

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
March 28, 2016
WORKUP, Willmar

Present: Lindsey Donner, Jean Geselius, Sarah Isdal, Ann Winge Johnson, Mike Negen and Julie Redepenning

Excused: Donna Boonstra, Shari Courtney and Heather Koffler

Absent: Caroline Chan

Guests: Amy Doyle, West Central Tribune; and Jayme Sczublewski, WORKUP

Staff: Aaron Backman, Executive Director

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

Aaron Backman called the meeting to order at approximately 12:04 p.m. followed by self introductions.

MINUTES—

IT WAS MOVED BY Jean Geselius, SECONDED BY Sarah Isdal, to approve the minutes of the February 22, 2016 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

2016 Marketing Plan. In an effort to balance the EDC's budget, the Joint Operations Board recently adopted changes to the 2016 budget, which included a reduction of this committee's budget from \$33,000 to \$25,000. This committee's expenditures to date total approximately \$12,000. Thus, the committee needs to reassess what it can do going forward this year with the budget that remains. Backman suggested one change to the Marketing Plan could be to print the newsletter two times rather than four. Backman stated EDC staff will work on content for the newsletter with input from committee members. Backman suggested the newsletter could feature Speer Medical Technologies, a new tenant on the MinnWest Technology Campus, and a proposed charging station for electric vehicles (EVs) in the county. Backman encouraged committee members to contact him or Connie Schmoll if they have a marketing idea. Another suggestion was to do two printed newsletters and two online versions. Betsy Bonnema stated the strategy for the newsletter was to be more effective in letting the public know what the EDC does rather than via ads in publications. Various

marketing tools have been tried in the past. Ann Winge Johnson suggested all of the EDC's marketing could be online, if there is a way to make sure the EDC is reaching companies to inform them the EDC can help them. Bonnema suggested it is still good to target those who only read newspapers. It was noted there is not much cost savings between a four-page or two-page newsletter and Backman stated we may even want to go to a six-page newsletter. Jean Geselius noted the *West Central Tribune* has a high readership and that was the reason for inserting the four-page newsletter in the paper. Bonnema noted the newsletter also replaced the EDC's former volunteer appreciation event and was a good way to recognize the EDC's volunteers, which has been lost in recent years. Amy Doyle noted the newsletter does not need to be inserted in the full zone, which would bring down the cost, however, there is a \$7 charge per 1,000 to zone. The committee reviewed the West Central Tribune's circulation by zone (see attached). The cost to insert the four-page insert to all zones was \$628. To just do an insert for Willmar and Kandiyohi County zones would be \$58 x 6317 for a total of \$366. A Facebook blast advertising the insert could be done, the EDC could suggest the West Central Tribune do a story on a certain topic that is included in the newsletter and Backman could also use his time on the monthly Open Mic to feature newsletter articles. Backman indicated he would like to use opportunities, such as the signing of the broadband feasibility study contract as a promotional event to generate public interest. Doyle will send additional information on inserts, zones, cost and publication deadlines. It was also noted that members of the Willmar Lakes Area Chamber of Commerce can access the Chamber's mailing list one time per year at no cost or at a cost of \$100. It was also suggested it may be best to send the EDC's newsletter separately and not include it in the Chamber ADvantage. Backman may feature the shovel-ready certification for Willmar's Industrial Park in the next newsletter. It was suggested that shorter articles could be in the newsletter with a note directing the reader to the EDC's website for a more detailed article. Backman mentioned Timeworn, a business generating more than \$1 million in sales that is unknown in the county. Doing press releases announcing businesses was suggested. It was noted Southwest Initiative Foundation does a very good job featuring its borrowers or those whom they mentor. Strategy 2 of the Marketing Plan was discussed. As to 2a) Backman noted the Minnesota Department of Employment and Economic Development's (DEED) Marketing Partnership has a quarterly event that EDC staff will sometimes attend. This year DEED will not host site selectors in the state. Backman is looking at tradeshow and conferences that may work within the EDC's budget. As to updating the EDC's marketing materials, Backman suggested he would update the technology flyer before the retail one. It may also be good to look at the cost of upgrading the EDC's booth display.

NEW BUSINESS

Advertising. Backman reported he contacted E&M Consulting, Inc. as to the Willmar Lakes Area Chamber of Commerce's official map and requested they include Highway 23 on the map.

IT WAS MOVED BY Ann Winge Johnson, SECONDED BY Lyndsey Donner, to approve a 1.5 x 3 ad in the 2016 Willmar Lakes Area Chamber of Commerce Official Map at

an approximate cost of \$349 plus on the second side at an approximate additional cost of \$49. MOTION CARRIED.

It was suggested to ask if the ad will be in same location, but the EDC should not pay for a preferred spot.

Website. Bonnema noted the regional hub concept is shown on the website, which messaging this committee has been working to do. Bonnema stated the final updates have been made to the website. Jayme Sczublewski reported the home page was changed to include the most recent news articles and a "Read Our Newsletter" button was added; the list of employers was completed under the Major Employers section and the News articles now include publication dates.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:14 p.m.

NEXT MEETING—The next committee meeting is 12 noon, Monday, March 28, 2016 at WORKUP, 1601 Technology Drive NE, Willmar.



MARKETING PLAN

Updated as of 2/22/2016

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) Panel brochure used in packets and booth displays
 - 2) Update booth display
 - 3) Update Finance brochure
 - 4) Update target industries brochures/flyers:
 - a. Advanced Manufacturing and Technology
 - b. Retail
 - c. MinnWest Technology Campus

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
 - 2) Twitter
 - 3) LinkedIn
- c) Create/publish monthly articles for the West Central Tribune business section (third Tuesday publish date, email to business@wctrib.com)
2016 publication dates:
 - 1) April 19—
 - 2) May 17—
 - 3) June 21—
 - 4) July 19—
 - 5) August 16—
 - 6) September 20—
 - 7) October 18—
 - 8) November 15—
 - 9) December 20—
- d) Create/distribute newsletter insert in the *West Central Tribune*
 - 1) February 16
four-page insert REDstar \$4,782.50, Print Masters \$2,026.35 (12,500 copies),
West Central Tribune \$627.77 (full zone insertion 11,414) Total \$7,436.55
 - 2) May 24 (May 19 deadline)
 - 3) August 23 (August 18 deadline)
 - 4) November 22 (November 17 deadline)
- e) Create advertising campaign and flight plan for full year
 - 1) Chamber ADvantage (850 copies)

<u>Mailing</u>	<u>Deadline</u>	<u>Topic</u>
February 1		new website (Print Masters \$360.17)
April 1		four-page newsletter
June 1	May 20	
October 3	September 21	
December 1	November 16	
 - 2) Radio—to be determined

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 is fiscal host and reviews loans (year 3 of 3 in program investment \$1,000)
 - 2) TEDxWillmarLive—February 16 (silver sponsor \$500)
 - 3) Chamber Connection—March 4
 - 4) Hill Capital Corporation Small Businesses & Access to Capital presentation—March 7, MinnWest Technology Campus
 - 5) West Central Minnesota Area Job Fair—March 22 (design of marketing materials by REDstar \$431.25)
 - 6) HACK₂0—in preliminary planning stage
 - 7) Animal Science Conference, September 20, 2016, MinnWest Technology Campus (2015—networking break sponsor \$2,000)
 - 8) University of Minnesota Showcase

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

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 (2016—\$625)
- b) Advertise in DEED’s statewide marketing publication (2016 edition full-page ad, inside left across from back cover \$4,960)
- 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
- c) Develop a friends and family campaign
- d) Develop a formal Trailing Spouse Network
 - 1) Develop partnerships with area school foundations

West Central Tribune
Circulation by Zone (Saturday)

Willmar Zone			Chippewa Zone			Pope/Sterns/Misc		
Zip Code	Volume							
Willmar	56201	3842	Clara City	56222	280	Belgrade	56312	189
			Maynard	56260	90	Brooten	56316	121
			Milan	56262	45	Glenwood	56334	156
			Montevideo	56265	495	Morris	56267	48
			Total:	910		Paynesville	56362	212
						Starbuck	56381	72
Kandiyohi Zone (non-Willmar)			Meeker Zone			Hancock	56244	24
Atwater	56209	349	Cosmos	56228	61	All Other		271
Blomkest	56216	84	Grove City	56243	119	Total:	1093	
Kandiyohi	56251	142	Litchfield	55355	398			
Lake Lillian	56253	142	Dassel/Darwin	55325	24			
New London/Hawick	56273	633	Total:	602				
Pennock	56279	159						
Prinsburg	56281	92						
Raymond	56282	195						
Spicer	56288	930						
Sunburg	56289	105						
Total:	2831		Renville/Redwood Zone					
			Belview	56214	24			
Total in Kandiyohi County	6673		Bird Island	55310	233			
			Danube	56230	78			
			Hector	55342	97			
			Olivia	56277	436			
			Redwood Falls	56283	77			
			Renville	56284	275			
			Sacred Heart	56285	100			
			Total:	1320				
Swift Zone			LacQui Parle / Yellow Medicine					
Appleton	56208	195	Clarkfield	56223	44			
Benson	56215	535	Dawson	56232	126			
Clontarf	56226	44	Granite Falls	56241	345			
Danvers	56231	29	Madison	56256	114			
DeGraff/Murdock	56271	121	Total:	629				
Holloway	56249	25						
Kerkhoven	56252	172						
Total:	1121							

Total Circulation:
12348

Extend your brand to those who matter most.

Advertising in the 2016 Willmar Lakes Area Chamber of Commerce Official Map is now underway!



The Official Map is an indispensable tool for all members and the community. Don't miss out on an entire year's advertising to visitors, Chamber members and the community – and the opportunity to stand out from your competitors by advertising! Ads will be printed in the map and have an online edition.

Establish an Image: When it comes to advertising and promoting your business, image counts. Be seen in the right places at the right time, by the right people.

Value: Grab this opportunity to build relationships with existing and prospective clients and grow your business.

Longevity: Your ad will be placed in this invaluable resource offering year-round exposure, referred to time-and-time again.

ADVERTISING RATES:

Premium Ad Spots	Ad Cost
Back Cover	\$1,999
Inside Front	\$1,799
3" x 9"	\$1,499
3" x 6"	\$999
3" x 4.5"	\$899
3" x 3"	\$599
1.5" x 3"	\$349

Put Yourself on the Map!

The Willmar Lakes Area Chamber of Commerce Official Map will also include Area Business Locators. For only \$100, your business can be listed & located on the Area Map. If your business is advertising, receive a 50% discount on a business locator. Don't miss out on this great opportunity to advertise your business.

Double your Map Exposure!

Run your ad a second time on the other side of the map for 50% off the price of your original ad.

Space Reservation Form

**fax to 952-448-9928
or reply directly to email**

Please fill/type out information below and include ad size from table at left. E&M will send you the required ad contract, along with ad creation information.

Company: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

Ad Size: _____ Color B&W

**If you have any questions or to reserve ad space,
please contact your E&M representative
Jack at jack@emconsultinginc.com
at 800-572-0011 or 320-295-7219.**

**Need help designing your advertisement?
Our Award-Winning graphics team can help!**

Yes, please have a designer contact me.

No, I will submit our own artwork.



CONTRACT FOR ADVERTISEMENT

DATE:	AD SIZE	QTY	COST	AD CREATION COST
SALESPERSON:	1 1/2" X 3"		\$ _____	\$29
AD LOCATION:	3" X 3"		\$ _____	\$49
COLOR:	3" X 4 1/2"		\$ _____	\$69
Y: N:	3" X 6"		\$ _____	\$99
PAST ADVERTISER:	3" X 9"		\$ _____	\$99
PAST AD PROOF SENT:	3" X 12"		\$ _____	\$99
RUN SAME AD:	BANNER		\$ _____	\$99
Y: N:	INSIDE COVER		\$ _____	\$99
DEVELOPMENTS:	BACK COVER		\$ _____	\$99
Y: N:	LISTING PER:		\$ _____	
# OF MAPS:				
OFFICE ONLY				
OP:				
UNKN:				
AD CODE:				
LAND PG:				

ADVERTISEMENT COST: \$ _____	FOR OFFICE USE ONLY:
AD CREATION COST: \$ _____	\$\$\$ _____
AD CHANGE COST: \$ _____	DATE _____
PREFERRED AD LOCATION (\$39): \$ _____	CHECK NUMBER _____
TOTAL AD COST: \$ _____	CC CODE _____
	CC TRANS # _____

ADVERTISER INFORMATION

NAME OF BUSINESS _____
 ADVERTISING: _____
 CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ CELL #: _____
 FAX #: _____
 EMAIL: _____
 WEBSITE: _____

SEND THIS CONTRACT, AD LAYOUT & FULL PAYMENT PAYABLE TO:

E&M Consulting, Inc. Phone: 800-572-0011
E&M Management, LLC Fax: 952-448-9928
 1107 Hazeltine Blvd, Ste #350 artwork@emconsultinginc.com
 Chaska, MN 55318 www.emconsultinginc.com

I (advertising company) represent and warrant that the advertisement, articles, content, text, images, pictures and/or logos that I am sending to E&M Consulting, Inc. and/or E&M Management, LLC (E&M) are registered trademarks of my company, and that I am not infringing on any other person's copyright, trademarks, rights of literary property, intellectual property, nor do they violate the rights of privacy of, or libel other persons. If I am placing/ listing subdivisions/developments I also represent and warrant that I or my Company own, develop, or represent lots for sale in the development(s)/ subdivisions. I agree to indemnify and hold harmless E&M against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of these warranties. All advertisers will be sent one proof of their advertisement. All changes on the proof will be final and if the proof copy is resubmitted by fax or mail after the deadline given, the proof changes will not be guaranteed. Proof copies are for error corrections only. Payment is required in advance to guarantee space on this publication. If payment by credit card, I authorize E&M to charge the credit card provided for full payment of all advertisements and listings placed with E&M. Issues of this publication may be archived online indefinitely. The publication sponsor determines the time each publication is archived. Contact E&M to have your ad taken down or revised for a fee.

SIGNATURE: _____ DATE: _____

BILLING INFORMATION

CONTACT PERSON: _____
 ADDRESS: _____
 PH #: _____ FAX #: _____
 EMAIL: _____

AD/BILLING INSTRUCTIONS

PAYMENT INFORMATION



(most other cards accepted)

BILLING ADDRESS: _____ NAME AS IT APPEARS ON CARD: _____ ZIP CODE: _____
 CARD NUMBER: _____ SIGNATURE FOR CARD PAYMENT: _____ SECURITY CODE: _____
 EXP. DATE: _____

2016 Willmar Lakes Area Chamber of Commerce Official Map

Company information shown here is for E&M accounting records only. It may not be what appears in the publication. Please contact the association directly to confirm the accuracy of your company business information.

Advertiser Kandiyohi County and City of Willmar EDC
Attention Jean Spaulding
Address 222 20th Street SE, PO Box 1783
 Willmar, MN 56201
Phone 866-665-4556 or 320-235-7370
Fax 320-231-2320
Email edc@kandiyohi.com
Ad Size 1.5" x 3"
Color color
Designer Past Ad

Sign & Return Proof To: E&M Consulting, Inc.

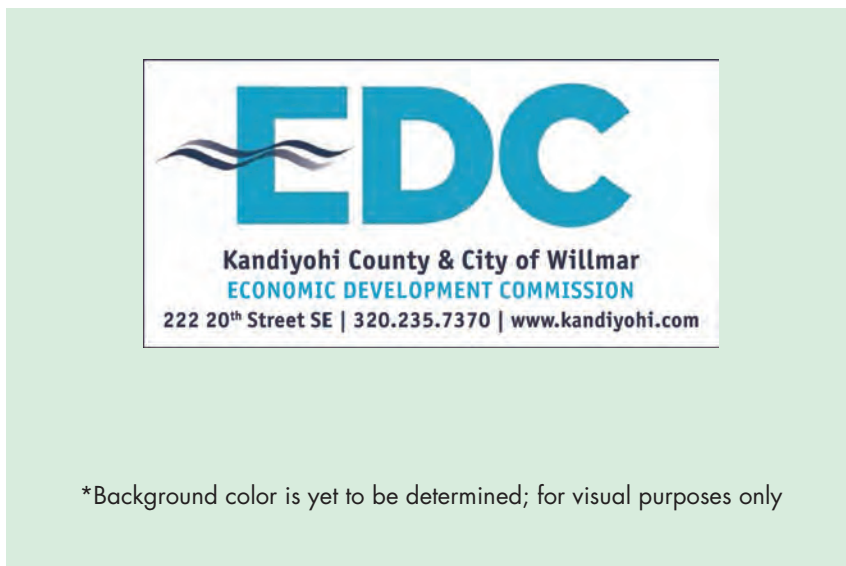
1107 Hazeltine Blvd, Suite #350 • Chaska, MN 55318

Fax: 1-952-448-9928 / Phone: 1-800-572-0011

Please respond within 5 business days

By signing below, I (advertising company) am approving my ad as is or with changes and I represent and warrant that this advertisement placed with all content, text, images, pictures and/or logos do not infringe on any other person's copyright, trademark, rights of literary property, and intellectual property, nor do they violate the rights of privacy of, or libel other persons. I agree to indemnify and hold harmless E&M Consulting, Inc. against any claims, judgments, court costs, attorney's fees and other expenses arising from any alleged or actual breach of this warranty.

*Colors in the ad are for representational purposes only and will be brighter and more exact in the final product. Also artwork and photos shown in the ad are not exact, only because our printers are limited and once printed, the quality will be much improved.



PLEASE CHECK ONE & SIGN BELOW

OK as shown

OK with changes

NEED another proof

SIGN HERE: X

CREDIT CARD _____ Mo. _____ Yr. _____
 EXPIRATION DATE

BILLING ADDRESS _____ ZIP _____ CSV CODE _____

X _____ \$ _____
 CARDMEMBER SIGNATURE AMOUNT DATE

By signing above, I (advertising company) authorize E&M to charge the credit card provided for full payment of all advertisements, ad change fees, & ad creation fees placed with E&M. Please fill in credit card information above. Charges on credit card statement will appear from E&M Consulting, Inc.

AD CHANGE FEES

We have a full graphics team that can help with any ad changes you may have. There is an ad change fee if you need help with these changes. The ad change fee can be paid below or will appear on the final invoice.

- Advertisements that are 3 x 3 and smaller - **\$29**
- Advertisements that are 3 x 4.5 and Larger - **\$59**

WANT TO DOUBLE YOUR EXPOSURE? PLACE YOUR ON BOTH SIDES!

We offer our advertisers the opportunity to place their ad on both sides of the map for a discounted rate. This offer allows you to double your exposure in the publication at a fraction of the cost of your original ad, by running your advertisement (shown above) for a second time.

- 1.5 x 3 ad - **\$49** 3 x 6 and 3 x 9 ads - **\$99**
 3 x 3 and 3 x 4.5 ads - **\$69** 3 x 12 and up ads - **\$119**

Yes! I want to advertise on both sides. _____ \$ _____
 INITIAL HERE

Unsure, please have a sales rep call me to further explain.