

MARKETING AND PUBLIC RELATIONS COMMITTEE

MINUTES

March 26, 2018

WORKUP, Willmar

Present: Donna Boonstra, Jean Geselius, Emily Lien, Pam Rosenau and Brittany VanDerBill

Excused: Aaron Backman, Shari Courtney, Deb Geister, Melissa Knott and Joanna Schrupp

Guests: Kim Augeson, Procore and Jayme Sczublewski, 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 12:00 p.m. and welcomed guest Kim Augeson, Customer Support Representative of Procore, followed by self introductions.

The agenda was taken out of order.

Social Media Statistics. Jayme Sczublewski presented statistics for the EDC's Facebook page from the last 22 days. There were 20 posts; post impressions 5,705 (down 20%), page and post engagements 130 (down 30%) and 92 reactions (down 29%). The top posts were:

1. Highway 23 Coalition legislative reception
impressions 1,159, likes 8, clicks 96, shares 4, reach 820
2. Solar United Neighbors
impressions 855, likes 3, clicks 35, shares 4, reach 597
3. AURI New Uses Forum
likes 2, clicks 2, shares 3, reach 397
4. New business Zenglo Beauty
likes 4, clicks 52, shares 0, reach 161
5. Kathy Schwantes receiving the MILO Award
impressions 212, likes 17, clicks 16, shares 0, reach 134

REDstar will work with Aaron Backman and Schmoll on sharing EDC content on their LinkedIn pages.

NEW BUSINESS—

Highway 23 Coalition Banner. Sczublewski showed a proposed banner design for the Highway 23 Coalition. Discussion was held on the map only showing from Willmar to I-94 with the two gaps and not the entire corridor from Marshall to I-94. Committee members liked the image showing moving traffic and stated the website address should be at the bottom. A suggestion was to use a map of the state of Minnesota showing the entire corridor to eliminate the large amount of white space and do the gap area as an inset.

MINUTES—

IT WAS MOVED BY Brittany VanDerBill, SECONDED BY Emily Lien, to approve the Minutes of the February 26, 2018 meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS—

2018 Marketing Plan. The committee reviewed the revised 2018 Marketing Plan (see attached). Comments included:

- Goal 1 Tactics:
 - When the healthcare flyer is done, it should include telehealth
 - Website updates:
 - new educational avenues, such as the CLUES program should be added to the website;
 - updated statistics for Major Employers, should be obtained from the DEED office
 - it was noted Cub has a new logo
 - Digital newsletters—the EDC boards' planning session and Broadband Day at the Capitol could be topics for the April newsletter
- Goal 2 Tactics:
 - Discussion is being held on holding a job fair at Ridgewater College. The perception is that jobs promoted at the Willmar Conference Center are management and higher-scale jobs. A job fair at Ridgewater College would be more entry-level jobs. It was noted the Willmar Lakes Area Chamber of Commerce (WLACC) is holding a job/career fair at the Willmar High School in April.
 - Change tactic 2 to be tactic 1 and list underneath as items 1a, b, c and d, the current tactics 1, 3, 4, and 6.
 - Change the current tactic 4 from "Develop formal" to Partner with Willmar Lakes Area Chamber of Commerce and Vision 2040 to promote. . .
 - The current tactic 5 will be moved under the Goal 1 Tactics under Website Updates
 - It was noted a link to WLACC's new job openings page should be added to the EDC's website
 - The current tactic 7 will be tactic 2

It was noted that none of the tactics addresses the childcare goal. Schmoll reported she will be presenting information on childcare needs to the EDC boards at their strategic planning session.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:04 p.m.

NEXT MEETING—The next meeting is 12 noon, Monday, April 23, 2018, at WORKUP.

WHO WE ARE:

We are a governmental agency with a mission to be a catalyst for economic growth in the greater Kandiyohi County area. Our focus is on supporting new and existing business, and marketing our community to companies out 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 who 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.

2018 GOALS:

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

GOAL 1 STRATEGY:

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

TACTICS:

1. Design Education Flyer (*Marketing Committee*)
2. Design Healthcare Flyer (*Marketing Committee*)
3. Website Updates: major employers & statistics (*redstar*)
4. Actively promote Kandiyohi County via social channels (*redstar*)
5. Create and send out quarterly digital newsletter (*Marketing Committee*)
 - a. January – Winter | April – Spring | July – Summer | October – Fall
6. KWLM Open Mic – monthly (Aaron)
7. Speak at City Council/EDA meetings outside of Willmar (*Aaron/Connie*)
8. Participate in Highway 23 Coalition (*Aaron/Connie*)
9. Host Ag Producer Workshops (*Connie/Ag Committee*)
10. Support WORKUP programming for startups (*EDC/Marketing Committee*)
11. Sponsor/Support Community Organizations (*Marketing Committee*)
 - a. KCEO, Ag & Animal Science Conference, U of MN Tech Showcase

GOAL 2 STRATEGY:

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

TACTICS:

1. Hold/Sponsor Quarterly Recruitment Events with Ridgewater College (*EDC*)
2. Build comprehensive plan to expand the current county workforce (??)
3. Utilize LinkedIn to recruit (*redstar*)
4. Develop formal "trailing spouse" network (??)
5. Work with HR departments to develop online resources (??)
6. Create a friends & family campaign (*Marketing Committee*)
7. Participate in Vision 2040 Housing Subcommittee (*Aaron*)

GOAL 3 STRATEGY:

Market our community outside of our region to attract targeted businesses.

TACTICS:

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. Participate in DEED'S MN Marketing Partnership (*EDC*)
 - a. Annual Membership
5. Participate in Community Venture Network (*EDC*)
 - a. Annual Membership