

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES

November 23, 2015
Board Room, EDC Office, Willmar

Present: Donna Boonstra, Shari Courtney, Ann Winge Johnson, Mike Negen and Julie Redepenning

Excused: Caroline Chan, Lindsey Donner, Jean Geselius and Heather Koffler

Absent: Sarah Isdal

Guests: Jesse Hulscher, Willmar Area Chamber of Commerce

Consultant: Betsy Bonnema, REDstar Creative

Staff: Connie Schmoll, Business Development Specialist

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

Connie Schmoll called the meeting to order at approximately 12:04 p.m.

IT WAS MOVED BY Shari Courtney, SECONDED BY Julie Redepenning, to approve the Agenda as presented. MOTION CARRIED.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Donna Boonstra, to approve the minutes of the October 26, 2015 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

Website. Johnson Group informed Betsy Bonnema that they made all requested changes. Bonnema reported all photos needed for the website have been received; they are adding major employers; received the census data and will be adding it and all other content is done. They are reviewing the site and making each page consistent in format. They have fixed the mobile formatting and added a left menu. Once REDstar is done making changes, Johnson Group will make the site go live. Bonnema will email the site link when it is ready for final approval. Schmoll reported Dennis Benson took a number of photos for the site.

2015 MARKETING PLAN PROJECTS

Chamber ADvantage. Schmoll reported Jesse Hulscher agreed to move the final printing to February 2016. Jesse Hulscher reported the 2016 ADvantage will be similar to 2015. The ADvantage is mailed on the even numbered months by the first of that month. Prices will stay the same at \$150 per mailing for an 8½" x 11" ad plus 850 copies. Recipients of the ADvantage are the designated main contact for 575 businesses in the county plus additional recipients. Approximately five to ten flyers are in each ADvantage mailing. Hulscher estimate 90% is mailed within the county and the remaining are outside the county, but those companies do business in Willmar. The individuals who receive the ADvantage are listed in the Chamber's online business directory. The EDC is at the supporter level and has access to a mailing list one time a year to the main contact for each member business. The mailing list is available to any member, but at a certain membership level it is at a fee. Hulscher will check into whether there are any discounts for the ADvantage.

[Jesse Hulscher was excused from the meeting.]

Newsletter insert. Schmoll suggested the committee start working on a newsletter insert in anticipation of a new EDC director being hired. Suggested topics for the insert could include:

- the strides that have been made with broadband and fiber to the home. Swift County was awarded \$4.95 million for broadband, which means Federated Telephone Cooperative could move into Kandiyohi County and the EDC's Broadband Committee approved a feasibility study.
- results of the BRE survey and projects established.
- BNSF wye grant.
- sale of the Kandi Mall.
- the EDC's new website.
- introduce the EDC's new Executive Director.
- could include an info graphic map.
- WORKUP.

Bonnema will have Barb Abrams write the content and interview individuals for the broadband section of the insert. The insert could have the same look as the new website and use Open for Business. The committee requested that Bonnema start on the insert with a January deadline.

EDC panel brochure. The committee decided to hold off on the brochure until the new Executive Director has been hired to obtain their input.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 12:42 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, December 28, 2015** at the EDC Board Room, 222 20th Street SE, Willmar.