

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

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

Excused: Shari Courtney, Jean Geselius and Melissa Knott

Absent: Deb Geister

Guest: Lindsey Donner, REDstar Creative

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

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc.

Vice Chair Brittany VanDerBill called the meeting to order at approximately 12:01 p.m.

Social Media Statistics. Lindsey Donner provided the social media statistics for November 23 to December 22, 2019.

Facebook: Likes 609, total reach 4.8K (↑41%), post engagement 485 (↑32%), page clicks 344 (↑101%), total fans 5 (↓-17%), posts published 45. Donner noted there were a couple of days (12/4 and 12/12) where individuals unliked the EDC's Facebook page. Total engagement increased 18%. Active fans tend to be online toward the end of the day and mostly on Tuesdays and Fridays. Demographics is female dominant in the 35-44 age group.

Posts with the most likes were ribbon cutting ceremony for the YMCA Early Learning Center in Spicer, new Women's Business Alliance convening SOAR Success Circles and Aaron Backman's blog post for the CVB. The most popular posts were:

- Kandiyohi County YMCA getting ready to open a new daycare center; reach 1292, 7 likes, 3 shares, 10% engagement
- Board of Commissioners will take a vote on whether it wants to continue to be a location where refugees are settled; reach 198, 2 likes, 1 share, 7% engagement
- 2019 Regional Profile with Kandiyohi County demographic and statistical information; reach 187, 2 likes, 1 share, 5% engagement
- Connie Schmoll attended a ribbon cutting for the new YMCA Early Learning Center in Spicer, reach 186, 9 likes, 15% engagement
- Misty Watkins, owner of the Beauty Box Boutique in Willmar, was featured in the *West Central Tribune* and latter WCCO; reach 170, 4 likes, 1 share, 6% engagement

LinkedIn: total followers 122 (↓1), total posts/updates 15 (↑2), followers growth 1 (↓90.91%), impression growth 1.4K (↑.14%), likes 37 and clicks 45 (↑9.76%). Follower demographics are senior employees with the most views on Thursdays.

Highway 23 Coalition. Backman reported the website statistics for November had an increase with 14 new mobile users. Backman reported the Coalition determined new project priorities for 2020.

UNFINISHED BUSINESS—

Highway 23 Pull-Up Banner. Donner showed a proposed new banner for the Highway 23 Coalition with its new mission statement, Citizens Advocating for a 4-lane MN Highway 23, a drone photo of the four-lane through Spicer, a new map of the entire corridor (green shading on the map showed members) and the logo and website at the bottom of the banner.

[Donna Boonstra joined the meeting.]

Following were the comments on the proposed new banner:

- use one color on the map stating counties affected rather than highlighting members in case of membership changes.
- there is no explanation of what the colors mean so a key should be added along with counties affected.
- only use the darker green and no key.
- work on spacing and font size.
- extend the photo to the bottom with the website in white text or change the bottom band to blue.

The current pull-up banner was also shown and had the statement “Dedicated to filling the gaps” with a map of the two gap areas. The horizontal banner uses the statement “Economic Lifeline to Rural Minnesota.”

MINUTES—

IT WAS MOVED BY Emily Lien, SECONDED BY Donna Boonstra, to approve the Minutes of the October 28, 2019 meeting as emailed. MOTION CARRIED.

Kandiyohi County/Community Video. Connie Schmoll reported Torry Norling attended the last Business Retention and Expansion/Recruitment (BRE) Committee meeting and had made many of the recommended changes. Schmoll noted Norling has created a 30 second teaser video, a longer video and a providers video. The committee viewed the teaser and longer videos. Backman commented the BRE Committee suggested adding the website at the end of the videos. The committee recommended ending the video after the last time Steve Lykken talks at 3:25 and moving the Barn Theatre clip to before the new ending. The current video is 4:09 in length. The committee noted there is repetitive video throughout.

[Schmoll was excused from the meeting.]

Golden Shovel Opportunity Zone Prospectus. Backman showed the cover of the Opportunity Zone prospectus, which includes a large aerial photo of the Opportunity Zone area of downtown Willmar and four smaller photos at the bottom. Donner noted none of the four smaller photos show any action and she will be looking for other photos to use. The draft prospectus was shown and changes that will be made were mentioned. Included in the final draft will be a References section indicating the sources for the statistics given. The committee liked the Quick Facts given on each page, the layout and icons used.

[Pam Rosenau was excused from the meeting.]

NEW BUSINESS—

Winter Newsletter. Donner reported the winter newsletter was emailed to 2,110 addresses last Friday. The newsletter included four articles: Epitopix, Opportunity Zone prospectus, broadband update and childcare update. The articles in the e-newsletter link to the EDC's website where the full articles are posted. The newsletter had a 35.3% open rate (599 people) and 12.5% click through rate (75 people). Next month Donner can show the website statistics related to the newsletter.

NEXT MEETING—The next meeting is **12 noon, Monday, January 27, 2020**, at WORKUP.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:17 p.m.