

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
 MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
 October 22, 2018
 WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney, Deb Geister, Jean Geselius, Pam Rosenau and Brittany VanDerBill

Excused: Kim Augeson, Melissa Knott and Joanna Schrupp

Absent: Emily Lien

Guest: Jayme Sczublewski, REDstar Creative

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

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

Chair Deb Geister called the meeting to order at approximately 12:00 p.m.

MINUTES—

IT WAS MOVED BY Donna Boonstra, SECONDED BY Shari Courtney, to approve the Minutes of the September 24, 2018 meeting as emailed. MOTION CARRIED.

Social Media Statistics. The committee reviewed the EDC’s Facebook statistics over the past month: 33 posts (up 32%), post reach 5,750 (down 16%), impressions 10.9k (down 4%), clicks 39 (down 71%), reactions 248 (up 32%), engaged users 514 (down 38%), page and post engagements 946 (down 21%) and new fans 15 (up 88%).

Top Posts						
Topic	Clicks	Reactions	Comments	Shares	Impressions	Reach
Domino’s Pizza Legacy Store opening	68	12	2	6	1,313	820
Gubernatorial debate hosted by WCCO	93	2	0	5	1,243	854
Fly-In to the Willmar Airport	24	5	0	5	779	542
Veterans event at Community Center	31	7	0	5	640	457
KCEO program featured in <i>Enterprise MN</i>	36	8	0	2	477	346

LinkedIn is getting more engagement and building followers. There were 21 posts, 122 interactions, 7 new connections with 78 total connections. The top LinkedIn posts were the DNR fall color report, Prairie Woods sampler day, Paper Place closing, dates for Highway 23 project and Super America changing to Speedway.

Top communities viewing the EDC's website are Willmar, Minneapolis, St. Cloud, New London, Mankato and St. Paul. The landing pages most accessed on the EDC's website were the Home page, Major Employers, News, Your Team and Cities—Willmar and map of Kandiyohi County.

Statistics for the Highway 23 Facebook page were 11 page views, 2 page previews, page likes 1, reach 41, post engagements 21 and 1 new follower. Posts are cross shared between the EDC's and the Highway 23 Facebook pages.

UNFINISHED BUSINESS—

Fall Newsletter. Jayme Sczublewski showed the final newsletter that is scheduled to be emailed tomorrow. The article headlines are Connie goes to Chicago, Child Care + Economic Development, Highway 23 Improvements Moving Ahead, Kwik Trip Comes to Town and Little Crow Resort Up and Running. Chair Geister recommended having the links to the articles be used to collect data or a link, such as "If you need childcare or are interested in finding childcare, click here." Also recommended was to add to all EDC social media sites a "click here to sign up for our newsletter."

2019 Willmar Lakes Area Guide. Backman and Connie Schmoll have had discussions with Sczublewski about the ad featuring three local businesses and what the EDC can do to assist businesses. A draft of the ad was shown with a heading of "Where you'll find a mix of culture, business and opportunities" and a call to action "Learn how the EDC is playing an active part in helping businesses start and grow" and giving the EDC's website. The three businesses in the proposed ad and how the EDC assisted were tax abatement for Little Crow Golf Resort with a tag line of golf, gather, stay; a direct loan to MidTown Plaza with a tag line of a multicultural retail business destination; and a loan guarantee for Goat Ridge Brewery with a tag line of crafting beer and building community. It was suggested to change the MidTown Plaza tag line to a multicultural shopping experience. The ad is due by the end of October.

Education Flyer. Sczublewski showed the final version of the education flyer (see attached), which incorporates the changes suggested by the committee last month. Additional edits were suggested:

- On the first page
 - last sentence, change Continued Education Program to Continuing Education Program
 - hyphenate year-long
 - italicize the second Jumpstart
- On the back side of the flyer
 - move Ridgewater College to the top of the page
 - reduce the number of items listed under each school from five to four
 - ACGC—delete item 5, modern facilities
 - BOLD—delete item 5, expanded transportation routes
 - DREAM—delete item 4, service projects throughout the year
 - MACCRAY—delete item 4, area learning programs

- NL-S—combine items 2 and 3, NLS Community Fitness Center and State-of-the-art facilities and technology
- KMS—delete 2, extended bus routes and include the band with the choral department
- Willmar—delete item 3, free busing for students
- CMCS—delete item 5, inclusive bus transportation and remove rates from item 3
- CCS—delete item 1, recent expansions completed and more in progress
- Ridgewater College—delete item 5, online courses and training

Highway 23 Coalition. Backman showed the changes made to the Highway 23 corridor map, which now includes member communities from Pipestone to Duluth (see attached). Although the flyer shows membership at 90+, Backman reported membership has now surpassed 100. A general membership meeting on legislative updates will be held this Friday at Little Crow Golf Resort with Rep. Paul Torkelson speaking.

NEW BUSINESS—

2018 Review/2019 Marketing Plan. Backman distributed the 2018 Marketing Plan with updates on what has been done under the Tactics for each Goal (see attached). Backman and Schmoll expanded on some of the updates given. Under Goal 3, as to the *Business in Focus* article, the committee asked EDC staff to obtain the statistics to evaluate the return on investment and as to the CVN membership, EDC staff request statistics on placement rates. The committee will continue to review the 2018 Goals at upcoming meetings.

Comments as to a 2019 Marketing Plan included:

- Under Goal 1, Tactics:
 - keep the healthcare flyer
 - change the newsletter from four times to two (spring and fall) and continue to include more calls to action. Sczublewski recommended keeping a goal of four newsletters, but using different styles, such as some with articles and some with EDC events or a featured item

ADJOURNMENT—There being no further business,

IT WAS MOVED, SECONDED AND CARRIED to adjourn the meeting.

The meeting was adjourned at approximately 1:26 p.m.

NEXT MEETING—The next meeting is 12 noon, Monday, November 26, 2018, at WORKUP.