

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
December 11, 2023
Heritage Bank, 310 First Street South, Willmar**

Present: Ben Carlson, Patrick Gilmore, Tiffany Hintz, Ann Winge Johnson, Emily Lien and Pam Rosenau

Excused: Jesse Gislason

Staff: Kelsey Olson, Marketing and Communications Specialist

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

Chair Pam Rosenau called the meeting to order at approximately 12:04 p.m.

MINUTES—

IT WAS MOVED BY Emily Lien, SECONDED BY Tiffany Hintz, to approve the Minutes of the November 27, 2023 meeting as emailed. MOTION CARRIED.

ACTION ITEMS—

Logo review and recommendation. Kelsey Olson reported the feedback from this committee's previous meeting was shared with Greenwater Garage and logos were redesigned accordingly. Olson met with Kyle Box, City of Willmar Operations Director, to explore integration of rebranding activities. Committee members were asked to vote for a first and second choice of the redesigned logos, recommendations will be presented to the EDC Joint Operations Board on Thursday, December 14, 2023. The logo containing 4 squares with "Kandiyohi County Economic Development" to the right (or underneath for the vertical option) was preferred. Icons within the squares would be too small when used on small swag items such as pens, but the squares could be used without an icon in that instance and would still be recognizable. The use of the letters KCED in the squares was suggested as an alternative. The letters allow more flexibility and would stand out for recognition. The icons used in the squares could be customized to fit the audience and tell the story of what the KCED does. Three versions of the logo will be made, one each for promotional, website and flyer use, including vertical and horizontal options.

IT WAS MOVED BY Emily Lien, SECONDED BY Ann Winge Johnson, to recommend to the Kandiyohi County and City of Willmar Economic Development Commission's Joint Operations Board the logo containing four squares with varying letters or icons used in the squares. The secondary logo will be the same design with squares of a solid color.
MOTION CARRIED.

Color schemes. The committee preferred "Kandiyohi County" in blue and "Economic Development" in green, with the four squares in varying shades of blue and green. Olson will present logo options with this color scheme, as well as a neutral palette that complements the colors the City of Willmar plans to use in its rebranding process to the EDC Joint Operations Board. This committee recommends the blue and green color scheme, but is willing to support the neutral palette.

[Emily Lien was excused from the meeting]

Font. Discussion was held regarding a new standardized font for EDC marketing literature. The current Raleway font will be discontinued due to its misalignment of numbers. Examples of literature using Raleway, Georgia, Sans Serif and Veranda fonts were presented; however, all four were rejected. Olson then displayed a piece of literature from the Elevate Community Business Academy using Avenir font, which was approved.

IT WAS MOVED BY Ann Winge Johnson, SECONDED BY Ben Carlson, to recommend to the Kandiyohi County and City of Willmar Economic Development Commission's Joint Operations Board that Avenir become the standard font for EDC marketing literature.
MOTION CARRIED.

Tagline. Olson will email committee members asking for input on the following items:

- Tagline
- Clear and concise statement (for landing page and marketing)
- What We Do pitch
- Action invite (for landing page)

Due to tight deadlines Olson will seek Redwood Valley Technical Solution's help writing website script.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:42 p.m.

NEXT MEETING—The next meeting is **12 noon, Monday, January 22, 2024** in-person in a location to be determined.

Marketing Committee 12.11

Working Agenda:

Website Design

- Tagline/s
- Clear and Concise Statement (for landing page and marketing): A short and catchy sentence, a clear and concise statement of what we offer that will help the visitor. A super clear description of what we do (and offer).
- What We Do Pitch: A few sentences to a short paragraph that describes in more detail what we do and how we serve you.
- Action Invite (for landing page): How do we help direct the audience to where they need to be? The website is organized by audience type. Answers the question "This is who we are, now who are you?" while incorporating "This is how you are important to us."

Townhall



Salford & Co.


Meeting




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Speakers :



Olivia Wilson
CEO



Avery Davis
Manager

January 23-25, 2023 

Start 10.00 AM 

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WHAT WE DO

— ○ — SERVING GREATER KANDIYOHI COUNTY — ○ —



Mission: To be a catalyst for economic growth of the greater Kandiyohi County area

What does the EDC do?



We advocate for communities to support sustainable economic growth



We recruit businesses and new industries while supporting established ones through customized assistance



We provide education, financial, and technical assistance to local businesses and entrepreneurs



We build collaborative relationships with site selectors, developers and government entities to help processes operate smoothly

Executive Director
Aaron Backman
aaron@kandiyohi.com

Business Development Manager
Sarah Swedburg
sarah@kandiyohi.com

Our Focus Areas:

- * Industrial development
- * Agricultural innovations
- * Housing development
- * Workforce development
- * Childcare creation and retention
- * Broadband accessibility
- * Leader in the Highway 23 Coalition
- * Elevate Community Business Academy
- * Marketing of Kandiyohi County

Contact us:
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222 20th Street SE
P.O. Box 1783
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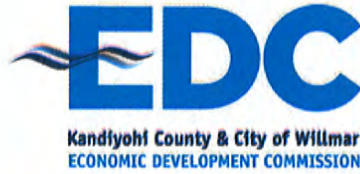
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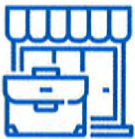


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KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT



KANDIYOHI COUNTY ECONOMIC DEVELOPMENT



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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.

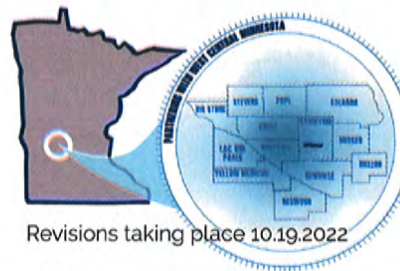
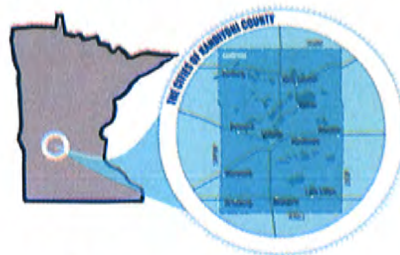
TAGLINES & THEMES

- Expanding, Growing, Building
- Expanding, Growing, Building to support our local communities
- Expanding Ag Innovation & Technology, Growing Industrial Development, Building Entrepreneurial Culture

MAIN LOGO



ADDITIONAL IMAGES



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 - Text

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNPQRSTUVWXYZ

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Raleway Bold - Headings

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ABCDEFGHIJKLMNPNPQRSTUVWXYZ

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BRAND CONSISTENCY

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Disclaimer:

Upon request, this information can be made available in an alternative format such as large print, digital, braille, or audio. Requests can be made by contacting the EDC.

Social Media Icons:

