

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)

MARKETING AND PUBLIC RELATIONS COMMITTEE

MINUTES

August 26, 2019

WORKUP, Willmar

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

Excused: Aaron Backman and Shari Courtney

Absent: Deb Geister

Guest: Lindsey Donner, REDstar Creative

Staff: Connie Schmoll, Business Development Manager

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

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, SECONDED BY Joanna Schrupp, to approve the Minutes of the July 22, 2019 meeting as emailed. MOTION CARRIED.

Social Media Statistics. Lindsey Donner provided a mid-year review for Facebook from January 1 through August 26, 2019 compared to the same period last year: engaged users 5,022 (▼42%); post impressions 104.1k (▼29%); reactions 1,760 (▼32%); post reach 53.8k (▼38%), page and post engagements 7,170 (▼45%), link clicks 1,285 (▲7%), new fans 64 (▼52%); posts 285 (▼9%) and total fans 593 (▲11%) compared to 539 the previous year.

The top posts thus far in 2019 were:

- February 7—Kandiyohi County pulling snow plows
- April 19—Free shredding at Recycling Center
- April 11—Target plans to remodel
- March 28—Coffee & More acknowledged on The Jason Show
- April 12—Retail Business Design Workshops completed

Following are the website statistics for the same timeframe: users 11,178; new users 11,114; sessions 13,358; number of sessions per user 1.20; pageviews 23,112; pages/session 1.73; average session duration 00:01:09 (Donner states anything above one minute is high); and bounce rate

78.19%. The top 10 pages viewed were: home page, News, Major Employers, city of Kandiyohi, Transportation, Lakes-Recreation followed by the cities of Lake Lillian, Blomkest, Spicer and Prinsburg.

Highway 23 Coalition. No information was available.

UNFINISHED BUSINESS—

Healthcare Flyer. Schmoll showed the most recent draft of the healthcare flyer with two different proposals for the second page; this draft incorporates changes recommended at last month's meeting (see attached). Donner stated the second version with the LifeLink helicopter was proposed by Betsy Bonnema and includes a font increase and reorganizing the information to flow better and be less business specific. Aaron Backman wanted the committee to see both versions of the second page and give their input before it is shown to the medical community. It was the committee's consensus that they like Bonnema's proposal better than the first version. However, they like the banner on the first version and would recommend a daytime photo of the helicopter with blue sky. It was felt LifeLink is unique to the community versus a photo of a building that is not unique. Donner asked if the icons used make sense, in particular, the one for Same Day Surgery Center—no other suggestions were given. It was recommended that the icons be checked to make sure they are all the same size/weight/color. Schmoll noted the statement at the bottom as to finding a larger list of healthcare offerings in our community on the website will be removed as it is too difficult to maintain such a list and when the EDC's website was redone, those types of lists were removed. Donner stated the photo layouts will continue to be refined.

Kandiyohi County/Community Video. Schmoll reported the EDC's Business Retention and Expansion/Recruitment (BRE) Committee is trying to address workforce issues for the county and wanted a video created to recruit people from outside the community. They want the video to be fun, active and show the amenities in the county. Following a viewing of the video, the committee stated that overall, the video is a very good first draft and offered the following comments:

- Include the EDC's logo either at the beginning or end of the video
- Change Willmar Lakes Area to Kandiyohi County
- Use the EDC's color theme for any text throughout the video
- Rather than using logos of eating establishments, have photos of people in eating in various establishments, such as the downtown Willmar ethnic restaurants, Goat Ridge Brewery, lake view from Zorbaz or O'Neill's
- LuLu Beans photo is blurry
- The picture of the hospital entrance is not identifiable and seems odd
- Like the photos of the antique cars, bounce house, snowmobiles
- Take out the wood carving reference and photo, the "fun facts" and the reference to gaining time and money and focus more on experiences, such as bowling, area gyms, the breweries, arts, shopping, pickle ball courts in New London, curling, Apol's in Raymond
- Include more activities from the smaller communities in the county
- There are sections of the narrative that are not unique to this area and could be removed
- Omit some of the video showing the people being interviewed and instead show more activities during the interviews

- Sarah Swedburg has good comments about diversity, but there isn't a need to see her speaking about it; instead show pictures of diversity in the community, such as eating establishments or the Drumming Circle and other events at the Willmar Community Center
- Rather than telling about other places lived, state why they returned to the area or interview another person who has chosen to live here, such as Mateo Mackbee of Model Citizen, who would also bring in the diverse aspect that is lacking
- Edit the Crow interview related to the length of her commute to work and eliminate her comment that she can't wait to see what the future holds as it doesn't fit the video
- Eliminate the last interview of the Jennie-O president
- Maybe interview Shirley Carter of the Rice Health Foundation or Sara Carlson of Willmar Area Community Foundation about volunteer opportunities
- Keep one picture of the bands, but then include pictures of the crowds, such as the record crowd during Rockin' Robbins (Joy Baker may have photos/video)
- Shorten or remove the two girls dancing
- Include video of area camping, resorts and Sibley State Park
- Include more winter activities/scenes, such as snow shoeing, cross country skiing and activities at Prairie Woods Environmental Learning Center
- Tie in road travel with air travel and include an airplane taking off rather than the road picture
- The panning photos could be shortened throughout
- Remove the metro picture, but can still talk about being close to the metro area
- Possibly include information on childcare centers
- Eliminate the Loon call at the end as it is odd
- The dog jumping at the end looked like a horse at first
- Upcoming events that could be videoed:
 - Miles for Mentor Fun Run at Hodapp Field, Kennedy School, on September 21 being coordinated by Paul Cool
 - Celebrate Art! Celebrate Coffee! on September 21
 - Safe and secure community showing officers in the community; shop with cops; Touch a Truck by MainStreet Willmar on October 12th

The committee reiterated it was a good first draft. Schmoll noted the video is 4:30 in length and they would prefer it to be 3:00.

NEW BUSINESS—

Marketing Materials for Broadband Project. Schmoll reported funding was received to do an engineering and marketing study. There may be a need in the future to assist with marketing materials.

NEXT MEETING—The next meeting is **12 noon, Monday, September 23, 2019**, at WORKUP.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 12:57 p.m.

KANDIYOHI COUNTY

REGIONAL HEALTHCARE HUB



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 healthcare hub, 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.

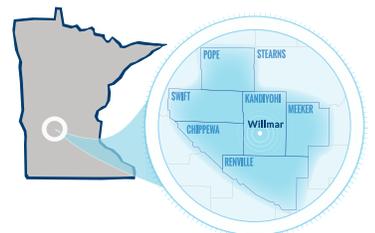


Acute care provided by the region's hospitals and medical clinics helps save lives and restore people to health. Long-term care and assisted living facilities meet the needs of a growing senior demographic.

Contact us:
kandiyohi.com/healthcare
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; accounting for nearly one fifth of the jobs in the Willmar Lakes Area.



Same Day Surgery Center

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. This Surgery Center specializes in general surgery, GI endoscopy, gastroenterology and pain management.



Full Service Family Eye Doctors

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



In-Home Healthcare

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

Care Options

- Inclusive of all care options
- Full county travel

For more information visit someurl.com



Hospital/Medical Centers

The benefits of joining a larger organization were a driving force in the merger between Affiliated Community Medical Centers (ACMC), Rice Memorial Hospital, and Family Practice. This merger created a new nonprofit subsidiary of CentraCare Health System known as Carris Health which is also the largest medical employer in Willmar.

Specialties

- Willmar Regional Cancer Center
- Carris Health Mental Clinic
- Carris Health Rehabilitation Center
- Carris Health Sleep Center

Benefits

- 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



Unique Offerings

- Gillette Children's Specialty Healthcare
- Hagen Orthotics and Prosthetics
- LifeLink III
- Heartland Orthopedic Specialists
- Community Health Service, Inc.



Regional Healthcare Hub

Recently, our regional healthcare community underwent a merger, uniting two clinic systems, a hospital, a same-day surgery center and a cancer center. The result was a new entity called Carris Health, a nonprofit subsidiary of the larger CentraCare Health Systems based out of St. Cloud. Carris Health is also a regional hub for a network of smaller clinics serving our surrounding communities.

Advantages

- Clinics
- Hospital
- Rehabilitation Center
- Sleep Center
- Mental Clinic



Cancer Center

We are proud to be home to a widely respected cancer center which is now under Carris Health. They provide comprehensive care range treatment options to support cancer patients and their families. The Carris Health Cancer Center is one of only 30 percent of hospitals to be accredited by the Commission on Cancer.



Same Day Surgery Center

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. This Surgery Center specializes in general surgery, GI endoscopy, gastroenterology and pain management.



In-Home Healthcare

Kandiyohi County offers a rich mix of non-medical and medical in-home care options. We are home to organizations that directly serve over 20 counties in Southern and Central Minnesota. As our senior population grows so do our core in-home care services.



Advanced Eye Care

Willmar is home to one of the region's most advanced specialty eye care facilities in the region, providing state-of-the-art treatment and surgery options.



LifeLink III

As a regional hub, we are proud to be a LifeLink III location offering 24/7 air medical transport.



Care Options

Because of our strong medical core, our community is rich with healthcare-related specialties and services providing patients many options. You can find orthotics and prosthetics, allergy care, chiropractic care, dental care and a wide variety of alternative care providers.