

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES

March 28, 2022

Community Room, Heritage Bank, Willmar and via Zoom Video Conference

Present: Donna Boonstra, Ben Carlson, Jesse Gislason, Ann Winge Johnson, Emily Lien and Pam Rosenau

Excused: Liz Dyrdaahl

Staff: Aaron Backman, Executive Director and Kelsey Olson, Marketing and Communications Specialist

Secretarial: Cathy Skindelien, Legal & Administrative Assistants, Inc.

Chairperson Emily Lien called the meeting to order at approximately 12:02 p.m.

AGENDA—EDC folder update was added to the agenda under Updates.

IT WAS MOVED BY Anne Winge Johnson, SECONDED BY Jesse Gislason, to approve the revised agenda. MOTION CARRIED.

MINUTES—

IT WAS MOVED BY Donna Boonstra, SECONDED BY Anne Winge Johnson, to approve the Minutes of the February 28, 2022 meeting as emailed. MOTION CARRIED.

SOCIAL MEDIA STATISTICS—

Facebook Statistics. Aaron Backman reported positive trends on EDC's Facebook page for the period of February 24–March 23, 2022. Page likes were up 120 percent and post reach was over 5,500, a 25 percent increase. Post engagement was 1,362, up 70 percent, while video views were up 650 percent. A large spike in visits on March 10, 2022, was attributed to a thank you to all who participated in the virtual job fair and the “Women in Business” segment regarding Cheers in Raymond. Seventy-five percent of the visitors were women. Olson created themes for each day of the week and shared articles from the Small Business Administration, which highlighted training opportunities.

LinkedIn. Backman reported a peak on March 10, 2022 related to social media ties to the “Women in Business” segment. The majority of visitors were categorized as business development.

Twitter. The top tweet was a thank you for the virtual job fair, with 160 impressions. The top follow was “Women in Business”, which highlighted Fatu Boutique, an online fashion design shop. There were 117 profile visits, a 50 percent increase; and 1,179 tweet impressions.

UPDATES—

Upcoming Spring (April) Newsletter. Kelsey Olson reported the winter newsletter had a 47 percent open rate and a few bounce backs. The spring newsletter will lead with “Business Support in the Neighborhood,” featuring Cheers in Raymond. Other items featured are the in-person job fair on April 6, 2022, the FedEx facility and an Elevate Community Business Academy update that announces the graduation date for the spring session. Next year Olson plans to create the newsletters in Canva, which will allow for more design options. The “What’s Going Up” theme will continue and include projects throughout Kandiyohi County, such as the New London library project.

Promotion of Job Fair. A job fair will be held at Ridgewater College on April 6, 2022. Forty-two vendors have registered, with a goal of 50-60. Marketing efforts are targeting job seekers. Information has been posted on Facebook and there will be a classified ad in *West Central Tribune* and *Lakes Area Review*. Olson shared her Facebook post with those who participated last year but hadn’t registered yet and the partners for the job fair—including Lakeland Broadcasting, the Willmar Lakes Area Chamber of Commerce, CareerForce and Ridgewater College. Olson will contact principals and key teachers of area high schools. Giveaways such as Willmar Stingers tickets, hats, cups and gift cards were considered. Digital registration is an option for next year. Olson created a fillable form to simplify the registration process this year.

Willmar Industrial Park brochure. Olson reported on updates to the Willmar Industrial Park brochure (see attached). The number of certified industrial parks in Minnesota has increased from 38 to 48. The “Open for Business” branding and the map of Minnesota with a picture of Kandiyohi County highlighted will be removed. Secondary branding replacements will be considered. Updated pictures include action pictures, logistics and distribution. New company logos were added. The number of acres listed as shovel-ready was updated on the back of the brochure and sold lots were designated. Ideas for improvement included adding a catchy phrase that conveys a sense of urgency and listing area amenities, including broadband, roads, water, sewer and natural gas. The completion deadline is prior to a site selector event, which will be attended by Sarah Swedburg in June.

Branding Guide. Olson updated the EDC branding guide, which contains items consistently used in all marketing endeavors, including the mission and vision statement, taglines and themes, logo, images, color palette, brand fonts and brand photo styles (see attached). Using this information Olson plans to convert the EDC trifold brochure to a full-page handout for the job fair. A table cloth with an EDC logo has been ordered using the light gray color included on the color palette. A new logo and official name of the EDC were discussed. The logo will remain the same due to the large impact it would have on letterhead, signs, etc. Potential ideas for the new name could include replacing Kandiyohi County and City of Willmar EDC with Central, West Central, Lakes Area, Prairie, or just Kandiyohi County EDC. This would require further approvals.

Folder Update. The EDC folder used for loan application information is obsolete. This committee agreed the remaining folders should be destroyed. Future folders should have a clean look with less specific information.

BRE Survey Results. There has been a 20 percent response rate on the BRE survey with a goal of 30 percent.

Photo Library. Olson has created an EDC photo library. The photos are divided into categories, such as downtown Willmar, main street views, roundtable discussions, portraits and commerce in action. The digital copies of photos purchased from Jared Eischens are included. Photos were taken at Mr. B’s and Estrella Bakery, and Olson plans to take pictures at the next Elevate Community Business Academy class. A video library will be created, beginning with the drone videos of the FedEx project and Preserve on 24th.

NEW BUSINESS—

Website Updates. Olson worked with Redwood Valley Technical Solutions to update the EDC website. It will load much faster and is now a secure site. “Open for Business” will be replaced with Building, Growing, Expanding. The slide show pictures will no longer rotate and will contain a picture of Willmar taken by Jared Eischens, a shot of a train near a grain bin and construction site images from the FedEx project.

Social Media Plan. Olson plans to receive training on Sprout Social, a social media management platform. This will allow her to compare all social media venues on one graph.

YouTube Station. Olson reported an issue saving the closed-captioning on longer videos on YouTube. Ben Carlson offered to help Olson with the problem.

NEXT MEETING—The next meeting is **12 noon, Monday, April 25, 2022** in-person at the Community Room, Heritage Bank and via ZOOM video conference.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:15 p.m.



SHOVEL-READY WITH ROOM TO GROW

— WILLMAR INDUSTRIAL PARK —

Businesses ready to expand and build should consider the expanding industrial park in Willmar, Minnesota. In 2016 it gained shovel-ready status, a certification by the Department of Employment and Economic Development (DEED), that means the planning, zoning, surveys, title work, environmental studies, soils analysis and infrastructure engineering are complete to start construction.

The park is just two miles from the Willmar airport, which has available hangar space and a modern terminal building. It is also a transportation hub with north/south connections via US Highway 71 and MN Highway 23 and east/west connections via US Highway 12. Plans to add direct rail car access to the Willmar Industrial Park were also recently announced. The site is close to the Willmar Rail Connector & Industrial Access Project (Willmar Wye). Over 30 companies already call Willmar Industrial Park home, including Jennie-O Turkey Store, Willmar Poultry Company, Mills Parts Center, Willmar Electric Service, RELCO, Magnum Trucking, Dooley's Petroleum and Chappell Central. FedEx Ground most recently moved in starting construction in November 2021 on a 217,000 square foot distribution center. The \$30 million dollar project is one of the largest the industrial park has seen in recent years.

one of only 48
shovel-ready
industrial parks in
Minnesota



zoned I-1
light industry



easy access to
US Highways 12, 71
and MN Highway 23



18 platted lots
available



FedEx
Ground



DOOLEY'S
PETROLEUM INC.

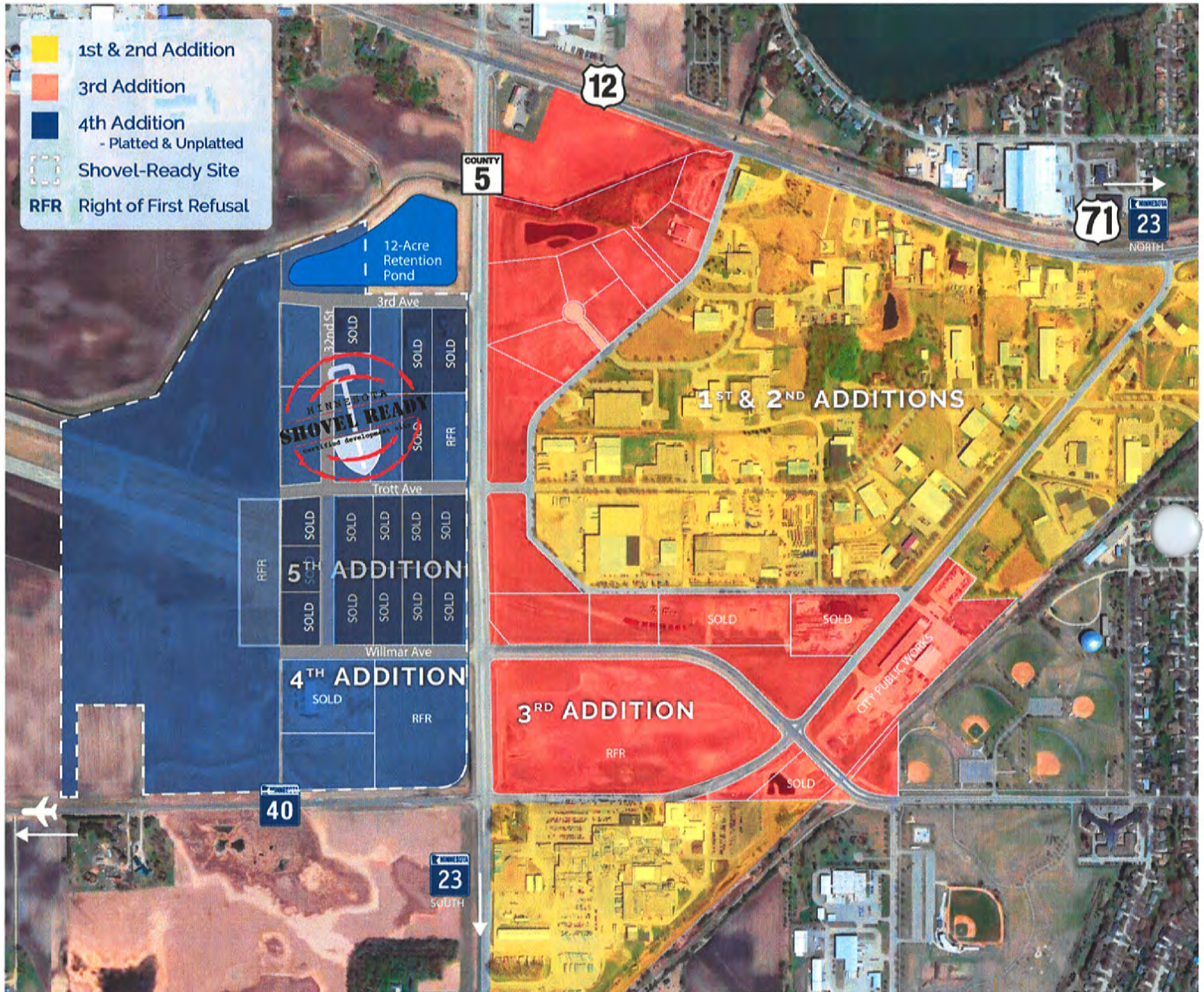


Contact us:
edc@kandiyohi.com
toll-free 866-665-4556

Visit us:
kandiyohi.com

A CLOSER LOOK

WILLMAR INDUSTRIAL PARK



Available:

147 acres

67 acres Shovel Ready

18 lots

1.4 - 12.5 acre lots



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 toll-free 866-665-4556

Visit us:
kandiyohi.com

KANDIHOYI COUNTY & CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION

MISSION & VISION

The mission of the Kandiyohi County and City of Willmar Economic Development Commission is to be a catalyst for economic growth of the greater Kandiyohi County Area.

TAGLINES & THEMES

Expanding, Growing, Building
Location, Location, Location (with details)
Business Hub

MAIN LOGO



ADDITIONAL IMAGES

COLOUR PALETTE



R 26 G 63 B 106



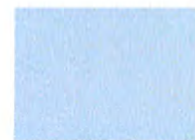
R 114 G 141 B 168



R 15 G 172 B 214



R 164 G 227 B 242



R227 G233 B238

BRAND FONTS

Raleway - Headings

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Acumin Variable - Body Copy

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BRAND PHOTO STYLE

