

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
February 26, 2024
Heritage Bank, 310 First Street South, Willmar**

Present: Ben Carlson, Patrick Gilmore, Jesse Gislason, Ann Winge Johnson, Emily Lien and Pam Rosenau

Excused: Tiffany Hintz

Staff: Kelsey Olson, Marketing and Communications Specialist

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

Vice Chair Ben Carlson called the meeting to order at approximately 12:10 p.m.

MINUTES—

IT WAS MOVED BY Jesse Gislason, SECONDED BY Pam Rosenau, to approve the Minutes of the January 22, 2024 meeting as emailed. MOTION CARRIED.

ACTION ITEMS—

2024 Overarching goals. Kelsey Olson presented a list of goals and strategies for 2024 (see attached) and requested committee approval. The goals will be posted on the EDC website.

IT WAS MOVED BY Pam Rosenau, SECONDED BY Emily Lien, to adopt the goals set forth by the Kandiyohi County and City of Willmar Economic Development Commission's Marketing and Public Relations Committee for 2024. MOTION CARRIED.

Marketing and Public Relations Committee mission statement. Olson stated the EDC's mission statement is "to be a catalyst for economic growth of the greater Kandiyohi County area." Each of the EDC's committees will establish its own mission statement. For example, the Agriculture and Renewable Energy Committee's statement is "to sustain, identify and develop agriculture, agribusiness and renewable energy opportunities."

[Patrick Gilmore joined the meeting.]

The mission statement should reflect the committee's goals, clarify its purpose and give direction. The statement will be posted on the EDC website. After discussion, the following statement was proposed: "Telling the story of the EDC, as well as supporting marketing and public relations within the commission and the communities, businesses and individuals we serve."

IT WAS MOVED BY Pam Rosenau, SECONDED BY Emily Lien, to adopt the following mission statement for the Kandiyohi County and City of Willmar Economic Development Commission's Marketing and Public Relations Committee: "Telling the story of the EDC, as well as supporting marketing and public relations within the commission and the communities, businesses and individuals we serve." MOTION CARRIED.

KCED Tagline. Olson called for discussion on a tagline to be used on the website and EDC handouts. It should consist of a simple sentence that explains what the EDC does. Key ideas to be conveyed are growth, support, fulfilling dreams, and variations of resources. Because the tagline will be used in conjunction with the logo, Kandiyohi County or Economic Development need not be repeated in the tagline. Possibilities include the following:

- Helping businesses and communities grow toward success
- Supporting you to build the business and community of your dreams in Kandiyohi County
- Connecting people and resources
- You have the dream, we have the tools
- You have the vision, we have the tools

The committee determined the tagline should consist of no more than three to five words. The overall concept of connecting people with resources was approved. Olson will email several options based on this theme and the committee will select one.

Business Cards. A mock-up of a business card for Michelle Marotzke was presented (see attached). Several minor changes were suggested. Olson will create six variations of the business card and email them to the committee to select their preference. Final approval will be granted to the option given the highest number of votes.

IT WAS MOVED BY Emily Lien, SECONDED BY Ben Carlson, to approve the business card format pending the recommended changes, most-preferred variation receiving final approval.
MOTION CARRIED.

[Jesse Gislason was excused from the meeting.]

NEW BUSINESS—

Rebrand launch plan. The EDC's new name will be launched after the website is completed. A New Look and New Name section has been added to the Events section on the home page of the current website. The section contains a timeline for the name change and links to articles describing the changes happening at the EDC. The statement "soon to be known as KCED" will be applied to EDC email signatures. Olson created a mock-up of Facebook posts with the rebranding announcement pinned to the top, and will provide mock-ups of marketing materials at the next meeting.

Website titles, headers and intros. Olson researched website needs for site selectors, and discovered the primary need is data-driven infographics. The current website features LOIS, a national online location analysis tool designed for communities and economic development organizations to promote available sites and buildings. In the past the EDC was responsible for updating the real estate, but LOIS added a contract with Resimplifi, a nationwide commercial real estate listing service that automatically adds information from national brokers. In an effort to include local brokers, Olson met with Sue Blumhoefer from the West Central Association of Realtors, who will provide a list of all the association's members and websites which Olson will relay to Resimplifi. Redwood Valley Technical Services and LOIS will work together to make the information

easily accessible from the new website. Olson will meet with GIS Planning, which provides reports such as workforce, spending trends and education for each community in Kandiyohi County.

UPDATES—

Social media update. The EDC's LinkedIn page has experienced growth, primarily through the sharing of business, individual, and committee member celebrations and news articles.

ExecutivePulse update. Olson reported many hours have been dedicated to getting ExecutivePulse up and running. While there are still many duplicates in the system that need to be addressed, it can be used to record email content, notes and history.

Childcare grant update. The Minnesota Department of Employment and Economic Development is sponsoring a childcare grant that will close the beginning of March. Nonprofit agencies are eligible to apply. The EDC will apply on behalf of Prairie Woods Environmental Learning Center (PWELC) and the Atwater childcare project. Olson will assist in the PWELC grant process, making it her second priority after website creation. When Michelle Marotzke joins the EDC, she will support the grant process.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:21 p.m.

NEXT MEETING—The next meeting is **12 noon, Monday, March 25, 2024** in-person at the Community Room, Heritage Bank.

Goals and Strategies MPR Committee

Leading Goals for 2024:

1. Support Daily Marketing Needs
2. Outreach and community engagement within Kandiyohi County
3. Create a strategic social media plan
4. Create awareness of EDC activities and services in the area

Pillars of Work / Overarching Goals:

TBD – Feb. 2024, it would be beneficial if we had overarching goals or pillars of our committee work that would help dictate the projects that the Marketing and Communications Specialist works on. In the past we had 11 goals, we identified 4 that will be supported this year, no more than 6 overarching goals.

Mission of MPR Committee:

TBD – Feb. 2024

Strategies and Timelines

6 Months:

Goal it supports is listed after the strategy

Strategies:

- Implement CRM functionality: 1, 2, 3 (through tracking of activities)
- Complete and launch website: 1, 2, 4
- Create and implement a strategic re-brand launch: 1, 2, 3, 4
- Create a calendar of events for 2024 and how we will support the events: 2
 - Implementation of Board expectations that includes volunteer participation supporting one event
- Create new or edit existing marketing hand-outs: 1, 4

12 Months:

- Develop a Communications Handbook: 1,3
- Conduct technical training on video creation: 2, 3, 4

Past Work:

Mission: To promote economic growth of the greater Kandiyohi County area

The Marketing and Public Relations Committee meets at 12 noon on the fourth Monday of each month most times at the Community Room, Heritage Bank, Willmar.

Goals

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

Strategies

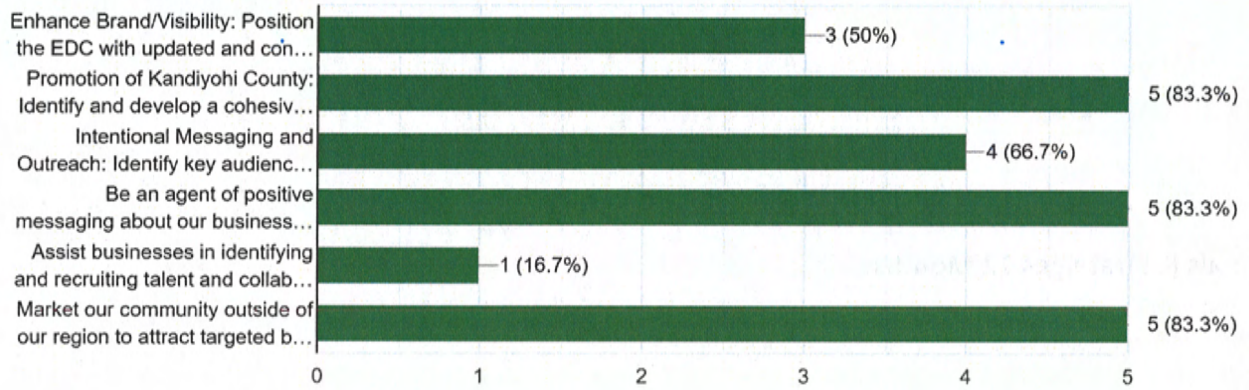
1. Be an agent of positive messaging about our business community and economy.
2. Assist businesses in identifying and recruiting talent and collaborate with community partners to fill open positions.
3. Market our community outside of our region to attract targeted businesses.

Goal Setting MPR Survey Results

- 1.) Support daily marketing needs = Ranking 2
- 2.) Small business marketing support = 2.09
- 3.) Create a strategic social media plan = 2.9
- 3.) Create promotional and informational hand-outs and flyers = 2.9
- 4.) Create awareness of EDC activities and services in the area = 3.0
- 5.) Attract new businesses = 3.09
- 6.) Attract developers and site selectors to Kandiyohi County = 3.18
- 7.) Workforce development = 3.45
- 8.) Marketing the larger Kandiyohi County region to everyone = 3.36
- 9.) Increase and diversify social media following = 3.6
- 10.) Outreach to greater Kandiyohi County = 4.27

Which of the strategies listed below do you agree with for the MPR Committee?

6 responses



2024 MPR

Mission:

Goals & Strategies 6 Months

- 1.
- 2.
- 3.
- 4.
- 5.

Goals & Strategies 12 Months:

- 1.
- 2.
- 3.
- 4.
- 5.

Goals & Strategies On-Going:

- 1.
- 2.
- 3.
- 4.
- 5.

Kandiyohi County Economic Development Tagline Work:

Write down tangibles (physical things you can see and touch) that describe the work we do:

Example: Housing, Child Care Center / Home

Write down intangibles (the things you cannot see and touch) that describe the work we do:

Example: Grow, Promote

Write down universal concepts (feelings, actions, thoughts, ideas and notions that almost everyone can relate to, but do not mean the same to any two people, a central, unifying idea) that describe the work we do

Example: Dreams, make dreams come true, community, build bonds and relationships

Write a tagline:

Write a short sentence or statement that includes:

Tangible + Intangible + Universal Concept

Possible Taglines:

- Helping businesses and communities grow toward success
- Supporting you to build the business and community of your dreams in Kandiyohi County
- Connecting people and resources: You have the dream; We have the tools
-: You have the vision. We have the tools

-.....- You have the vision. We have the resources.

Other Ideas:



**KANDIYOHI
COUNTY**
ECONOMIC DEVELOPMENT

www.kandiyohi.com



MICHELLE MAROTZKE
Business Development Manager

- ☎ office 320.235.7370
- 📱 cell 320.979.1234
- ✉ michelle@kandiyohi.com
- 🌐 www.kandiyohi.com
- 🏠 222 20th Street SE | P.O. Box 1783
Willmar, MN 56201



**KANDIYOHI
COUNTY**
ECONOMIC DEVELOPMENT

www.kandiyohi.com



MICHELLE MAROTZKE
Business Development Manager

- ☎ office 320.235.7370
- 📱 cell 320.979.1234
- ✉ michelle@kandiyohi.com
- 🌐 www.kandiyohi.com
- 🏠 222 20th Street SE | P.O. Box 1783
Willmar, MN 56201

Kandiyohi County Economic Development

Proposed Title, Tagline/Header, Introductory

Example:

[Alexandria Area About Us Page](#)

Title: We Hear Alexandria

Tagline: And we're here to support you

Intro: The Alexandria Area Economic Development Commission (the AAEDC) is a nonprofit organization committed to growing the businesses, the talent base, and the overall community in this amazing part of Minnesota. There's no better place to make your mark—and we're here to help you succeed

Navigation: [How We Help: Launch Your Business](#)

Title: Have a Business Idea for Alexandria?

Tagline/Header: Get free coaching to help you launch your business

Introduction: Do you have a business idea you're ready to bring to life in the Alexandria area? We'll pair you with an experienced entrepreneur who can support you one-on-one from concept to grand opening, and beyond. This coaching is free, personal, and fully confidential.

Call to Action:

Schedule a free consultation

See more coaching and training

Download a guide to getting started

About Us Page:

Title:

- You've got the dream. We've got the resources (or tools).

- We're here to help you grow by connecting you with them.

Header:

-Make your move: You are ready to make the move to Kandiyohi County. We're prepared to help you develop your business and community dream into reality.

-Make your move: Ready to make the move to Kandiyohi County? We're prepared to help you grow.

Introduction:

-Kandiyohi County Economic Development's (KCED) mission is to be a catalyst for economic growth of the greater Kandiyohi County area. We are the spark that propels you into action.

-Whether you are a site selector or a developer, a future or current business owner, a citizen of Kandiyohi County, a local elected official, or a community organization looking to partner (link to these audience pages), we have the resources and the connections to help you grow towards success.

Who We Are

Meet the KCED Staff

(staff pictures and short bios or quotes)

KCED was created in 2003 as a Joint Power Authority with the City of Willmar and Kandiyohi County. "The oversight of KCED's work is directly managed by two distinct boards: the Joint Operations Board, responsible for daily processes and procedures, and the Joint Powers Board, tasked with setting policy, overseeing the broader strategic aspects of our initiatives and overall has final approval of all projects.

The Joint Operations Board is made up of appointed members of the community. This includes business owners. The Joint Powers Board consists of elected officials, 3 Kandiyohi County Commissioners, and three members of the Willmar City Council.

Meet your KCED Board Members!

What We Do

The pillars of our work in economic development are:

- Industrial Development

- Supporting Agricultural Innovation
- Housing Development
- Workforce Development
- Child Care Creation and Retention
- Broadband Accessibility
- Marketing of Kandiyohi County
- Business Support, including the operation of the Elevate Community Business Academy (CBA)

This work is organized each year through Strategic Planning with our stakeholders. You can review how your dream is essential to the work we do in our 2023 Strategic Priority Planning.

- We recruit businesses and new industries while supporting established ones through customized assistance
- We advocate for communities to support sustainable economic growth
- 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

We Are Your Neighbors

The import work you ask us to help with is conducted under the guidance of committees that help direct our work. Meet the Committees and their members, Kandiyohi County community members.

-List of Each Committee, goals or objectives, and member highlights

We Serve You

From site selectors and developers who are searching for land and buildings to bring new industries to the county to small business owners and to our citizens who are looking for resources on what we do for their communities, you are the audience.

Learn more about who Kandiyohi County is by looking at our cities and townships (links or map below).

Success Stories

Hear from your neighbors and others who have worked with the KCED throughout Kandiyohi County helping their dreams come true.

Developers and Site Selectors:

Title:

- You have the idea. We have the location.
- Driving Economic Growth, One Site at a Time: Your Premier Partner for Site Selection, Policy and Permitting Navigation

Header:

- We've got you covered. In Kandiyohi County, we provide fast site information, guidance through development processes, and connecting you with partners. KCED supports you from ground to building

Introductory Paragraph:

-You're busy. We get it. That is why we are committed to providing you with the site information you need with a fast response time. Once you've found your location in Kandiyohi County, we will help you through the development process, from connecting you with partners to navigating you through policy and permitting processes. KCED is with you from ground to building, providing workforce and marketing support throughout your journey.

Future and Present Business Owner:

Title:

-Build Your Business: Whether you have a dream to start a business or a dream to grow your existing one KCED has the resources to help.

Links to Other Pages:

Have an Idea- visit Future Business Owner

Read to Grow Your Current Business- visit Current Business Owner

Future Business Owner:

Title:

- From Brainstorm to Business Launch: Providing the Direction You Need
- Empowering Your Journey: From Idea to Impact, We're Here for You Every Step of the Way.

Header:

- Don't know where to start to make your dream become a reality? Let us help you identify the next step you are ready to take.
- From securing initial funding to navigating the legal requirements to learning how to give your service a competitive marketing edge. KCED has the expertise, connections and resources to help you foster your dream into your reality.

Introduction:

- Starting a business isn't just about financial gain; it's also about personal fulfillment, the chance to make a difference, and the opportunity to bring your ideas and vision to life. There are many challenges and steps to starting a business, but each presents an opportunity for growth and learning – and we are ready to help you grow.
- From securing initial funding to navigating the legal requirements to learning how to give your service a competitive marketing edge. KCED has the expertise, connections and resources to help you foster your dream into your reality. *(maybe more appropriate as a intro.?)*

Locally Elected Officials:

Title:

- Elevate Your Community, Unleash Opportunities
- Elevate Your Community, Unleash Opportunities: Your guide to community leadership through achieving knowledge transparency to the advocacy conducted to support your community's vitality and growth.

Header:

- KCED is your guide to community leadership through data knowledge, collaborative partnership introductions, development guidance, and advocacy that you need to make the decisions that support your community's vitality and growth.

Introduction:

- Embarking on public service as a locally elected official is not easy. You are navigating a political landscape of policy and permitting, budgets and infrastructure needs, and emergency preparedness while balancing the needs of your community, including housing, child care, broadband accessibility, education, and medical access, all the while building a sense of community.
- Providing you the data, collaborative partnership introductions and development guidance you need to make the decisions that support your community's vitality and growth.

Citizens:

Title:

- You have the questions, we have the answers.
- Fueling Progress and Growth in Your Community

Header:

- Advocating for infrastructure advancement, business and workforce support, child care support, housing retention and creation, and celebrating your community's unique identity with you.

Introduction:

- You and your community are important. The pillars of our work include supporting small businesses, helping new ones grow in your community, fostering agricultural innovation, and working with developers to ensure housing for a growing workforce. Navigating infrastructure advancements like transportation and broadband accessibility while ensuring you and your neighbors have the support, like access to child care that you need to grow, is important to us.

Child Care (Under Citizens)

Title:

- Empowering Families, Child Care Provider Businesses and Enriching Families: Your partner in supporting quality child care for strong communities and rich economies.
- Nurturing Futures Together: Elevate Your Child Care Journey with Expert Support and Resources for Providers."

Header:

- Specialized support for your education, financial, networking and mental health.

Introduction:

- Child care is a cornerstone of economic development, which is vital in fostering thriving communities and robust economies. It goes beyond being a service for families. It is a fundamental driver of workforce participation, business productivity, and overall community well-being.

Housing (Under Citizens)

Title:

- Constructing Dreams, Building Homes: Your Gateway to Sustainable Housing and Economic Prosperity.

Header:

- Promoting housing development through community attraction and marketing, assistance in infrastructure investment and processes, support for housing initiatives, and coordination of data collection to build vital communities

Introduction:

To be written