

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT OPERATIONS BOARD OF DIRECTORS (OB)  
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING  
MINUTES  
September 26, 2011  
EDC Board Room, Willmar**

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

Excused: Heather Thompson and Liz VanDerBill

Guests: Betsy Bonnema, Rick Nordin and Heather Anderson

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. and showed pictures taken at the Animal Science Venture Forum held at MinnWest Technology Campus (MWTC).

Heather Anderson was introduced to the Marketing Committee. She works at Bennett Office Technologies as its Marketing Director and is considering being a part of the Marketing Committee. Self introductions were made.

**MINUTES—**

IT WAS MOVED BY Julie Redepenning, SECONDED BY Jean Geselius, to approve the minutes of the August 29, 2011 meeting as e-mailed. MOTION CARRIED.

**REPORTS/UPDATES**

**Website promotion.** Spaulding reminded the committee that the new website is now live and has been for over a month. An e-launch campaign and contest are being created. Betsy Bonnema reviewed with the committee a draft press release and ads (see copies attached). The goal is to have businesses send in statistics about their company, which would then be posted on the website. Weekly contest winners will be drawn from those who submit statistics with the grand prize being an iPad. Suggested weekly winner gift is an EDC travel mug with possibly a coffee shop gift certificate. The contest would run for the month of November. Spaulding showed the committee the EDC's sites on Facebook, Twitter and LinkedIn, which will all be linked from the EDC website.

Feedback and thoughts from committee members were positive. They thought that using every social media is great, but to use a little different verbiage with each one to keep people going to the different social media sites. It was suggested utilizing e-newsletters to help promote the contest. Another recommendation is to send the promotion to the service clubs in Willmar like Rotary and Lions. Additional comments included placing samples of statistics on the website to assist users in knowing what the EDC is seeking and changing the wording with stats versus facts.

**Bonnema** will email the contest banner to all committee members for insertion on their websites.

[Geselius, Nordin and Anderson were excused from the meeting.]

Bonnema mentioned that at the October 24 meeting the committee will do a video presentation to help launch the website. **Bonnema and Spaulding** will have the publication ready along with the prizes. It was recommended to not meet in November, but have an early December meeting to select a winner as a committee. This meeting would be in place of the December 26 meeting.

Discussion took place on the contest judging process. It was decided judging could be by a drawing or could also be a statistic that is really interesting. No decision was made on the total number of weekly winners due to not knowing how many entries will be received each week.

**Potential new members. Spaulding** will check with Carol Laumer of Rice Home Medical to see if someone there would be interested in being a part of this committee. **Bollig** will ask an individual she knows.

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

**NEXT MEETING**—The next regular committee meeting is **Monday, October 24, 2011** at the EDC board room.



## For Immediate Release

Contact: Jean Spaulding, Assistant Director  
jean@kandiyohi.com  
320.235.7370  
www.kandiyohi.com

### **Attention Kandiyohi County Businesses: SHARE YOUR STATS TO WIN!**

**[ONLINE CONTEST@ [WWW.KANDIYOHI.COM](http://WWW.KANDIYOHI.COM) | NOV. 1 - NOV. 30 | GRAND PRIZE: IPAD2]**

*Willmar, Minnesota – Monday, October 24, 2011:* The Kandiyohi County and City of Willmar EDC is launching our new website with an invitation to area businesses to get on board! Share one or more stand-out statistics about your business and we'll post it on our website for a chance to win valuable prizes, including a new iPad 2! Our contest runs from Tuesday, November 1 through Wednesday, November 30 and has a goal of gathering 100 local Kandiyohi County business stats and generating over 10,000 unique visits to our new website.

Kandiyohi.com recently underwent a complete makeover with a focus on easy navigation, property search tools and content that is rich with statistics related to our area's business success, quality of life and economic stability. The statistics help us showcase all of the reasons why Kandiyohi County is a great place to start, grow or expand a business.

Won't you help us? Showcase your business and have the chance to win valuable prizes!  
Here's how:

- 1. Research!** Dig deep at your company to come up with a statistic that helps to showcase your size, expertise, unique market niche or impact on your industry or community. Here are some examples:
  - Example #1
  - Example #2
  - Example #3
  
- 2. Share!** You can do that two ways:
  - Post your statistic and company name on our Facebook page! Click the Facebook button below or search for Kandiyohi County & City of Willmar EDC
  - Email your statistic and company name to [edc@kandiyohi.com](mailto:edc@kandiyohi.com)
  
- 3. Watch!** Go to [www.kandiyohi.com](http://www.kandiyohi.com) to watch as new statistics are posted and weekly winners are announced. Each weekly winner will be entered in the grand prize drawing for a new iPad2 at the end of November!

On behalf of the Kandiyohi County and City of Willmar EDC, thanks for your participation! We look forward to receiving your statistics and using them to educate and inspire others.

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## Committee Approvals:

1. Final edits to Press Release:
  - Duration of contest?
  - Target for stats and unique visits?
  - Prizes? Prize sponsors?
2. Facebook page:
  - Format ok?
  - Unique contest page?
  - Add photos?
3. Twitter:
  - Link to Facebook?
  - Format ok?
4. LinkedIn
  - Business page, format ok?
5. WCT Ads
  - Run any ads?
6. E-mail
  - Invite all organization members to participate?
  - Constant Contact?

## Committee TO-DOS!

- SEND UNIQUE STATS FROM YOUR PLACE OF BUSINESS
- "LIKE" US ON FACEBOOK
- "FOLLOW" US ON TWITTER
- "SHARE" PRESS RELEASE (FROM KANDIYOHI.COM) ON YOUR OWN FB PAGE
- E-MAIL PRESS RELEASE AND LINKS TO YOUR BUSINESS NETWORK
- ADD BANNER AD TO YOUR COMPANY WEBSITE?
- ADD/LINK TO NEWS ARTICLE ON YOUR COMPANY WEBSITE?
- "WATCH" OUR FACEBOOK/TWITTER PAGES AND COMMENT OFTEN



website banner ad  
200 x 322

# SHARE YOUR stats & stories

Send us a stand-out statistic about your Kandiyohi County business and we'll post it to our website for a chance to win a new *iPad 3!*

at the new  
[www.kandiyohi.com](http://www.kandiyohi.com)

## GO THERE!



■ WILLMAR LAKES AREA  
Kandiyohi County and City of Willmar  
**Economic Development Commission**  
320.235.7370 | 888.815.7370

3 col x 5" newspaper ad sized for WCT : \$260

# SHARE YOUR stats & stories

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at the new  
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## GO THERE!



■ WILLMAR LAKES AREA  
Kandiyohi County and City of Willmar  
**Economic Development Commission**  
320.235.7370 | 888.815.7370

2 col x 3.5" newspaper sized for WCT: \$120

# *SHARE YOUR* stats & stories

Send us a stand-out statistic about your Kandiyohi County business and we'll post it to our website for a chance to win a new *iPad 3!*

*at the new*  
[www.kandiyohi.com](http://www.kandiyohi.com)

## GO THERE!



■ WILLMAR LAKES AREA

Kandiyohi County and City of Willmar  
**Economic Development Commission**

320.235.7370 | 888.815.7370

3 col x 5" newspaper  
ad sized for WCT

# 1,000 *stand-out* *statistics*

about our business climate & economy

*at the new*  
[www.kandiyohi.com](http://www.kandiyohi.com)

## GO THERE!



■ WILLMAR LAKES AREA

Kandiyohi County and City of Willmar  
**Economic Development Commission**

320.235.7370 | 888.815.7370

3 col x 4.5" newspaper  
ad sized for WCT

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION

		2011 August	2011 YTD	2011 Budget	67% of Budget
	Marketing & Public Relations:				
27-716-115-0120-6230	Meals	\$52.05	322.57	\$500.00	65%
27-716-115-0120-6235	Supplies	\$0.00	0.00	\$0.00	
27-716-115-0120-6240	Printing and Publishing	\$0.00	199.86	\$5,000.00	4%
27-716-115-0120-6250	Seminars	\$0.00	0.00	\$0.00	
27-716-115-0120-6260	Professional services (Summerset Studio)	\$0.00	0.00	\$0.00	
27-716-115-0120-6261	Professional services (LAA)	\$39.38	210.02	\$2,800.00	8%
27-716-115-0120-6262	Professional services (RedStar Creative)	\$517.50	3,896.67	\$5,000.00	78%
27-716-115-0120-6265	Media	\$0.00	539.75	\$5,150.00	10%
27-716-115-0120-6280	Special projects	\$0.00	631.88	\$12,000.00	5%
27-716-115-0120-6285	James J. Hill membership	\$0.00	0.00	\$550.00	0%
27-716-115-0120-6290	Other	\$0.00	200.00	\$2,000.00	10%
27-716-115-0120-6300	Update laptop software	\$0.00	0.00	\$0.00	
	<b>Subtotal:</b>	<b>\$608.93</b>	<b>\$6,000.75</b>	<b>\$33,000.00</b>	<b>18%</b>