four campaigns are completed and will be located on the new website. There are other campaigns currently being worked on with the themes being; Business Climate/Tax, WorkForce/Jobs and Quality of Life. Due to some question regarding how to present Rice Memorial Hospital and Affiliated Community Medical Center (ACMC) in the Business Climate, it was decided to work with Unity Stamp Company. It is a small, self-employed business with female owners. The Willmar Area Multicultural Market (WAMM) will be included in one of the campaigns. Quality of Life will include area trails. United Way and using volunteerism may be looked into. **Spaulding** will contact Liz VanDerBill to see where she is at for the Increase in Farm Products campaign. The committee would like to utilize Rice Memorial Hospital and ACMC in one of the campaigns, but needs to work on a theme for it. **Betsy Bonnema** volunteered to be in contact with ACMC to work on that angle.

**Launching the website.** Spaulding asked the committee for suggestions on how to promote the new website. Spaulding would like to have success stories to help promote the website. After some discussion with the committee, it was recommended to bring more suggestions on this for the next meeting. **Bonnema** offered to put together information on different avenues for promotion, i.e. insert in the local radio, cable, public access, etc.

Spaulding thanked everyone who attended the WAMM brainstorming gathering. WAMM was very appreciative to hear the different perspectives and ideas. It was beneficial. WAMM has not heard back on the grant.

## **UNFINISHED BUSINESS**

**2011 goals work plan.** Spaulding reviewed the goals on which the EDC and this committee have been working. No changes were made.

## **NEW BUSINESS**

**Marketing presentation to attract restaurant chains.** Steve Renquist distributed a handout on the Kandiyohi County Demographic & Economic Profile (see copy attached) and reviewed with the committee the Sales & Use Tax Statistics and the Household Incomes and Values pages. (The figures on the page of Household Incomes and Values need to be updated.) Renquist requested the help of this committee to attract restaurant chains and other businesses to the Willmar area. i.e. Red Lobster, Kohl's, Olive Garden and Buffalo Wild Wings. He went over those pages because he felt that with those details, Willmar should be able to attract these businesses.

[Renquist excused himself from the meeting.]

Spaulding stated that by assisting Renquist, it might help this committee find growth indicators for its own usage. After a short discussion, it was decided to assist Renquist. **Spaulding** will inform Renquist of the decision, but one restaurant will be chosen for the project. **Betty Bollig** will check with Family Video to find out why they chose Willmar. **Spaulding** will check with a friend at a mall in South Dakota to see what they look for in franchises for their mall. **Julie Redepinning** will ask Cameron Macht to update the Household Incomes and Values page.

**Other.** Spaulding challenged the committee to think of individuals who would be interested in joining the committee. Members are to bring names of individuals to the next committee meeting.

There being no other business, the meeting was adjourned at approximately 1:40 p.m.

**NEXT MEETING**—The next regular committee meeting is scheduled for **August 22, 2011**.