

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
August 24, 2015
EDC Board Room, Willmar**

Present: Lindsey Donner, Jean Geselius, Heather Koffler and Mike Negen

Excused: Caroline Chan, Shari Courtney, Ann Winge Johnson and Julie Redepenning

Absent: Donna Boonstra and Sarah Isdal

Guest: Jayme Sczublewski, WORKUP Community Curator

Staff: Connie Schmoll, Business Development Specialist

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

Consultant: Betsy Bonnema, REDstar Creative

Connie Schmoll called the meeting to order at approximately 12:00 p.m. followed by self introductions. A quorum was not present.

MINUTES—The June 22 and July 27, 2015 minutes were received for information.

UNFINISHED BUSINESS

Election of chairperson and vice chair. Heather Koffler agreed to serve as committee chair and Jean Geselius agreed to serve as vice chair.

Website. Schmoll informed the committee that Jean Spaulding continues to work on changes to the Site Selector and Doing Business Here sections of the new website and will contact Scott Hondl of Johnson Group as to changes needed for the Boards section under Your Team. Spaulding recommends the Moving Here section, which will contain the Bring Them Back Home information, should be removed for now as it will not be ready for some time. Spaulding asked Betsy Bonnema and Jayme Sczublewski to review the site for consistency in formatting. Spaulding suggested to Schmoll that the committee assist with new content for the Living Here section. New statistics are needed for all areas of the website and information from every bordering county will be included in the EDC's website statistics. Jean Geselius volunteered to research what other economic development sites include in their Living Here section and provide a summary to the committee. The committee changed its next meeting to 12 noon, September 30, 2015, to brainstorm on the website, create a to do list and work on changes to the site with a goal of going live November 1, 2015. Those who have laptops were encouraged to bring them to the next meeting.

NEW BUSINESS

2015 Marketing Plan projects. Schmoll reported she and Betsy Bonnema met and reviewed upcoming projects. A flyer will be created to give to the site selector who will be touring the area. The committee decided any marketing materials should wait until a final brand is determined so there is consistency with branding. Bonnema reported at a meeting held with Hondl, he indicated Open for Business can be a brand depending on what is done with it. The committee determined Jump In was more of a campaign that leaned heavily on quality of life. At the community stakeholder meeting held by Johnson Group, the attendees indicated the EDC was not doing enough to position the area as a regional hub. Geselius noted “hub” is a hot word currently being used and the EDC may need to be careful in its use. The committee liked the location ad created for the Department of Employment and Economic Development marketing magazine and the reference to a business hub. The EDC will continue to use similar wording used in the location ad, such as “Headquarters to global leaders in advanced manufacturing and agricultural technology, attracting a highly-skilled workforce.”

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 12:52 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Wednesday, September 30, 2015** at WORKUP, 1601 Technology Drive NE, Willmar.