

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

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

Excused: Shari Courtney, Jean Geselius and Pam Rosenau

Absent: Deb Geister

Guest: Lindsey Donner, REDstar Creative

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

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

Chair Melissa Knott called the meeting to order at approximately 12:05 p.m.

MINUTES—

IT WAS MOVED BY Jesse Gislason, SECONDED BY Emily Lien, to approve the Minutes of the May 28, 2019 meeting as emailed. MOTION CARRIED.

Social Media Statistics. Lindsey Donner provided the Facebook statistics for July 2019: engaged users 318 (▼3%); post impressions 6,551 (▲13%); reactions 147 (▲19%); post reach 3,630 (▲14%), page and post engagements 399 (▼10%), link clicks 78 (▲66%), new fans 7 (▲40%) and posts 23 (▲36%). Total fans are 590 (▲1%) compared to 585 last month. Top location of followers is St. Cloud.

Aaron Backman requested a six-month review be provided at next month's meeting.

The top posts were:

- A new state program to help technology companies get started;
- 2019 Midwest Farm Energy Conference;
- K-Traps, LLC purchased by Shawn and Joy Henkel; and
- Highway 23 Coalition meeting with Congressman Collin Peterson.

Donner provided the statistics for LinkedIn: 30 page views (▲130%); 9 unique visitors (▲12%) and the top three posts were on the Willmar Wye groundbreaking ceremony, announcing the date of the Wye groundbreaking and an evening of art and culture at Robbins Island Park.

Highway 23 Coalition. Backman provided the Highway 23 Coalition website statistics: 61% is from direct traffic and 43.6% is from search engine traffic—search engine traffic is coming up over time; link traffic started at 3% and is now 11%; the highest average time spent on the site was 4 minutes compared to June at 2 minutes; device type is mainly from a PC at 80% versus smart phone at 20%; and there were 54 new users in June. There were two spikes, one on June 6 (an article in the *St. Cloud Times* on the Highway 23 projects) and the other on June 17 (unsure what that was, but could possibly have been a preview article on the D.C. trip).

UNFINISHED BUSINESS—

Healthcare Flyer. Backman showed the most recent draft of the healthcare flyer stating most of the photos were changed from last month's draft plus there were changes to the text. Donner informed the committee that she has requested permission of ACMC to use its photos from REDstar's archive. It was noted the website URL needs to be changed from education to healthcare on the front page. The committee suggested the following changes to the second page of the flyer:

Blue header box

- Wrap the last line to the second line
- Replace the comma with a semicolon after powerhouse in the last line
- Change "it accounts" to "accounting" in the last line

Willmar Surgery Center

- Remove Carris Health subheading
- Remove the comma after Willmar in the first line
- Start the third sentence with This surgery center specializes. . .
- Add another practice as space allows

Fischer Laser Eye Center

- Change the heading to be Full Service Family Eye Doctors
- Use the Eye Center's official business name in the first sentence
- Change Central in the second line to lowercase
- Correct "ones vision" to "one's vision"
- Change the second sentence to start with These procedures . . .
- Remove Minnesota from the second sentence

In-Home Health Care

- List care options under home health rather than specific businesses
- Give number of entities that offer home healthcare services (those mentioned during the meeting were Bethesda at Home, Compassionate Care, Divine Home Care, Lake Region Home Health, Rice Home Health Care and Samah Home Care)

Rice Memorial Hospital

- Add the abbreviation ACMC following the full medical center's name
- Reword the first sentence to include the future merger of Family Practice Medical Center with Carris Health

- Start a second sentence with “A new nonprofit subsidiary. . . .”
- Correct the font darkness in the bullet subparagraphs to be the same (darker rather than lighter)

Dental Care

- Verify the ratio of dentists to the population of the county (FYI: MN Dept. of Health shows Kandiyohi County has 21 dentists in 2015 for a population of 43,174 or 1 to 2,056 residents; following website <https://datausa.io/profile/geo/minnesota#health> gives Kandiyohi County dentists at 1,340:1 compared to state ratio of 1,410:1)

Other comments included:

- be consistent with using an entities official business name rather than just a part of it.
- Add a statement at the bottom as to more services can be found on the website.

Once all changes are made, Backman will distribute the flyer to local healthcare facilities for their input.

MinnWest Technology Campus Flyer. The committee reviewed the most recent flyer on the MinnWest Technology Campus. Schrupp asked that the employee count on the flyer be changed to 700 in 2019.

Backman provided information on two companies that are looking for new locations and which made presentations to him and Joanna Schrupp. One company was concerned with a new location being in a vibrant community that is friendly to manufacturers. Backman is considering what additional information to provide to the company. He may use an aerial photo of the Campus to show available space. Emily Lien suggested a fall lakes photo. Connie Schmoll noted the videos that are on the county’s website that feature various areas of the county.

Kandiyohi County/Community Video. Schmoll reported the video being done for the EDC will stay away from focusing on businesses and instead showcase the community with very little narrative. A draft video was viewed by the Business Retention and Expansion/Recruitment Committee, which requested changes be made. Pictures have been taken at the Stingers game and Rockin’ Robbins. Chair Knott recommended contacting Joy Baker for videos of Rockin’ Robbins.

NEW BUSINESS—

Interactive Business Card Directory with NJC. Backman reported he met with Nick Thompson of NJC Promos of Sauk Centre, who is doing business directories that will be mailed to all communities in the county, except Willmar. The idea is to promote the EDC to businesses and residents outside of Willmar. Backman approved a business card ad for \$237. The copy for the ad is due in two weeks.

Other. Chair Knott stated the Willmar Lakes Area Chamber of Commerce is hosting a presentation on August 15th on a new law that affects all businesses. The presentation is co-hosted by Nancy Miller; Christianson PLLP; Johnson, Moody, Schmidt & Kleinhuizen and Conway, Deuth & Schmiesing.

Schrupp reported the Partners in Ag Innovation conference has 102 registrants and \$32,000 was raised in sponsorships. The main sponsors are the University of Minnesota, Ridgewater College and Southwest Initiative Foundation. Topics will include industrial hemp, market trends, using precision ag data and storytelling sessions. This Wednesday Schrupp and Schmoll will be on Open Mic promoting the conference.

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

NEXT MEETING—The next meeting is **12 noon, Monday, August 26, 2019**, at WORKUP.

KANDIYOHI COUNTY

REGIONAL MEDICAL CENTER



STATE-OF-THE-ART FACILITIES

From startups to national and global leaders, Kandiyohi County has become a destination location for these key industries.

As a regional medical center, Kandiyohi County has state-of-the-art facilities and hundreds of medical providers who provide outstanding care. From the beginning of your life through your golden years, Kandiyohi County has healthcare options for almost every circumstance. There are over 5,000 healthcare jobs in Kandiyohi County, making it the region's top industry and that number continues to grow. Thanks to state-of-the-art technology and top-notch medical providers, Kandiyohi County's medical facilities draw from a large area of Minnesota.



Healthcare maintains a place in the fabric of west central Minnesota that's as enduring as manufacturing and technology.

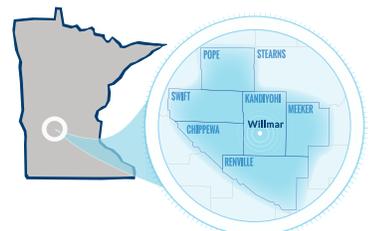


Acute care provided by the region's hospitals and medical clinics helps save lives and restore people to health. Long-term care and assisted living facilities meet the needs of a growing senior demographic.

Contact us:
kandiyohi.com/education
toll-free 866.665.4556



OPEN *for* BUSINESS





GROWING HEALTHCARE LEGACY

In towns large and small, in schools, in public health and in the private sector, west central Minnesota is building its own healthcare legacy to ensure the region remains a healthy place to live, work and play well into the future. Healthcare in Kandiyohi County is an economic powerhouse, it accounts for nearly one fifth of the jobs in the Willmar Lakes Area.



Willmar Surgery Center

Carris Health

The new \$11 million Carris Health Surgery Center - Willmar, opened in May 2018. The center performs over 7,000 procedures a year and is utilized by 37 different physicians. Carris Health Surgery Center - Willmar specializes in general surgery, GI endoscopy, gastroenterology and pain management.



Fischer Laser Eye Center

Full Service Family Eye Doctors

One can count on Fischer to provide the most advanced, state-of-the-art treatments and procedures in Central Minnesota to correct and protect ones vision. Many of these procedures take place in a licensed and accredited eye surgery center in Willmar, Minnesota, adjacent to the clinical practice areas.



Rice Memorial Hospital

Carris Health

The benefits of joining a larger organization were a driving force in a merger that went into effect January 1, 2018, between Affiliated Community Medical Centers and Rice Memorial Hospital, creating a new nonprofit subsidiary of CentraCare Health System known as Carris Health, as the largest medical employer in Willmar.

Carris Health Offers

- Enhanced resources to serve patients
- Quality care close to home
- Increased access to a broader range of specialty care
- Improved ability to recruit and retain healthcare professionals
- Greater efficiency
- Better strategic positioning to meet continuing policy changes at state and federal levels



In-Home Health Care

Divine Home Care

Kandiyohi County offers a variety of home-care options. Divine Home Care, based in Willmar, operates in 28 counties in southwest & central Minnesota.



Dental Care

Kandiyohi County offers large group dental offices, small group dental offices and solo practices.

The ratio of dentists to population in Kandiyohi County (1 to 1,465 residents) is better than the statewide average (1 to 1,641 residents).



RESEARCH & TECHNOLOGY

MINNWEST TECHNOLOGY CAMPUS

The serene grounds of the 100-acre MinnWest Technology Campus are more than just lush green space and lakeside views. Inside the picturesque buildings of this historic campus are companies on the cutting edge of research and technology innovation - many of them pioneers in their respective industries. The campus boasts an array of R&D-focused technology, bioscience and animal science companies, including national and global leaders in agriculture and advanced manufacturing, such as Nova-Tech Engineering, Epitopix, Life-Science Innovations (LSI), Prinsco, Superior Steel and Procore Technologies.

When the MinnWest Technology Campus opened in 2006, it had 5 businesses with 107 employees on campus. Today, there are 29 businesses with over 650 employees. There are also 4 state-of-the-art R&D labs, including a University of Minnesota Extension Level II Clean Room and teaching lab with a DNA sequencing machine - the only one of its kind in Minnesota outside of the Twin Cities and Mayo Clinic in Rochester.

home to national & global leaders in ag & advanced manufacturing



4 R&D labs Level II Clean Room teaching lab with DNA sequencing



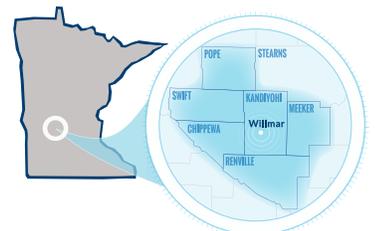
regional business hub with available workforce of 65k+



Info or tours:
kandiyohi.com
mnwesttechnology.com
toll-free 866.665.4556



OPEN for BUSINESS



A CLOSER LOOK

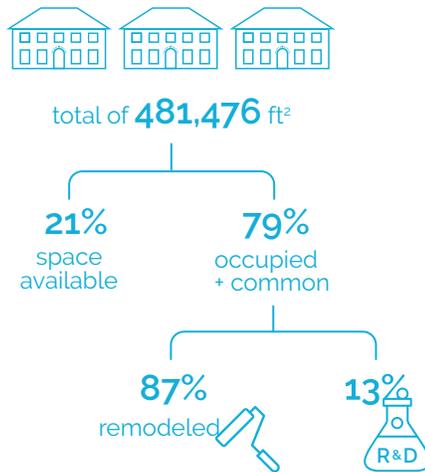
MINNWEST TECHNOLOGY CAMPUS



KEY INDUSTRIES



SPACE



WORKFORCE

2006 **107** employees on campus

2011 **275**

2018 **650+**

65 professional engineers
200+ patents filed International & US

CULTURE

2016 survey results

the campus is...

- ✓ Inclusive
- ✓ Community-Focused
- ✓ Vibrant
- ✓ Progressive
- ✓ Driven

over **90%** of campus employees reported...

"Working on campus has benefitted my career/company"

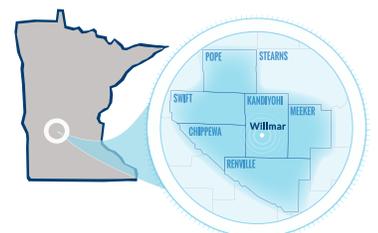
AMENITIES



Info or tours:
kandiyohi.com
mnwesttechnology.com
toll-free 866.665.4556



OPEN for BUSINESS



TOTAL INVESTMENT

FOR THE ENTIRE 12 MONTHS
INCLUDING THE MAILING TO

8,644 ALL HOMES AND BUSINESSES

Kandiyohi County

**Zip Code(s): 56209,56216,56251
56253,56273,56279,56281,
56282,56288,56289**

AD PRICING

Business Card Ad
\$237.00

Quarter Page Ad
\$449.00

Half Page Ad
\$850.00

Full Page
Ad
\$1,595.00

Banner Ad
\$197.00

SOCIAL MEDIA LINKS



\$24.94 per link



NJC PROMOS

NJC Promos · 316 S Main St · Sauk Centre, MN 56279





NJC PROMOS

IS MAILING TO:

Kandiyohi County

**Zip Code (S): 56209,56216,56251
56253,56273,56279,56281, 56282,56288,56289**

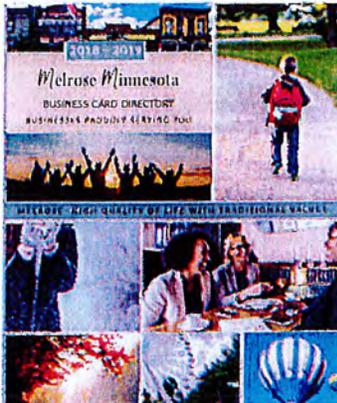
**Atwater,Blomkest,Kandiyohi,Lake Lillian,New
London, Pennock,Prinsburg,Raymond,Spicer,Sunburg**

**Business Directories Will Be Mailed To
8,644**

**ALL HOMES AND BUSINESSES
IN THE ZIP CODE(S) LIST ABOVE**

WITHIN 60 Business Days

Upon Completion of the Town



Above: Example of directory we will be mailing