

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
August 29, 2011
EDC Board Room, Willmar**

Present: Betty Bollig, Jean Geselius, Julie Redepenning, Joanna Schrupp and Heather Thompson

Excused: Liz VanDerBill

Guests: Betsy Bonnema and Rick Nordin

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.

Spaulding introduced Rick Nordin, who is new to the EDCOB and is deciding on which committee to serve. Self introductions were made.

MINUTES—The minutes of the July 25, 2011 meeting were received for informational purposes.

REPORTS/UPDATES

EDC branding campaign. The plan is to launch three campaigns in 2011. Spaulding met with Angela Magnuson of Unity Stamp for the campaign on Women Entrepreneurs. Magnuson will complete the form and forward photographs for Bonnema to put in a proof. Bonnema is also working on a campaign on volunteerism. Heather Thompson and Jean Geselius stated Conway, Deuth & Schmiesing is being highlighted for volunteerism in a trade publication. Other suggested companies to check into that use volunteers are United Way, Wal Mart and Best Buy. The health care/medical campaign is temporally on hold. Liz VanDerBill is working on the agriculture campaign.

UNFINISHED BUSINESS

Website promotion. The website is completed, but there have been problems getting the domain switched from CloudNet to Famous Davis. The next step is to promote the website. Bonnema distributed prices for advertising and asked the committee to brainstorm on how to promote the launch of the new website. Bonnema included sample ads similar to the EDC's campaign and showed the committee websites that have contests. After some discussion, it was realized that advertising to the masses gets expensive. **Spaulding** will check into how much remains in the committee's budget. Julie Redepenning volunteered to put an article in the Willmar WorkForce newsletter advertising the new website. The committee discussed whether the EDC should have its own Facebook page. Two issues that need to be resolved are: 1) Who is our target audience? and 2) How do we advertise the EDC as a whole? Many thoughts and ideas were presented, which

Spaulding and Bonnema will compile and furnish to the committee. Due to the committee's budget, it may be next year before a large advertising effort can take place.

Spaulding informed the committee the Minnesota Extension Service, through the Minnesota Intelligent Rural Communities Program, will once again hold classes on using the Internet for business starting in September.

Marketing presentation to attract restaurant chains. Spaulding reviewed with the committee Steve Renquist's request to put together a presentation to attract businesses (preferably restaurant chains) to Willmar. At last month's meeting, the committee accepted the request. **Spaulding** will research what market size is good and what criteria is needed to attract such businesses to this area. Redepenning furnished Spaulding with updated figures prepared by Cameron Macht from Renquist's handout of last month. Betty Bollig left a message with Family Video requesting information on what attracted them to Willmar.

Potential new members. The committee was challenged to think of potential individuals for this committee. Thompson offered to check with the new employees of Rice Home Medical and Bennett Office Technologies.

There being no other business, the meeting was adjourned at approximately 1:42 p.m.

NEXT MEETING—The next regular committee meeting is **Monday, September 26, 2011.**