

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
March 3, 2014
EDC Board Room, Willmar

Present: Shari Courtney, Sarah Isdal, Ann Winge Johnson, Heather Koffler and Joanna Schrupp

Excused: Jean Geselius, Mike Negen and Julie Redepenning

Guests: Mitra Engan of Engan & Associates

Staff: Jean Spaulding, Assistant Director

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 12:03 p.m. followed by self introductions.

MINUTES—

IT WAS MOVED BY Shari Courtney, SECONDED BY Julie Redepenning, to approve the minutes of the January 27, 2014, meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

EDC insert/ads/editorial. Spaulding noted the committee decided to do two inserts in the *West Central Tribune* and two ads in the *Business 2 Business* (B2B) publication along with stories and articles. Spaulding reported on a meeting with Sam Bowen and Beth Fischer regarding the Community Marketing Coalition (CMC). The CMC was created in the late 1990s to bring together marketing resources from the city of Willmar, Kandiyohi County and larger employers to collaborate and market a positive image to the community to address negative publicity occurring at the time. The CMC contracted with Johnson Group of St. Cloud to do a marketing plan. This committee was asked to look at working with the CMC on messaging. The CMC is using the internal benchmark of “expect great things.” Betsy Bonnema suggested maintaining the EDC’s message of keep it simple and keep it fun—could take the EDC’s new “Jump In” message and include the CMC’s logo. The EDC’s new look came about when the committee put together the EDC’s information for the new visitors guide and decided to go

from a text ad to an infographic (see attached). The winter Jump In ad included new statistics. The committee discussed maintaining the EDC's individuality while incorporating the CMC's branding. The larger infographic will be the first insert in the *West Central Tribune* and the smaller ad will be in the B2B and will be the mug art. The EDC has budgeted for Vision 2040 but not the CMC. The CMC's role in 2014 is to communicate what is happening with Vision 2040. Spaulding will forward the CMC's email to the committee. Bonnema stated subtle adaptations can be made to the EDC's ads to coordinate with the CMC. Bonnema forwarded a draft of the EDC's insert to the CMC, which will be printed soon. The EDC is doing a one-time insert at approximately \$2,450. Plans are to have the insert done by March 18 so it is available at the TEDxWillmarLive event. Spaulding informed the committee the EDC is a sponsor of the TEDxWillmarLive event. Maracom's quote to print the insert was for 15,000 copies on 70 lb. New Velvet. Isdal will find out the price for the same paper through the West Central Tribune. Isdal noted the printing deadline is Friday, March 7. Connie Schmoll, the EDC's new Business Development Specialist, will be included in the insert. The back page of the September insert will include stories, similar to the last one that was done and the front will include progress and Vision 2040. It was decided to print 14,000 copies of the insert. Spaulding will prepare an editorial due today on volunteerism for the April B2B and the next editorial could be on Schmoll.

NEW BUSINESS

Heather Koffler invited everyone to attend Thursday's Social Media breakfast, which will feature a videographer on how not to be a social media zombie and using good content with videos from an iPhone.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:00 p.m.

NEXT MEETING—The next scheduled committee meeting is **12 noon, Monday, April 28, 2014**, in the EDC board room.

JUMP IN

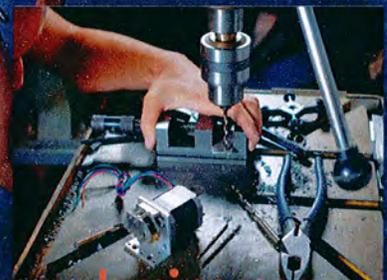


40+% growth
in technical & professional
jobs each year.

Kandiyohi County is known for having a thriving economy that caters to innovators in bioscience, agribusiness and technology. In fact, we've had significant job growth in those areas!

Over 4,500 businesses
enjoy our lakes area lifestyle.

They choose to locate and grow here because of our unmatched quality of life.



75 new businesses
start up each year in Kandiyohi County.

Thanks in part to our supportive, collaborative business community.

WILLMAR LAKES AREA
Kandiyohi County and City of Willmar
Economic Development Commission

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Willmar
Lakes Area