KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
January 22, 2018
WORKUP, Willmar

Present: Donna Boonstra, Deb Geister, Emily Lien and Brittany VanDerBill

Excused: Jean Geselius and Melissa Knott

Absent: Shari Courtney and Ryan Thielen

Guest: Jayme Sczublewski, REDstar Creative

Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development
               Specialist

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

Chairperson Deb Geister called the meeting to order at approximately 12:15 p.m. and declared a quorum was not present.

Social Media Statistics. Jayme Sczublewski showed an overview of the Facebook statistics for the past month. Total fans continues to slowly increase each month. There were 17 posts (down 22%); post reach 5,859 (up 80%); post impressions 9,776 (up 58%); post clicks 687 (up 109%); reactions 137 (up 6%); engaged users 683 (up 98%); engagements 228 (up 35%); new fans 34 (up 278%). The top posts included:
   • 1/11/2018 Starbucks coming to Willmar 430 post clicks; 4,649 post impressions; 17 reactions; 1 comment; 9 shares; 2,741 post reach
   • 1/5 PetSmart coming to Willmar 41 post clicks; 781 post impressions; 5 reactions; 446 post reach; 2 shares
   • 1/3 final agreement signed for Carris Health
   • 1/4 Down on the Farm workshop
   • 1/8 Goat Ridge Brewing adding the Riverside Lounge
   • 1/17 Fishing Opener seeking volunteers
   • 1/15 Down on the Farm workshop
   • 1/19 possible new Willmar Government Campus
   • 1/12 Senate Capital Investment Committee hearing about Highway 23

The EDC's LinkedIn page is growing followers and now has 21 connections; 38 interactions and 7 posts.

Facebook changed its algorithm and is focusing on friends and family, which makes viral posts increase faster. This change may force small businesses to be more intentional in their social media marketing.

2018 Goals. Chair Geister distributed a proposed outline for a redesign of the Marketing Plan (see attached). The committee may need to develop a vision and mission.

Aaron Backman reviewed the marketing accomplishments done in 2017 (see attached Marketing Plan). Backman stated the Industrial Park flyer may need to be updated. The education and health care flyers were not done due to the ongoing construction of area schools and the new Surgery Center and anticipated merger with Carris Health. Areas that could be included under education are: the new Lakeland Elementary, CLUES and Job Fairs. Backman indicated the major employers and number of employees may need to be updated on the website. Schmoll stated Carolyn Lange of the West Central Tribune requests articles for the newspaper and a recent article on DI Labs was done via the EDC. Have a flyer on technology that is special to this area?

Chair Geister would like to increase the economic footprint of the area and suggested all services should be categorized and then marketing be done to support those areas. Everything this committee does should lead back to the EDC's vision and goals.

Chair Geister suggested a survey be done to get updated stats for the website. The survey could be done via Survey Monkey, the EDC's website, Facebook page or LinkedIn and the next newsletter. Chair Geister asked Backman and Schmoll, "What are the things you feel we could benefit from that we don't have." Answering this question will help prioritize what this committee needs to address first. It was suggested to send a message to like the EDC's Facebook page and follow on LinkedIn. A distinct url could be created for the survey to see which channels are most effective.

Chair Geister asked "What is the EDC's top 10 list for 2018?" If it is workforce, could so something via the Ladders (www.theladders.com), which focuses on executives. Is it encouraging entrepreneurs? WORKUP's programs help entrepreneurs and the EDC did a flyer in 2017 featuring WORKUP. Discussion was held on whether or not QR codes would be good to put on the EDC's marketing materials. QR codes track how effective are the publications. Schmoll stated a conference she recently attended used QR codes for its registration and instead of handing out business cards, attendees scanned each other's name tags. It was felt the local area does not use QR codes. Moo (www.moo.com) is an online printing company that embeds an invisible chip in business cards with the individual's contact information. Does the EDC need an app?

Highway 23 Coalition. Backman reported changes recommended by this committee have been incorporated into the Coalition's website. In addition, new members have been updated and the Vision was added to the home page. The committee viewed the website and suggested additional changes:
- Change Our Members and About Us from being a clickable button to a drop down menu
- Under Our Members, change:
  - "What Our Members Are Saying" to "Testimonials"
  - "Become a Member" to "Member Benefits"
- Change the News section from scanned copies of newspaper articles to the format used on the EDC's website

Backman reported a folder of information was distributed to the Senate Capital Investment Committee at a meeting recently held in Willmar. Imprinted folders will be done by Baker Printing for use at different Coalition events. The post card will also be updated and the map changed to show daily traffic along the corridor. The Coalition now has 68 members, two-thirds of which are businesses with 16 at the platinum level.

Committee Members. Chair Geister requested everyone bring a potential new member to the next meeting or the name of a potential member. Donna Boonstra will invite Joanna Schrupp to attend the next meeting.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:26 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, February 26, 2018 at WORKUP, 1601 Technology Drive NE, Willmar.

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1.0 Marketing Vision

1.1 Goals

1.2 Purpose

1.3 Picture

1.4 Gap Dashboard

Table: Gap Dashboard

Gap Dashboard	2018	2019	2020
Personal			
Personal 1	0	0	0
Personal 2	0	0	0
Personal 3	0	0	0
Business			
Business 1	0	0	0
Business 2	0	0	0
Business 3	0	0	0
Tactical			
Tactical 1	0	0	0
Tactical 2	0	0	0
Tactical 3	0	0	0
Strategic			
Strategic 1	0	0	0
Strategic 2	0	0	0
Strategic 3	0	0	0

2.0 Ideal Customer

2.1 Market Description

There are two distinct audiences for the Kandiyohi Economic Development Council

3.0 Remarkable Difference

3.1 Differentiators

4.0 Core Strategy

4.1 Core Branding Elements

5.0 Product/Service Innovation

5.1 Price Rationale

6.0 Marketing Materials

7.0 Web Plan

7.1 Social Media Plan

8.0 Lead Generation Plan

8.1 Advertising

Media Tracking Kits Requested

Advertising Medium	Contact Name	Contact #	Distribution	Cost/Ad	Total CPM

8.2 Referrals

9.0 Lead Conversion Plan

10.0 Service Experience

10.1 Loyalty Product/Service Offerings

10.2 Customer Retention

11.0 Marketing Calendar

11.1 Monthly

Months	Marketing Theme
1	
2	
3	
4	
5	
6	
7	
8	
9	

10	
11	
12	

Table: Milestones

Milestones					
Advertising	Start Date	End Date	Budget	Manager	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Other	1/22/2018	2/21/2018	$0	ABC	Department
Total Advertising Budget			$0		
PR	Start Date	End Date	Budget	Manager	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Other	1/22/2018	2/21/2018	$0	ABC	Department
Total PR Budget			$0		
Direct Marketing	Start Date	End Date	Budget	Manager	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Other	1/22/2018	2/21/2018	$0	ABC	Department
Total Direct Marketing Budget			$0		
Web Development	Start Date	End Date	Budget	Manager	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Other	1/22/2018	2/21/2018	$0	ABC	Department
Total Web Development Budget			$0		
Other	Start Date	End Date	Budget	Manager	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Name me	1/22/2018	2/21/2018	$0	ABC	Department
Other	1/22/2018	2/21/2018	$0	ABC	Department
Total Other Budget			$0		
Totals			$0		

12.0 Critical Numbers

12.1 Sales Forecast

Table: Sales Forecast

Sales Forecast			
	2018	2019	2020
Unit Sales			
Row 1	0	0	0
Row 2	0	0	0
Row 3	0	0	0
Total Unit Sales	0	0	0
Unit Prices	2018	2019	2020
Row 1	$0.00	$0.00	$0.00
Row 2	$0.00	$0.00	$0.00
Row 3	$0.00	$0.00	$0.00
Sales			
Row 1	$0	$0	$0
Row 2	$0	$0	$0
Row 3	$0	$0	$0
Total Sales	$0	$0	$0
Direct Unit Costs	2018	2019	2020
Row 1	$0.00	$0.00	$0.00
Row 2	$0.00	$0.00	$0.00
Row 3	$0.00	$0.00	$0.00
Direct Cost of Sales			
Row 1	$0	$0	$0
Row 2	$0	$0	$0
Row 3	$0	$0	$0
Subtotal Direct Cost of Sales	$0	$0	$0

Chart: Sales Monthly
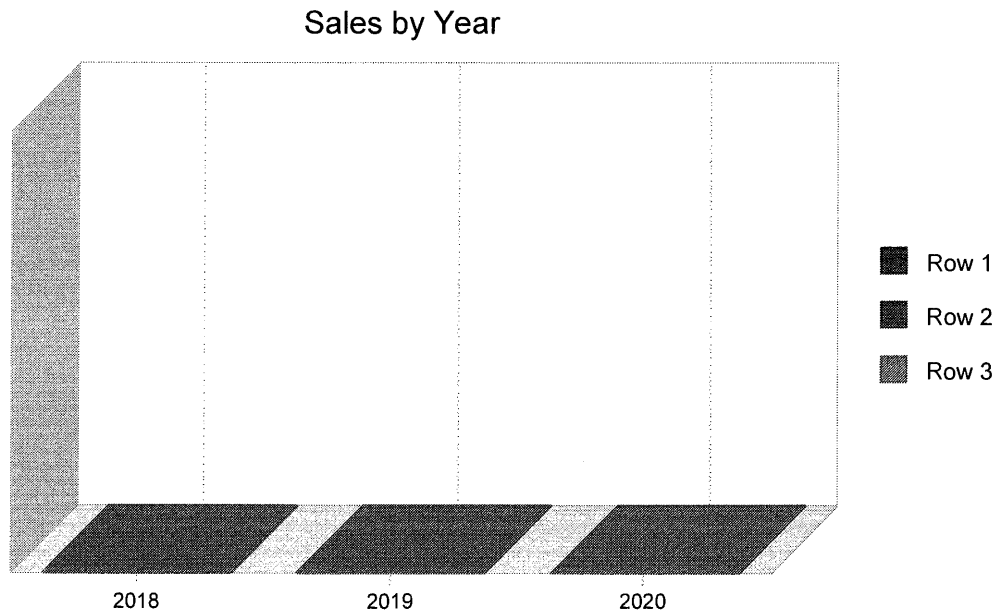
Sales Monthly

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

- Row 1
- Row 2
- Row 3

Chart: Sales by Year

Sales by Year

2018   2019   2020

- Row 1
- Row 2
- Row 3

12.2 Marketing Expense Budget

Table: Marketing Expense Budget

Marketing Expense Budget	2018	2019	2020
Name me	$0	$0	$0
Name me	$0	$0	$0
Other	$0	$0	$0
	-----------	-----------	-----------
Total Sales and Marketing Expenses	$0	$0	$0
Percent of Sales	0.00%	0.00%	0.00%

Chart: Monthly Expense Budget

Monthly Expense Budget

Legend:
- Name me
- Name me
- Other

Jan · Feb · Mar · Apr · May · Jun · Jul · Aug · Sep · Oct · Nov · Dec

Chart: Annual Expense Budget

Annual Expense Budget

Legend:
- Name me
- Name me
- Other
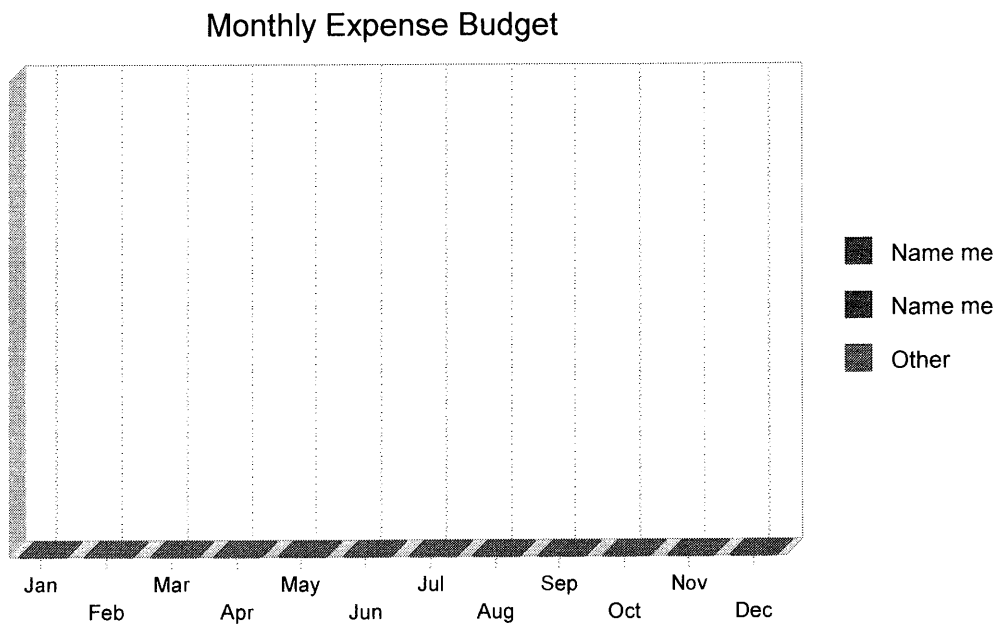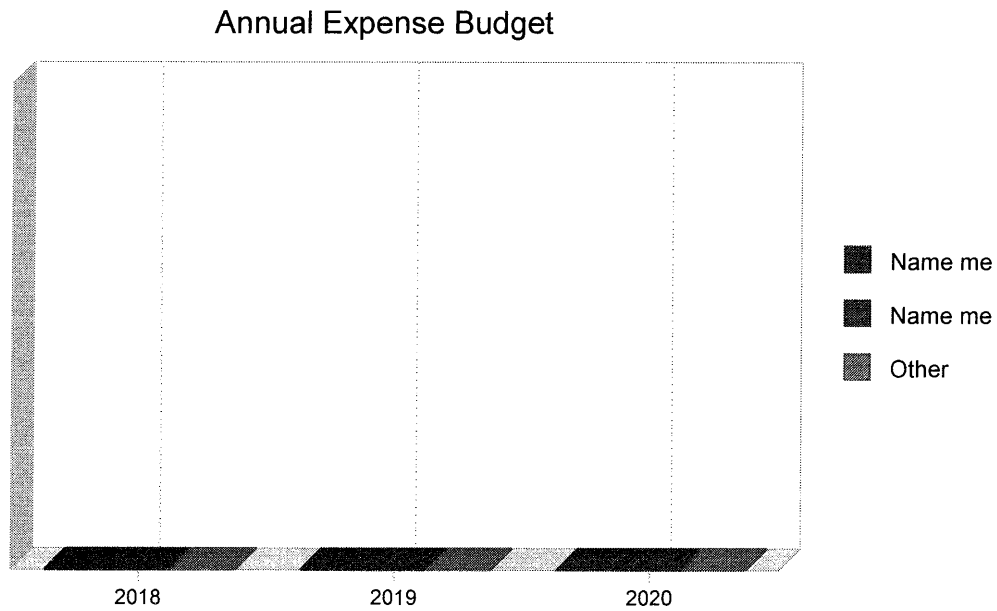
2018   2019   2020

12.3 Key Marketing Metrics

Table: Key Marketing Metrics

Key Marketing Metrics	2018	2019	2020
Revenue	$0	$0	$0
Leads	0	0	0
Leads Converted	0.00%	0.00%	0.00%
Avg. Transactions/Customer	0	0	0
Avg. $/Customer	$0	$0	$0
Referrals	0	0	0
PR Mentions	0	0	0
Testimonials	0	0	0
Other	0	0	0

13.0 Marketing Training Game

Appendix

Table: Sales Forecast

Sales Forecast		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Unit Sales													
Row 1	0%	0	0	0	0	0	0	0	0	0	0	0	0
Row 2	0%	0	0	0	0	0	0	0	0	0	0	0	0
Row 3	0%	0	0	0	0	0	0	0	0	0	0	0	0
Total Unit Sales		0	0	0	0	0	0	0	0	0	0	0	0
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Unit Prices													
Row 1		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Row 2		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Row 3		$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Sales													
Row 1		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Row 2		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Row 3		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Sales		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Direct Unit Costs													
Row 1	0.00%	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Row 2	0.00%	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Row 3	0.00%	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Direct Cost of Sales													
Row 1		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Row 2		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Row 3		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Subtotal Direct Cost of Sales		$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0

Appendix

Table: Marketing Expense Budget

Marketing Expense Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Name me	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Name me	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Other	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------
Total Sales and Marketing Expenses	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Percent of Sales	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Appendix

Table: Key Marketing Metrics

Key Marketing Metrics

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Leads	0	0	0	0	0	0	0	0	0	0	0	0
Leads Converted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg. Transactions/Customer	0	0	0	0	0	0	0	0	0	0	0	0
Avg. $/Customer	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Referrals	0	0	0	0	0	0	0	0	0	0	0	0
PR Mentions	0	0	0	0	0	0	0	0	0	0	0	0
Testimonials	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0

Appendix

Table: Gap Dashboard

Gap Dashboard	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Personal												
Personal 1	0	0	0	0	0	0	0	0	0	0	0	0
Personal 2	0	0	0	0	0	0	0	0	0	0	0	0
Personal 3	0	0	0	0	0	0	0	0	0	0	0	0
Business												
Business 1	0	0	0	0	0	0	0	0	0	0	0	0
Business 2	0	0	0	0	0	0	0	0	0	0	0	0
Business 3	0	0	0	0	0	0	0	0	0	0	0	0
Tactical												
Tactical 1	0	0	0	0	0	0	0	0	0	0	0	0
Tactical 2	0	0	0	0	0	0	0	0	0	0	0	0
Tactical 3	0	0	0	0	0	0	0	0	0	0	0	0
Strategic												
Strategic 1	0	0	0	0	0	0	0	0	0	0	0	0
Strategic 2	0	0	0	0	0	0	0	0	0	0	0	0
Strategic 3	0	0	0	0	0	0	0	0	0	0	0	0

MARKETING PLAN
Updated as of 12/12/2017

Situation Analysis: The Kandiyohi County and City of Willmar Economic Development Commission (EDC) is a government agency whose mission is to be a catalyst for economic growth of the greater Kandiyohi area. We do that in a wide variety of ways, including supporting existing businesses, assisting area entrepreneurs and recruiting targeted industries that are a fit for our region. While we have been successful in that mission, we face the ongoing challenge of educating our community, prospects and partners about how that is accomplished and what kinds of services we offer. We also lead area efforts to market our community to businesses outside of our region that are interested in locating or expanding here—a process that requires ongoing review and refinement in order to stay competitive.

Target Audience Groups:

1. **Local/Regional:** The EDC must reach our local and regional community for two reasons. First, we must educate them regarding our purpose and activities as a government-funded, volunteer-driven organization. Second, we must make our services and expertise known and available to local businesses and entrepreneurs who need help starting or expanding.

2. **Outside Region:** The EDC must aggressively market our area outside of our region for the purposes of attracting new businesses and talent to our community. We need to promote our brand to enhance our economic development efforts, showcase our quality of life and bring more people to the community.

STRATEGY 1: *Create awareness of EDC activities and services in our local/regional community.*

OBJECTIVES
1. Refine/remix EDC "brand"

    PROJECTS
    a) Update/create templates for marketing materials
       1) Completed fall 2017—Replace large, out-of-date trade show booth display with three lighter, smaller pull up units. Work on design in second quarter of 2017.
       2) Completed March 2017—Update EDC introductory brochure
       3) Prepare West Central Angel Fund marketing piece—the Fund is on its own and is developing its own marketing materials and website
       4) Update target industries brochures/flyers
          a. Education—3rd quarter of 2017

      b. Health Care—4th quarter of 2017

      Completed brochures/flyers:

      a. MinnWest Technology Campus July 2016

      b. Willmar Industrial Park October 2016

      c. Highway 23 Coalition April 2017

      d. Agriculture being finalized May 2017

5) Agriculture and Renewable Energy Development (Ag) Marketing Subcommittee will seek to:

      a. Develop an overall marketing/public relations strategy with the EDC Marketing and Public Relations Committee

      b. Distribute the Ag BRE Survey Report results and plan for implementation of strategies with the public

        i. Report presented at two workshops on April 5, 2017

        ii. Posted on Facebook

        iii. Posted on EDC's website in two places

      c. Update and enhance the trade show materials, including the trifold table top display and informational flyer. Both items will show the profile of agriculture and renewable energy in Kandiyohi County (Display completed March 2017; flyer finalized June 2017)

2. Be an agent of positive messaging about our business community and economy

   PROJECTS

   a) Review and update website and annually check major employers and statistics

   b) Create/publish social media content

      1) Facebook. Consider analytics (e.g. number of likes, hits, % of pull through)

      2) Twitter. Post at events more.

      3) LinkedIn. Add articles.

   c) Create/publish monthly articles for the West Central Tribune business section (third Tuesday publish date, email to business@wctrib.com)

      2017 publication dates: March 21, April 18, May 16, June 20, July 18, August 15, September 19, October 17, November 21, December 19

   d) Create/distribute newsletter

      1) April—Spring 2017 digital only (not done)

      2) July--Summer 2017 digital only (not done)

      3) November—Fall 2017 digital only (completed 12/11/2017)

   e) Participate in public forums to promote EDC activities

      1) Radio—monthly guest of Open Mic on KWLM

      2) Speak at City Council/EDA meetings outside of Willmar

3. Educate community about services/resources of EDC

   PROJECTS

   a) Sponsor WORKUP programming partnership targeting start-ups and entrepreneurs (includes WORKUP, Ridgewater, KCEO and Heritage Bank)

1) QUP—third Wednesday of each month, 8:00-9:15 a.m.
2) MEETUP—fourth Wednesday of each month from 12:00-1:15 p.m.
   b) Support community organizations—be a part of messaging where appropriate
1) Kandiyohi County CEO loan program—EDC reviews and administers loans; in 2016 donated two memberships at WORKUP
2) TEDxWillmarLive (2016 silver sponsor $500)
3) Chamber Connection
4) West Central Minnesota Area Job Fair—March 21 and September 2017 (REDstar designs marketing materials)
5) Ag & Animal Science Conference, September 26, 2017, MinnWest Technology Campus (networking break sponsor, 2016—$2,000; 2017—$1,500)
6) University of Minnesota Showcase—November (refreshments sponsor $100)

STRATEGY 2: *Market our community outside of our region in order to attract targeted business and talent.*

   OBJECTIVES
1. Deliver specific, sought-after area metrics such as workforce, demographics and accessibility
   a) on website
   b) presented to EDC Joint Operations Board

   PROJECTS
   a) Update customizable proposal template to attract businesses

2. Create customized packages to attract business interest

   PROJECTS
   a) Member of DEED's Marketing Partnership (2017—$625)
   b) Advertise in DEED's statewide marketing publication. Re-evaluate the effectiveness of purchasing the full-page ad. Gathered information from other cities; determined cost exceeded value; article in *Business In Focus* at no cost to the EDC and participated in half-page ad with City of Willmar and Willmar MUC

3. Support the recruitment efforts of area businesses for workers and talent

   PROJECTS
   a) Work with human resource departments to develop online resources
   b) Create LinkedIn page for recruitment (Completed 2017)
   c) Develop a friends and family campaign
   d) Develop a formal Trailing Spouse Network
      1) Develop partnerships with area school foundations