

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
MARKETING AND PUBLIC RELATIONS COMMITTEE  
**MINUTES**  
March 25, 2019  
WORKUP, Willmar

Present: Donna Boonstra, Jesse Gislason, Melissa Knott, Emily Lien, Joanna Schrupp and Brittany VanDerBill

Excused: Aaron Backman, Shari Courtney, Deb Geister, Jean Geselius and Pam Rosenau

Absent: Kim Augeson

Guest: Lindsey Donner, REDstar Creative

Staff: Connie Schmoll, Business Development Specialist

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

Vice Chair Melissa Knott called the meeting to order at approximately 12:02 p.m. and announced a quorum was present.

**MINUTES—**

IT WAS MOVED BY Jesse Gislason, SECONDED BY Emily Lien, to approve the Minutes of the February 25, 2019 meeting as emailed. MOTION CARRIED.

**Social Media Statistics.** The committee reviewed the EDC's Facebook statistics for March 1-22, 2019: engaged users 363 (down 61%), post impressions 10.9k (down 31%), reactions 161 (down 49%), post reach 5,265 (down 33%), page and post engagements 560 (down 61%), link clicks 123 (down 45%), new fans 2 (down 80%) and posts 32 (down 5%). The top five posts were: bonspiel competition, *Minnesota Monthly* article on Spicer and New London, Willmar Middle School presents Aladdin Jr. play, Diamond Edge Figure Skaters and Township Day re: broadband. Top fans are female, age 35-44, from Willmar.

There were no new connections on LinkedIn. LinkedIn posts were 13 compared to 12 last month and there were 98 interactions. The top LinkedIn posts were: Kandiyohi Drug Free Communities Coalition, *West Central Tribune* article on area nursing homes receiving funding for improvements and legislation headed to Senate floor for the Highway 23 project.

The top five website pages visited were: home page 267 views, News on the home page 44 views, Major Employers 40 views, City of Kandiyohi 38 views and Transportation 32 views. Lindsey Donner stated web traffic was slightly lower overall.

The EDC boards' strategic planning session will be an article in the next newsletter. Connie Schmoll informed the committee that the Drug Free Coalition attends the EDC's Industrial Hemp Exploratory

Subcommittee meeting. Vice Chair Knott recommended that posts related to the Small Business Administration have different photos for each post rather than the generic one that automatically comes up.

Schmoll provided statistics on the Highway 23 Coalition website and reported the Coalition recently hosted a legislative reception in St. Paul and its annual membership meeting at The 400 Club near Rockville.

#### **UNFINISHED BUSINESS—**

**Education Flyer.** The committee received the final version of the education flyer (see attached), which incorporated the changes suggested by the committee last month plus additional corrections found after the meeting. Joanna Schrupp questioned if the KCEO acronym can be used as the Kandiyohi County group is no longer associated with the original group. It was suggested that if other changes are being made to the flyer, CCS should be moved before CMCS to be in alphabetical order according to the acronym. [Aside from the KCEO change, the flyer will remain as is.]

**2019 Marketing Plan.** The committee reviewed the revised 2019 Marketing Plan (see attached). Schmoll commented that creating a countywide video was discussed by a subcommittee of the Business Retention and Expansion/Recruitment Committee and included having community partners involved. Schmoll gave an update on broadband activities.

Goal 1: Donner stated Aaron Backman tasked her with updating photos on the EDC's website and new content for the home page and other areas. It was suggested the Highway 23 pull-up display be updated as it focuses on the two gaps that were approved for funding last year. The pop-up display should be consistent with the banner message and use "Economic Lifeline to Rural Minnesota." Joanna Schrupp reported MinnWest Technology Campus was in its ninth year of holding the Ag & Animal Science Conference and decided to join with the EDC's Ag Committee to hold a joint event called "Partners in Ag Innovation," which will be held August 1, 2019. Sara Mikolich, who has done the marketing for the Ag & Animal Science Conference is doing the marketing for this new joint venture. It was asked if Main Street Willmar should be added to Tactic 8.

Goal 2: Schmoll reported over 50 businesses will be represented at the West Central Area Job Fair that will be held tomorrow. Schmoll stated the EDC has contributed \$250 to the Kandiyohi County Child Care Innovation Project.

Goal 3: Schmoll stated Tactics 1, 2 and 3 are not being done at this time.

**Willmar Industrial Park Flyer.** The committee reviewed the current Willmar Industrial Park flyer and recommended that new photos be obtained. Schmoll noted Backman has updates to the map. Emily Lien questioned if the first statement in the right margin "One of only 34 shovel-ready industrial parks in Minnesota," should be used as it could lead businesses to look at the other 33 sites. Brittany VanDerBill stated the two outlines of Minnesota should be changed as they are missing the Northwest Angle or "top hat" jog into Canada. Vice Chair Knott volunteered to obtain a new welding photo from RELCO.

**Healthcare Flyer Ideas.** The committee viewed a preliminary draft of a healthcare flyer (see attached). The committee asked about the audience for the flyer. If the flyer is to be distributed to families, then the various healthcare options should be listed. It was questioned if a list of all healthcare options in the county should be on a web page. Nancy Birkeland stated the EDC's previous website did list all healthcare providers, but when the new site was developed, this committee determined the information related to healthcare should be more generic in nature as to the industry rather than a listing of providers. [Note: the EDC's current site has Medical under the Industry tab and Healthcare under the Living tab with a link to the providers on the Chamber's site.] It was noted the West Central Tribune may be doing a list of physicians. VanDerBill volunteered to contact the Chamber and Convention & Visitors Bureau as to what they have for medical information. The committee recommended that any flyer not use only photos and content related to Carris Health. VanDerBill suggested a map could be used to pinpoint the location of the various facilities. The committee reiterated a need to identify the audience for such a flyer.

#### **NEW BUSINESS—**

**Committee Chair and Vice Chair.** Schmoll reported Deb Geister's schedule has conflicted with her ability to attend recent committee meetings. Vice Chair Knott indicated she is willing to move into the chair position.

**Topics for Spring Newsletter.** Donner reported the topics discussed with Backman and Schmoll included the Retail Business Design Workshops, the strategic planning session, child care, Lettuce Abound and the Partners in Ag Innovation conference. The five articles will be posted on the EDC's website—it was noted a better job could be done in using the newsletter articles in social media content. Vice Chair Knott volunteered to write a portion on the strategic planning session and suggested others who attended could also be contacted for a quote on the planning session. Vice Chair Knott suggested a follow-up survey be done as to the planning session asking what was the most valuable point the attendees took away and obtain permission to use quotes in social media. Vice Chair Knott recommended that for consistency in messaging, all branding for the EDC be done through this committee rather than each EDC committee having its own marketing subcommittee.

**ADJOURNMENT—**There being no further business, the meeting was adjourned at approximately 1:09 p.m.

**NEXT MEETING—**The next meeting is **12 noon, Monday, April 22, 2019**, at WORKUP.

## A COLLABORATIVE, OUT-OF-THE-BOX APPROACH TO EDUCATION



The wide variety of education opportunities in Kandiyohi County make our area unique. We have nine school districts within our county, one of the best community colleges in Minnesota and plenty of other alternative public and private learning options. One thing they all have in common is their focus on creating innovative, hands-on curriculum.

Many schools have partnered with local businesses to develop unique programs such as *Kandiyohi Creating Entrepreneurial Opportunities (KCEO)* and *Manufacturing & Production (MAP)*. KCEO is a year-long class for high school juniors and seniors that immerses students into the business world; allowing them to learn by touring over 100 local businesses and even launching a startup of their own. MAP is a new course taught by area experts that introduces manufacturing careers to young talent. Ridgewater College also has an exceptional Customized Training & Continuing Education Program designed to help students and professionals of all ages receive ongoing training in their areas of interest.



From pre-school to college diplomas, Kandiyohi County has you covered.



Ridgewater College was recently ranked #31 of 851 best community colleges in America.

Contact us:  
[kandiyohi.com/education](http://kandiyohi.com/education)  
toll-free 866.665.4556







## Ridgewater College [ridgewater.edu](http://ridgewater.edu)

1. #31 out of 851 in the best Community Colleges in America
2. Job placement over 94%
3. Customized training for business and industry
4. Over 100+ degrees & certificates to explore

Community &  
Technical College



## ACGC Schools (Atwater-Cosmos-Grove City) [acgc.k12.mn.us](http://acgc.k12.mn.us)

1. Four-day school week (Tuesday-Friday)
2. National Blue Ribbon School for grades K-6
3. College in the Schools program
4. Participant in KCEO program



## BOLD Schools (Bird Island-Olivia-Lake Lillian-Danube) [bold.k12.mn.us](http://bold.k12.mn.us)

1. Free preschool programs
2. Integrated technology
3. College in the Schools program
4. Growing enrollment



## Dream Technical Academy [dreamta.org](http://dreamta.org)

1. A student-driven, small learning community
2. Hands-on, student-centered approach
3. Project-based learning opportunities focused on life skills
4. College readiness, career preparedness & civic engagement



## KMS Schools (Kerkhoven-Murdock-Sunburg) [kms.k12.mn.us](http://kms.k12.mn.us)

1. Excellent band & choral departments
2. Adult/youth enrichment opportunities
3. KMS 4 KIDS
4. KMS Early Childhood Initiative (ECI)



## MACCRAY Schools (Maynard-Clara City-Raymond) [maccray.k12.mn.us](http://maccray.k12.mn.us)

1. Extensive extracurricular activities
2. College in the Schools program
3. Free transportation for surrounding communities
4. Driver's education during the regular school day

Public  
Schools



## NL-S Schools (New London-Spicer) [nls.k12.mn.us](http://nls.k12.mn.us)

1. Participant in KCEO program
2. 4-star Parent Aware Early Childhood Education Program
3. State-of-the-art facilities, fitness center & technology, including robotics
4. Small class sizes



## Willmar Schools [willmar.k12.mn.us](http://willmar.k12.mn.us)

1. High number of course offerings & extracurricular activities
2. Diverse performing arts opportunities
3. Participant in KCEO program
4. Notable student ethnic diversity



## CMCS (Central Minnesota Christian Schools) [cmcschool.org](http://cmcschool.org)

1. Impressive student to teacher ratios (12:1)
2. Brand new facilities
3. Increasing enrollment
4. Strong performing arts



## CCS (Community Christian School) [willmarccs.com](http://willmarccs.com)

1. Low student to teacher ratios (15:1)
2. Specialized instruction for Elementary students
3. College in the Schools program
4. Foreign language opportunities

Private  
Schools



## 2019 MARKETING PLAN

### WHO WE ARE:

We are a governmental agency with a mission to be a catalyst for economic growth of the greater Kandiyohi County area. Our focus is on supporting new and existing businesses and marketing our community to companies outside of our region.

### TARGET AUDIENCE:

1. **Kandiyohi County:** Educating our area regarding our purpose and activities. Making our services and expertise known/available to local businesses that need help starting or expanding.
2. **Outside Region:** Marketing our area outside of our county to attract new business and talent. Promoting our brand and showcasing our quality of life.

### 2019 GOALS:

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

**GOAL 1:** Create awareness of EDC activities and services in our local/regional community.

**STRATEGY:** Be an agent of positive messaging about our business community and economy.

Tactics	Assigned To	Status/Completed
1. Design healthcare flyer	Marketing Committee	Draft to be done by 6/2019
2. Website updates as needed	EDC/Marketing Committee	
3. Actively promote Kandiyohi County via social channels	EDC/REDstar	
4. Create/email quarterly digital newsletter January—Winter April—Spring July—Summer October—Fall	Marketing Committee REDstar	
5. Assist with marketing and promotional materials for the Highway 23 Coalition	Marketing Committee REDstar	
6. Assist with marketing and promotional materials for the Partners in Ag Innovation workshop	Connie/Joanna/Jean/Ag Marketing Subcommittee and Marketing Committee	Begin 3/1/2019 Completed by 8/1/2019
7. Support WORKUP programming for startups	EDC/Marketing Committee	
8. Sponsor/Support community organizations (KCEO, West Central Minnesota Area Job Fair)	Marketing Committee	



**GOAL 2:** Concentrate on focus areas involving workforce training, housing and daycare.

**STRATEGY:** Assist businesses in identifying and recruiting talent and collaborate with community partners to fill open positions.

Tactics	Assigned To	Status/Completed
1. Build comprehensive plan to expand the current county workforce	EDC/Marketing Committee	
a. Hold/Sponsor quarterly recruitment events with others, including Ridgewater College	EDC	
b. Utilize LinkedIn to recruit	REDstar	
c. Partner with Willmar Lakes Area Chamber of Commerce and Vision 2040 to promote "trailing spouse" network	EDC/Marketing Committee	
2. Assist with any marketing needs for the Kandiyohi County Child Care Innovation Project	Connie	

**GOAL 3:** Attract new businesses.

**STRATEGY:** Market our community outside of our region to attract targeted businesses.

Tactics	Assigned To	Status/Completed
1. Create list of prospective businesses	Aaron/Connie	
2. Design customizable proposal template to attract business	REDstar	
3. Run social ads to targeted geographic areas	REDstar	
4. Assist with marketing materials and proposals to prospective businesses	Marketing Committee	
5. Assist with marketing materials when staff attends conferences	Marketing Committee	





# 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 the Industrial Park 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 Burlington Northern Santa Fe switching yard connecting Chicago to the Pacific coastal states. 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.

One of only 34  
shovel-ready  
industrial parks in  
Minnesota



Zoned I-1  
Light Industry



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



26 platted lots  
available



Contact us:  
kandiyohi.com  
toll-free 866.665.4556



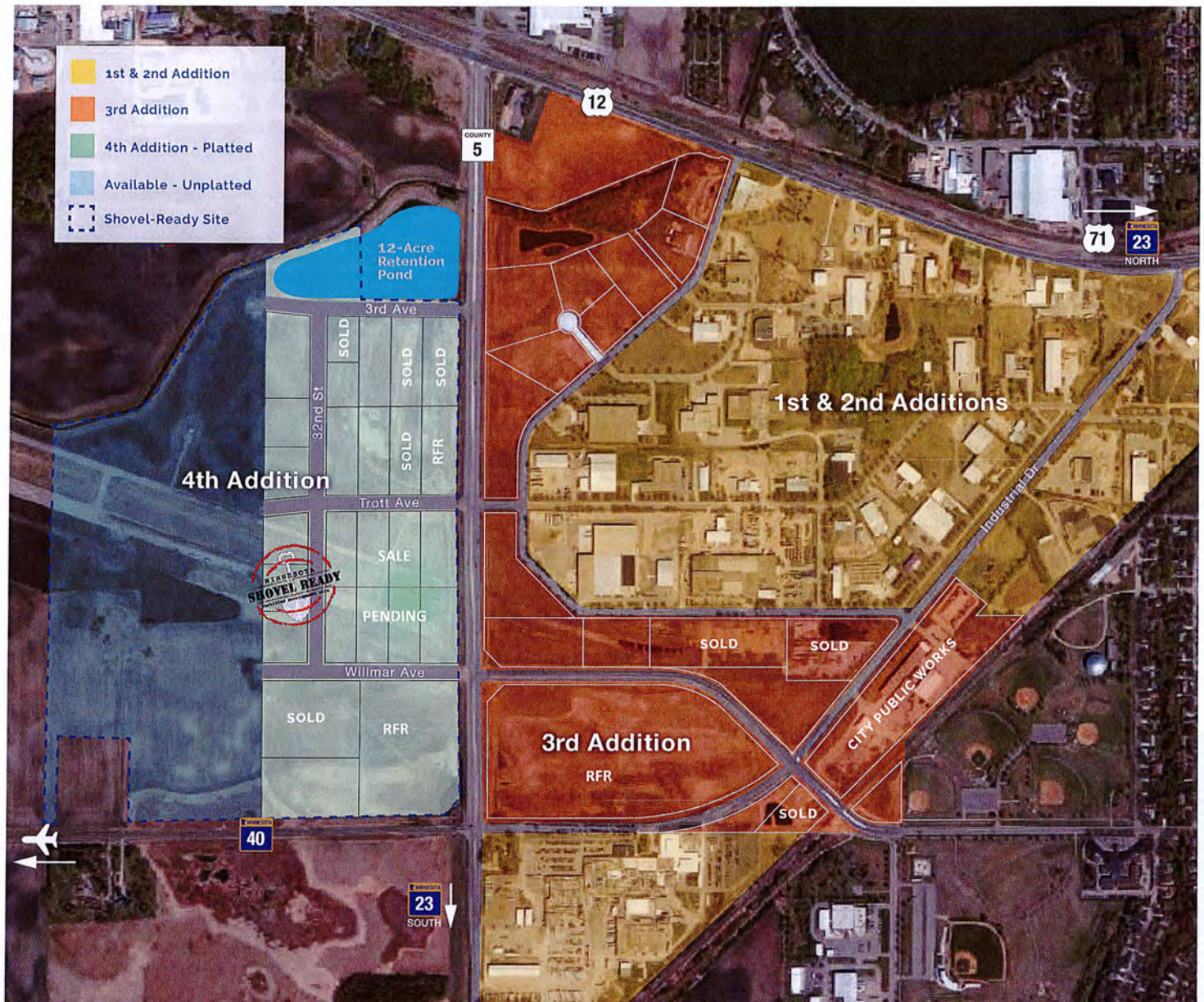
OPEN *for* BUSINESS





# A CLOSER LOOK

## WILLMAR INDUSTRIAL PARK



**Available:**  
**209** acres

**118** acres Shovel-Ready

**26** lots

**1.4 - 30.0** acre-lots

Contact us:  
kandiyohi.com  
toll-free 866.665.4556



OPEN *for* BUSINESS





# KANDIYOHI COUNTY

## REGIONAL MEDICAL CENTER



## STATE-OF-THE-ART FACILITIES

From startups to national and global leaders, Kandiyohi County has become a destination location for these key industries.

As a regional medical center, Kandiyohi County has state-of-the-art facilities and hundreds of medical providers who provide outstanding care. From the beginning of your life through your golden years, Kandiyohi County has healthcare options for almost every circumstance. There are nearly 6,000 jobs in Kandiyohi County, making it the region's top industry and that number continues to grow. Thanks to state-of-the-art technology and top-notch medical providers, Kandiyohi County's medical facilities draw from a large area of Minnesota.



Healthcare maintains a place in the fabric of west central Minnesota that's as enduring as manufacturing and technology.

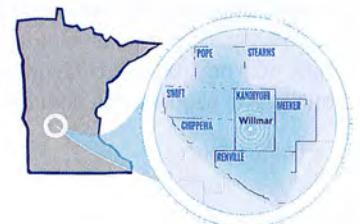


Acute care provided by the region's hospitals and medical clinics helps save lives and restore people to health. Long-term care and assisted living facilities to meet the needs of a growing senior demographic.

Contact us:  
[kandiyohi.com/education](http://kandiyohi.com/education)  
toll-free 866.665.4556



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# GROWING HEALTH CARE LEGACY

In towns large and small, in schools, in public health and in the private sector, west central Minnesota is building its own health care legacy to ensure the region remains a healthy place to live, work and play well into the future.



## New Willmar Surgery Center

Willmar Surgery Center

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## Long-Term Care

Bethesda

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## Largest Community Owned Hospital

Carris Health.

The benefits of joining a larger organization were a driving force in a merger that went into effect Jan. 1 2018, between Affiliated Community Medical Centers and Rice Memorial Hospital, creating a new nonprofit subsidiary of CentraCare Health System known as Carris Health.

- 971 employees
- 350 Physicians
- 136- bed hospital and Level III trauma center
- 15 specialty locations ranging from 7 hospice sites to 5 medical equipment retail outlets

### Carris Health Offers

- Enhanced resources to serve patients
- Quality care close to home
- Increased access to a broader range of specialty care
- Improved ability to recruit and retain health care professionals
- Greater efficiency
- Better strategic positioning to meet continuing policy changes at a state and federal level