

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES

October 26, 2015

Board Room, EDC Office, Willmar

Present: Donna Boonstra, Shari Courtney, Ann Winge Johnson, Heather Koffler, Mike Negen and Julie Redepenning

Excused: Caroline Chan, Lindsey Donner and Jean Geselius

Absent: Sarah Isdal

Guests: Barb Abrams and Jayme Sczublewski, REDstar Creative and Angela Paffrath

Consultant: Betsy Bonnema, REDstar Creative

Staff: Connie Schmoll, Business Development Specialist

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

Chairperson Heather Koffler called the meeting to order at approximately 12:08 p.m. followed by self introductions.

MINUTES—

IT WAS MOVED BY Shari Courtney, SECONDED BY Julie Redepenning, to approve the minutes of the June 22, July 27, August 24, 2015 meeting and September 30, 2015 meeting notes as emailed. MOTION CARRIED.

NEW BUSINESS

ADvantage. Connie Schmoll reported the deadline for the December Chamber ADvantage is November 18, 2015. By consensus, the next flyer will feature the EDC's new website. Schmoll will work with Betsy Bonnema on the flyer. Ann Winge Johnson noted distribution of the ADvantage to a business is not inclusive of all employees. Mike Negen indicated the ADvantage is mailed to the contacts designated by the business. For the cost, it is believed the ADvantage is a good source of advertising to area businesses. It is believed distribution is to

800 as that is the number of copies required for the mailing. Schmoll will speak with Jesse Hulscher about the ADvantage and its distribution.

U of M Showcase ads. Schmoll reported she has been working with Bonnema on ads for the University of Minnesota (U of M) Showcase, which is Thursday, October 29, 2015. The showcase is for those who are interested in animal health, Agriculture and Agriculture technology and will include what is happening at the U of M in those areas.

UNFINISHED BUSINESS

Website. Jayme Sczublewski reported the following as to the EDC's website:

- all main page titles have been changed
- Property Search was moved to the top of the home page next to the search bar—it was noted the link needs to be corrected to open a new window and not leave the EDC's website
- a new Features tab was added
- all content has been updated, except for the Business section, which is being done by Jean Spaulding
- under the Business section will be Finance, Utilities, Taxes, Assistance, Workforce and Sites for Growth
- need to input information for Education under the Living section.

Betsy Bonnema reported they are working with a gentleman from Maple Grove, who works with census data and who will provide a data dashboard for Kandiyohi County and five surrounding counties.

Barb Abrams reported the site still needs updated photos; she will send a list of needed photos to the EDC. Schmoll indicated the EDC can have Dennis Benson take any photos that might be needed. Abrams contacted Rice Health Foundation requesting permission to use some of its photos for the Healthcare section. Abrams has also contacted Bruce Peterson of the city of Willmar for updated information on Willmar's Industrial Park.

Bonnema informed Scott Johnson of Johnson Group that the site is not responsive and the formatting does not change according to what device is used. This was evidenced at today's meeting and was of concern to the committee.

Suggested changes to make included:

- removing the menu at the bottom of the pages
- include the EDC's toll free phone number of 866-665-4556
- adding a page for the agendas and minutes of both boards
- adding a page or including on each committee page, the committees' minutes

Julie Redepenning reported she obtained a list of the county's major employers and emailed them today requesting confirmation on the number of their employees, including nationwide and globally.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:38 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, November 23, 2015 at the EDC Board Room, 222 20th Street SE, Willmar.