

MARKETING AND PUBLIC RELATIONS COMMITTEE

MINUTES

October 28, 2019

WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney,, Jesse Gislason, Melissa Knott, Emily Lien, Pam Rosenau, Joanna Schrupp and Brittany VanDerBill

Excused: Jean Geselius

Absent: Deb Geister

Guest: Lindsey Donner, REDstar Creative

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

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc.

Chair Melissa Knott called the meeting to order at approximately 12:05 p.m. and declared a quorum was present.

MINUTES—

IT WAS MOVED BY Brittany VanDerBill, SECONDED BY Donna Boonstra, to approve the Minutes of the September 23, 2019 meeting as emailed. MOTION CARRIED.

Social Media Statistics. Lindsey Donner provided the social media statistics for September 28 to October 27, 2019.

Facebook: Likes 602, total reach 4.2K (↓-9%), post engagement 611 (↑4%), page clicks 429 (↓-37%), total fans 4 (↓-20%), posts published 29. Audience demographics are mostly females between 35-44 years and located in the United States. Greatest views are between the hours of 6:00 a.m. to 6:00 p.m. The posts with the most responses were on the City of Willmar moving forward with first stormwater improvement project; Leaf Line Laboratories opening a medical cannabis dispensary in Willmar; and congratulations to Bethesda on the groundbreaking in New London.

LinkedIn: total followers 111 (↑4), total posts/updates 17 (↑17), followers in the past month 4 (↑100%), impression growth 1.3K (↑1991.80%), likes 29 and clicks 34 (↑3400.00%). Most posts to LinkedIn are viewed on Thursdays. Demographics: senior employees in business development companies with 51-200 employees.

Website: There were 1.4K users in October with most being located in Willmar.

Highway 23 Coalition. Backman reported there was no information available on the Highway 23 statistics.

UNFINISHED BUSINESS—

Kandiyohi County/Community Video. Connie Schmoll indicated many changes have been made to the video. Comments by the committee on the newest version included:

- don't need to see the faces of those who speak after the first time they are shown;
- remove the comment about Florida in the beginning (too much personal info);
- like that it is branded;
- still needs to be shortened so duplicate clips, such as the Rockin Robbin bands could be removed;
- nice to see more of area towns in addition to Willmar;
- Apol's would be a draw to include;
- add MN after Kandiyohi County;
- there is a lot of awkwardness still in the video;
- hub for services didn't coincide with Sarah's talk;
- disjointed between talking and not talking;
- do more voice overs;
- don't like the roads photo with the highway symbols;

Schmoll stated they would like the video at 3:00 minutes; it is now 4:25. Pam Rosenau volunteered to stop at Apol's to see if they have any photos that could be inserted. It was noted there are more home sales in Raymond than is typical for the county.

Review Status of 2019 Marketing Plan. Backman reviewed the 2019 Marketing Plan (see attached).

Goal 1:

- Backman is awaiting feedback on the healthcare flyer from the providers.
- The website is updated as needed.
- Staff and REDstar Creative need to focus on the fall newsletter. One article could include the DEED grant received by the city of Willmar for utilities to Etopix.
- Schmoll noted it was very nice to work with MinnWest Technology Campus on hosting the Partners in Ag Innovation conference. WORKUP assisted with the StartUp co-working.

Goal 2:

- 1a, Job Fair, the next Job Fair has been scheduled for March 2020.
- 1c, the EDC's BRE Committee is looking at restarting the Bring Them Back Home campaign.
- 2, Schmoll reported First Children's Finance and United Community Action Partnership have done the marketing to date.

Goal 3:

- a group is starting to work on Opportunity Zone marketing.
- Backman and Schmoll have reviewed materials used at conferences; the EDC recently reordered padfolios, which Schmoll took to a recent conference.

Golden Shovel Opportunity Zone Marketing Update. Backman reported the marketing team for the Opportunity Zone prospectus includes Ron Kresha, Golden Shovel; Dave Ramstad and Sarah Swedburg, City of Willmar; Lindsey Donner, REDstar Creative; Melissa Knott, Christianson, PLLP and EDC Marketing and Public Relations Committee Chair; Backman and Schmoll. The team has had several

meetings and Kresha is currently drafting the prospectus. Once done, the team will review it. Backman has spoken with four developers related to the Opportunity Zone.

NEW BUSINESS—

Highway 23 Pull-Up Banner Replacement. Backman reported the Coalition held its general membership meeting on October 18 at Prairie’s Edge Casino. The Coalition now extends from I-90 to I-35 and the current pull-up banner only speaks to filling the two gaps between New London and Richmond.

A new banner was discussed and following were suggestions:

- Important to identify who you are so the logo and website should be moved to the top of the picture.
- Have a picture of the state of Minnesota with the entire highway; could highlight the counties involved.
- Suggested new wording:
 - Connecting Commerce in Greater Minnesota
 - Connecting Commerce Interstate to Interstate
 - Connecting Commerce and Tourism Interstate to Interstate
- Show the connections to the interstate system.
- Outline the counties rather than naming each one.
- Could have three banners that tie together, when displayed next to each other.

The committee would like to see a draft of the banner before it is finalized.

Schmoll stated she has had to repair the banner case and the ends come off the stand. Committee members suggested returning the case to the company from which it was purchased to see if they will fix or replace it.

Broadband Township Marketing Update. Schmoll reported Compass Consultants has developed a draft survey. The EDC wants to send a postcard or letter to each resident so they take notice and complete the survey. Committee members made the following suggestions:

- When mailing the survey an option be given to complete it online.
- If a postcard is done, do it in a different size from a normal post card.
- Personally address the letter or post card rather than addressing it to “Resident.”
- Give instructions on how to check their internet speed as many will not know how to do it.
- Use the Kandiyohi County logo.
- Avoid the holiday shopping time when mailing the letter and survey.
- Use the EDC’s blue, which is vibrant.
- Do the mailing as a promo, “Do you want to do online shopping next year?”

Schmoll will work with Compass Consultants to finalize the mailing.

NEXT MEETING—The next meeting is **12 noon, Monday, November 25, 2019**, at WORKUP.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:30 p.m.



Marketing and Public Relations Committee

2019 MARKETING PLAN

WHO WE ARE:

We are a governmental agency with a mission to be a catalyst for economic growth of the greater Kandiyohi County area. Our focus is on supporting new and existing businesses and marketing our community to companies outside of our region.

TARGET AUDIENCE:

- Kandiyohi County:** Educating our area regarding our purpose and activities. Making our services and expertise known/available to local businesses that need help starting or expanding.
- Outside Region:** Marketing our area outside of our county to attract new business and talent. Promoting our brand and showcasing our quality of life.

2019 GOALS:

- Create awareness of EDC activities and services in our local/regional community.
- Concentrate on focus areas involving workforce training, housing and daycare.
- Attract new businesses.

GOAL 1: Create awareness of EDC activities and services in our local/regional community.		
STRATEGY: Be an agent of positive messaging about our business community and economy.		
Tactics	Assigned To	Status/Completed
1. Design healthcare flyer	Marketing Committee	Drafts completed 9/2019
2. Website updates as needed	EDC/Marketing Committee	Ongoing
3. Actively promote Kandiyohi County via social channels	EDC/REDstar	Daily/weekly
4. Create/email quarterly digital newsletter January—Winter April—Spring July—Summer October—Fall	Marketing Committee REDstar	Not done 5/10/2019 Not done
5. Assist with marketing and promotional materials for the Highway 23 Coalition	Marketing Committee REDstar	
6. Assist with marketing and promotional materials for Partners in Ag Innovation workshop	Connie/Joanna/Jean/Ag Marketing Subcommittee and Marketing Committee	Begin 3/1/2019 Completed 8/1/2019
7. Support WORKUP programming for startups	EDC/Marketing Committee	
8. Sponsor/Support community organizations (KCEO, West Central Minnesota Area Job Fair)	Marketing Committee	Job Fair held 9/17/2019

GOAL 2: Concentrate on focus areas involving workforce training, housing and daycare.

STRATEGY: Assist businesses in identifying and recruiting talent and collaborate with community partners to fill open positions.

Tactics	Assigned To	Status/Completed
1. Build comprehensive plan to expand the current county workforce	EDC/Marketing Committee	
a. Hold/Sponsor quarterly recruitment events with others, including Ridgewater College	EDC	
b. Utilize LinkedIn to recruit	REDstar	
c. Partner with Willmar Lakes Area Chamber of Commerce and Vision 2040 to promote “trailing spouse” network	EDC/Marketing Committee	
2. Assist with any marketing needs for the Kandiyohi County Child Care Innovation Project	Connie	Ongoing as needed

GOAL 3: Attract new businesses.

STRATEGY: Market our community outside of our region to attract targeted businesses.

Tactics	Assigned To	Status/Completed
1. Create list of prospective businesses	Aaron/Connie	
2. Design customizable proposal template to attract business	REDstar	
3. Run social ads to targeted geographic areas	REDstar	
4. Assist with marketing materials and proposals to prospective businesses	Marketing Committee	
5. Assist with marketing materials when staff attends conferences	Marketing Committee	Trifold brochure redone 8/2019