

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
September 23, 2019
WORKUP, Willmar

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

Excused: Shari Courtney and Deb Geister

Guest: Lindsey Donner, REDstar Creative

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

Secretarial: Diane Beck, 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 Brittney VanDer Bill, SECONDED BY Joanna Schrupp, to approve the Minutes of the August 26, 2019 meeting as emailed. MOTION CARRIED.

Social Media Statistics. Lindsey Donner provided the September social media statistics. The post impressions and reactions were less than last month; total fans were 593; page and post engagements were 498 compared with 571 last month. Most popular by engagement were: Co-op Credit Union, Jennie-O; DEED Visit; Kohl's and post reach were DEED visit; sales tax, Prairie Pot Hole, Kohls and KCEO Program. Backman felt it was a good mix and provided an overview of the 15th Street Flats grand opening on September 20th. Donner suggested publishing an article; Backman suggested to include photos. Backman will send excerpts of his opening remarks to Donner.

Donner will present the Google statistics at next month's meeting as there was a password issue to gain access to the information.

Highway 23 Coalition. Backman shared the Highway 23 website statistics.(see attached)

UNFINISHED BUSINESS—

Healthcare Flyer. Backman reviewed the revised Healthcare Flyer (see attached). Schmoll stated she has not received feedback from Carris Health, Life Link or the Cancer Center nor has she received any other feedback.

MinnWest Technology Campus Marketing Update. Schrupp shared the MinnWest Technology Campus newsletter is sent monthly. Donner reported the newsletter has a high open rate and stated the website has been refreshed. Backman inquired how Schrupp handles new business inquiries. Schrupp shared the process and stated if MinnWest Technology Campus is not able to house a company due to certification specifications, she refers the contact(s) to the EDC. Backman reported a company that deals in sterilization equipment for medical products is interested in coming to Willmar. Schrupp also shared that MinnWest Technology Campus and the EDC belong to Community Venture Network (CVN), an organization to assist urban companies to relocate to rural areas looking to gain an edge, keeping local industry competitive and bringing new businesses, jobs and development to a community. Schrupp explained the recruitment process.

Kandiyohi County/Community Video. Schmoll reported the video was shown to the EDC Business Retention & Expansion/Recruitment Committee (BRE/R) and additional comments and suggestions were received. Schmoll emailed Torry Norling the additional suggestions from the Marketing and the BRE/R Committees and stated some of the suggestions were made. She announced the video time remains at 4 minutes, 30 seconds, but the goal is to have a shorter timeframe. After viewing the revised video, committee members provided the following additional suggestions/comments:

- Change the color of the branding to a blue instead of red
- Include clips for : Barn Theatre, disc golf, Stingers, entertainment, children's entertainment and bowling alley clips
- Community events versus a private event
- Less photos of 'smiling' faces in the beginning
- Ridgewater College showing students walking to class, etc.
- Spread out the personal comments throughout the video

Schmoll indicated multicultural clips will be added and narratives will be shortened. Donner discussed the strategic reach of the video, i.e., website, Facebook, businesses and other entities. Discussion was held regarding having 30-second video versions containing seasonal activities, and clips to share with human resources contacts. Suggestion was made to share the video with Ridgewater College to obtain input. Schmoll will share an updated video at the next Marketing Committee meeting.

Review Status of 2019 Marketing Plan. Backman reviewed the 2019 Marketing Plan (see attached). Discussion was held regarding the quarterly newsletter. Donner suggested sending a newsletter only if there is significant content. Backman felt there is significant content for an October newsletter: 15th Street Flats, New Bethesda Campus, Highway 23 Coalition general membership meeting on October 18th. Backman shared the Partners in Ag Innovation conference will be held in 2020. Schrupp reported they were pleased with the sponsorship funding for this year's conference and shared notices have been sent out for 2020 sponsorship. Backman reported

the West Central Minnesota Job Fair was held on September 17th at Ridgewater College to encourage more students to attend. Approximately 240 attended the job fair with a 60/40 split between students and public. Former job fairs have been held at the Willmar Conference Center. Donner provided an overview of the recent Startup Bootcamp Coworking Edition held at WORKUP.

NEW BUSINESS—

Golden Shovel Opportunity Zone Marketing Contract. Backman shared information on Opportunity Zones, which is a program to encourage long-term investments in low-income and urban communities nationwide from 2019-2026. The Opportunity Zones (OZ) were selected by Governor Dayton based on census tracts for areas in Minnesota with lower incomes per capita and lower median housing costs, etc. Downtown Willmar was identified as one of the 128 census tracts selected statewide. A proposal was obtained from Golden Shovel, located in Little Falls, to conduct the OZ marketing at a cost of \$18,500. Willmar Main Street is willing to contribute \$5,000 and the EDC Joint Operations Board and Joint Powers Board voted to contribute \$13,500. Backman reported a prospectus will be prepared by Golden Shovel by December, which the EDC will share with potential developers. Backman shared his vision of the potential projects and has contacted a few developers. A kickoff meeting is scheduled for 1:00 p.m. tomorrow at the EDC office with Golden Shovel and City of Willmar representatives. Backman encouraged at least one Marketing and Public Relations Committee member attend; Chair Knott volunteered.

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

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:23 p.m.

HIGHWAY 23 WEBSITE STATISTICS

JULY 2019

- Traffic Source: 23.1%% direct traffic, 59.6% search engine traffic, 13.5% link traffic, 3.85% social network traffic
- Average Time Spent on Site: 1:29 min.
- Device Type: 86.5% PC, 13.5% smartphones
- Bounce Rate (amt. of people who leave site after reviewing 1 page): 11.5%
- New users: 27 (spikes on 7/17 and 7/21)

AUGUST 2019

- Traffic Source: 28.6%% direct traffic, 60.7% search engine traffic, 7.14% link traffic, 3.57% social network traffic
- Average Time Spent on Site: 0:29 min.
- Device Type: 64.3% PC, 25% smartphones, 10.7% tablets
- Bounce Rate (amt. of people who leave site after reviewing 1 page): 32.1%
- New users: 20 (spike on 8/20)

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.

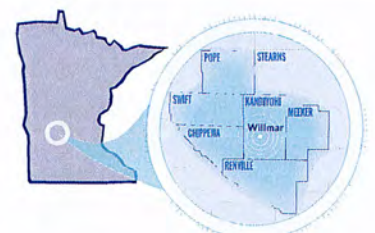


Acute care provided by the region's hospitals and medical clinics helps save lives and restore people to health. Long-term care and assisted living facilities meet the needs of a growing senior demographic.

Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS





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 Health 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.



Marketing and Public Relations Committee

2019 MARKETING PLAN

WHO WE ARE:

We are a governmental agency with a mission to be a catalyst for economic growth of the greater Kandiyohi County area. Our focus is on supporting new and existing businesses and marketing our community to companies outside of our region.

TARGET AUDIENCE:

1. **Kandiyohi County:** Educating our area regarding our purpose and activities. Making our services and expertise known/available to local businesses that need help starting or expanding.
2. **Outside Region:** Marketing our area outside of our county to attract new business and talent. Promoting our brand and showcasing our quality of life.

2019 GOALS:

1. Create awareness of EDC activities and services in our local/regional community.
2. Concentrate on focus areas involving workforce training, housing and daycare.
3. Attract new businesses.

GOAL 1: Create awareness of EDC activities and services in our local/regional community.

STRATEGY: Be an agent of positive messaging about our business community and economy.

| Tactics | Assigned To | Status/Completed |
|---|--|--------------------------------------|
| 1. Design healthcare flyer | Marketing Committee | Drafts completed 9/2019 |
| 2. Website updates as needed | EDC/Marketing Committee | Ongoing |
| 3. Actively promote Kandiyohi County via social channels | EDC/REDstar | Daily/weekly |
| 4. Create/email quarterly digital newsletter January—Winter April—Spring July—Summer October—Fall | Marketing Committee REDstar | Not done 5/10/2019 Not done |
| 5. Assist with marketing and promotional materials for the Highway 23 Coalition | Marketing Committee REDstar | |
| 6. Assist with marketing and promotional materials for Partners in Ag Innovation workshop | Connie/Joanna/Jean/Ag Marketing Subcommittee and Marketing Committee | Begin 3/1/2019 Completed 8/1/2019 |
| 7. Support WORKUP programming for startups | EDC/Marketing Committee | |
| 8. Sponsor/Support community organizations (KCEO, West Central Minnesota Area Job Fair) | Marketing Committee | Job Fair held 9/17/2019 |

GOAL 2: Concentrate on focus areas involving workforce training, housing and daycare.

STRATEGY: Assist businesses in identifying and recruiting talent and collaborate with community partners to fill open positions.

| Tactics | Assigned To | Status/Completed |
|---|-------------------------|-------------------|
| 1. Build comprehensive plan to expand the current county workforce | EDC/Marketing Committee | |
| a. Hold/Sponsor quarterly recruitment events with others, including Ridgewater College | EDC | |
| b. Utilize LinkedIn to recruit | REDstar | |
| c. Partner with Willmar Lakes Area Chamber of Commerce and Vision 2040 to promote "trailing spouse" network | EDC/Marketing Committee | |
| 2. Assist with any marketing needs for the Kandiyohi County Child Care Innovation Project | Connie | Ongoing as needed |

GOAL 3: Attract new businesses.

STRATEGY: Market our community outside of our region to attract targeted businesses.

| Tactics | Assigned To | Status/Completed |
|--|---------------------|--------------------------------|
| 1. Create list of prospective businesses | Aaron/Connie | |
| 2. Design customizable proposal template to attract business | REDstar | |
| 3. Run social ads to targeted geographic areas | REDstar | |
| 4. Assist with marketing materials and proposals to prospective businesses | Marketing Committee | |
| 5. Assist with marketing materials when staff attends conferences | Marketing Committee | Trifold brochure redone 8/2019 |