

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**MARKETING AND PUBLIC RELATIONS COMMITTEE**  
**MINUTES**  
**April 22, 2019**  
**WORKUP, Willmar**

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

Excused: Aaron Backman

Absent: Kim Augeson, Deb Geister and Jesse Gislason

Guest: Lindsey Donner, REDstar Creative

Staff: Connie Schmoll, Business Development Specialist

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

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

**AGENDA—**

IT WAS MOVED BY Shari Courtney, SECONDED BY Emily Lien, to approve the Agenda as emailed. MOTION CARRIED.

**MINUTES—**

IT WAS MOVED BY Joanna Schrupp, SECONDED BY Emily Lien, to approve the Minutes of the March 25, 2019 meeting as emailed. MOTION CARRIED.

**Social Media Statistics.** The committee reviewed the EDC's Facebook statistics for April 1-19, 2019: engaged users 863 (up 334%), post impressions 11.5k (up 64%), reactions 236 (up 141%), post reach 6,445 (up 115%), page and post engagements 1,215 (up 266%), link clicks 227 (up 483%), new fans 7 (up 40%) and posts 18 (down 30%). The top five posts were:

1. Target plans to remodel Willmar store;
2. Completion of Retail Business Design Workshops;
3. TDS shipping new modems to customers in northern Kandiyohi County;
4. Bethesda announces senior housing project in New London; and
5. Blandin Foundation research study.

Lindsey Donner noted that although there were fewer posts, they were more engaging. The statistics indicate the best day to post is Wednesday and that it include an image and the best frequency to post is twice a day.

One new connection was gained on LinkedIn. LinkedIn posts were 7 compared to 13 last month and there were 252 interactions compared to 98 last month. The top LinkedIn posts were:

1. TDS shipping new modems to customers in northern Kandiyohi County;
2. Target plans to remodel Willmar store;
3. Opening of Mill Pond Salon in New London;
4. Bethesda announces senior housing project in New London; and
5. Willmar Fests requests help with Celebrate the Light display.

The top website pages visited were:

1. Home page 253 views;
2. Major Employers 53 views;
3. News landing page 40 views;
4. City of Kandiyohi 31 views;
5. Kandiyohi County Jail 26 views;
6. Transportation 24 views; and
7. City of Willmar 24 views.

Schmoll provided the following statistics on the Highway 23 Coalition website from March: 48 new users; average time spent is 3:33 minutes; 88.3% view from a PC and 11.7% from a smart phone; users are between the ages of 25 and 34.

#### **UNFINISHED BUSINESS—**

**Healthcare Flyer Ideas.** Brittany VanDerBill reported she contacted the Willmar Lakes Area Chamber of Commerce and the Willmar Lakes Area Convention & Visitors Bureau about a healthcare directory and was informed the West Central Tribune is working on a Physician's Directory that was to be distributed in January 2019. Vice Chair Knott stated it is a listing of all providers with their location, but they are not listed by service type. Schmoll noted it shows what services are provided, but not who is providing them. Vice Chair Knott recommends all service types be included. Schmoll showed a couple of samples found by Aaron Backman and done by other communities. Donner stated Backman informed her that he would like content that centers more around cutting-edge services that are unique to this area with a small piece indicating the county is supported by other health-related fields. Suggestions given by committee members for these services were:

- Ambulance and First Responders
- Life Link
- Willmar Regional Cancer Center
- Carris Health Surgery Center
- Carris Health/Rice Memorial Hospital
- Rice Regional Dental Clinic and pediatric dental providers (West Central Smiles)

- Fischer Laser Eye Center (Vice Chair Knott recommended saying eye care experts and not listing specific businesses)
- ACMC Sports Medicine Accel Program
- Chiropractic services
- Regional hub for healthcare
- Orthodontic care/surgery

Vice Chair Knott recommended doing a flyer similar to the sample shown with several pictures and then drive the users to a website or somewhere that has more information. There could be a statement about physicians coming from outside the area to work. Donner will create a mockup of a flyer from the information provided today.

**Spring Newsletter.** Donner showed a draft of the topics that will be covered in the spring newsletter (see attached).

**Other.** Schmoll requested the committee's input on updating the Willmar Industrial Park flyer as she needs copies for a conference on April 30<sup>th</sup>. Donner will work on updates given to her by Backman and incorporate new photos.

#### **NEW BUSINESS—**

**Kandiyohi County/Willmar Video.** Schmoll reported the EDC's Business Retention and Expansion/Recruitment (BRE) Committee has been discussing the creation of a video to showcase the county relative to workforce. Schmoll stated Kandiyohi County did a series of videos that are on its website, but as the county does not own the videos no portions of them can be used by others. Schmoll stated Farm Credit Services had a professional videographer do a video of one of its businesses, WhistlePig Whiskey Brewery, which the committee viewed. The video makes you want to visit the brewery and community. Pam Rosenau stated Prairie Waters did similar videos for businesses in its region. Schmoll stated the videographer who did the brewery video is available for \$80,000 plus flight and hotel for two different visits. Joanna Schrupp recommended Tory Norling as he does all of the videos for MinnWest Technology Campus. Rosenau stated at one time Pioneer Public TV would do videos for \$10,000. The recommended run time would be two to two and a half minutes and could include different modes of transportation (airport, buses), businesses, LifeLink, a statement about healthcare, summer and winter activities. Rosenau will check with Pioneer Public TV and Prairie Waters; Donner will check with her resources and Schrupp will check with Norling. Knott suggested areas of live, work and play, if it will be used to attract workforce. It was recommended there be links to some of the major features on the video. Schmoll asked that information found be emailed to Schmoll so she can share it with the BRE Committee.

#### **Election of Chair and Vice Chair.**

IT WAS MOVED BY Pam Rosenau, SECONDED BY Emily Lien, to elect Melissa Knott as chairperson and Brittany VanDerBill as vice chair of the Kandiyohi County and City of

Willmar Economic Development Commission's Marketing and Public Relations Committee. MOTION CARRIED.

**May Meeting.** Vice Chair Knott requested an alternative date for the May meeting as it falls on Memorial Day. It was the committee's consensus to hold the next meeting on May 28<sup>th</sup> at WORKUP. Donner will reserve the meeting room.

**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 1:03 p.m.

**NEXT MEETING**—The next meeting is **12 noon, Tuesday, May 28, 2019**, at WORKUP.