

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
July 22, 2013
EDC Board Room, Willmar

Present: Shari Courtney, Jean Geselius, Sara Goebel, Ann Winge Johnson, Heather Koffler, Mike Negen, Julie Redepenning and Joanna Schrupp

Guests: Betsy Bonnema, REDstar Creative, and Sarah Isdal, West Central Tribune

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:00 p.m. followed by self introductions.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Sara Goebel, to approve the minutes of the June 3, 2013 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Bring Them Back Home website and Vision 2040. Spaulding provided a background on the Bring Them Back Home program and current efforts to revitalize the program. This committee and the Community Marketing Coalition have put their efforts on hold until the Vision 2040 process is defined. Joanna Schrupp stated the Vision 2040 steering committee identified four topics (economic vibrancy, inclusion, things to do and well being) that will be featured during community meetings this week. The Vision 2040 steering committee is gathering community input through chalkboards placed throughout the county. Spaulding invited the committee to attend one or all five of the public meetings this week and requested they invite their contacts to attend also. Steve Renquist is involved on the Vision 2040 steering committee on behalf of the EDC. Goebel will contact Jay Halliday and Diane O'Leary at the Willmar Lakes Area Chamber of Commerce as to publicizing the meetings to the NeXt group to get them involved. The Vision 2040 plan is anticipated to be completed by November 2013.

NEW BUSINESS

GIS Planning contract. Spaulding gave an update on the GIS Planning program that is embedded in the EDC's website at an annual cost of \$4,600 and lists commercial properties available in Kandiyohi County. The Minnesota Department of Employment and Economic

Development (DEED) is looking at possibly converting from GIS Planning to LOIS (Location One Information System) by year end. The Alexandria community speaks highly of LOIS as does a DEED representative in the Business Development office. At present, LOIS is used by 10 counties in the state. The cost of LOIS for the first year is \$5,000 and if the state chooses LOIS as its program, there would be no additional cost to the EDC after the first year. LOIS is willing to bill for six months at \$2,500. The EDC's contract with GIS Planning is done the end of July. The committee reviewed the web statistics for kandiyohi.com (see attached), which gives Property Search as the top search in the last 30 days at 70 views, but it also had a high bounce rate of 67%. Spaulding recommended the EDC not renew its GIS Planning contract. The committee discussed at length whether or not to renew the EDC's GIS Planning contract or wait to see what program the state will select. Julie Redepenning indicated the state will go with the lowest bid, which may not be the best program. Redepenning contacted the DEED representative who is reviewing the two programs and will let Spaulding know if the individual has an idea on which program the state may select. It was the committee's consensus to let the contract with GIS Planning lapse and enter into a contract with LOIS.

MNCAR contract. Spaulding informed the committee the EDC paid for a membership in MNCAR (Minnesota Commercial Association of Realtors) to develop a relationship with real estate brokers throughout the state and to possibly list available commercial property on its website. Spaulding discovered only MNCAR members, who are licensed real estate agents, can list properties on MNCAR's site, except the EDC can list city-owned property. As a member, there is an ability to send an email blast to other members promoting the community and commercial properties for sale. Spaulding noted the number of commercial brokers in Willmar is very small. Schrupp stated MinnWest Technology Campus is developing relationships with brokers outside the area to market the campus. The committee felt the money would be better spent by personally contacting brokers outside the area to develop a relationship and recommended not renewing the MNCAR membership.

Animal Science Venture Forum. Spaulding informed the committee the MinnWest Technology Campus is hosting the Third Annual Animal Science Conference on October 1, 2013. The University of Minnesota's Office of Commercialization will host a presentation/overview of its program and showcase completed projects on September 30 followed by a reception that evening hosted by the EDC, which will include attendees of the Animal Science Venture Forum. The EDC needs to research area companies that should be introduced during the conference. Spaulding will provide the committee with the technologies that will be featured by the University of Minnesota.

There being no other business, the meeting was adjourned at approximately 1:15 p.m.

NEXT MEETING—The next scheduled committee meeting is **12 noon, Monday, August 26, 2013** at the EDC board room.