

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
April 23, 2018
WORKUP, Willmar

Present: Donna Boonstra, Deb Geister, Jean Geselius, Melissa Knott, Emily Lien, Joanna Schrupp and Brittany VanDerBill

Excused: Shari Courtney and Pam Rosenau

Guests: Jayme Sczublewski, REDstar Creative

Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development Specialist

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

Chair Deb Geister called the meeting to order at approximately 12:08 p.m.

MINUTES—

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

Social Media Statistics. Jayme Sczublewski stated overall there were more Facebook postings compared to last month with 22 posts, 164 interactions and 421 followers. Sczublewski was asked to show from where the viewers are coming for next month's meeting. The top posts in the past month were:

1. Sheriff Hartog retiring—impressions 235, likes 1, clicks 17, shares 0, reach 170
2. Swearing in of new citizens—likes 7, clicks 9, shares 0, reach 151
3. Rep. Tim Miller daycare meeting—impressions 188, clicks 8, reaction 1, shares 0, reach 148
4. City Council approved new curling facility—likes 8, clicks 7, shares 0, reach 142
5. Robbins Island planning meeting—impressions 178, likes 4, clicks 9, shares 0, reach 134

Sczublewski reported REDstar did some training with Aaron Backman and Connie Schmoll on LinkedIn.

Sczublewski stated the Highway 23 Facebook page is in the middle of building its campaign to highlight sponsors and there is not a lot of traffic yet.

2018 Marketing Plan. Backman stated the 2018 Marketing Plan was revised per the committee's comments from last month's meeting (see attached).

Backman reported the EDC boards' planning session was held March 29, 2018 resulting in four goals on which to focus in 2018: Childcare, Diverse Business Initiative, Opportunity Zones and Transportation Infrastructure. Backman reported the Governor will recommend to the U.S. Department of the Treasury that it designate the tracts identified by the EDC in the area of downtown Willmar from Willmar Municipal Utilities to east of Domino's Pizza for the Opportunity Zones program. A flyer will be done in the future to market the Opportunity Zones area to potential developers as tax credits are available. Backman reported CLUES signed new contracts with Ridgewater College for diverse CNA and welding programs.

Spring Newsletter. Backman reported he, Schmoll and Sczublewski met and decided on the following topics for the spring newsletter: EDC boards' strategic planning session, Midtown Plaza, a spotlight on Spicer businesses (Coffee & More, Urban Escape, Lone Tree Paddle and Family Roots Chiropractic) and Highway 23 update. Plans are to email the digital newsletter in May. Little Crow Golf Resort may be featured in the next newsletter as weather has affected completion of the construction.

Highway 23 Flyer. Backman showed the new flyer that features business testimonials and an inset map of the railroad Wye area (see attached). This flyer was taken by Mel Odens to Washington D.C. for a meeting with legislators on the Wye project.

Highway 23 Coalition Banner Design. Backman stated he selected the rural image for the Highway 23 banner as the other image was too urban (see attached). The map on the bottom of the banner shows Highway 23 from Willmar to St. Cloud with a regional map as the background. Backman reported Corridors of Commerce funding may be announced this week. Backman indicated he may want a video created of the highway project areas in the future. Ten local representatives will attend a fly-in to Washington D.C. May 22-24, 2018 where they will meet with federal legislators and federal transportation representatives.

Ag Workshop Marketing Materials. Schmoll reported the Ag Marketing Subcommittee reviewed the flyer and sponsor form created by Jean Geselius (see attached). Geselius stated the Ag Marketing Subcommittee suggested changes, which she incorporated. REDstar will assist in marketing the workshop and setting up the registration through Eventbrite. The event will be held at Little Crow Golf Resort. MinnWest Technology Campus (MWTC) will provide a flyer promoting its Ag & Animal Science Conference that will be handed out to workshop attendees. The Ag Marketing Subcommittee is seeking six sponsors out of the nine businesses they will be contacting. Joanna Schrupp suggested if attendees who register can be seen by others, it may be beneficial in getting attendees, as well as an added benefit to sponsors. A permission box or disclaimer would be needed on the registration form. The goal is to have 80 ag producers attend the workshop.

NEW BUSINESS—

May Meeting. Backman stated the next meeting date is Memorial Day. It was the committee's consensus to hold the next meeting on Tuesday, May 29, 2018.

Other. Schrupp announced the new YMCA director will be hired in early May.

ADJOURNMENT—There being no further business,

IT WAS MOVED, SECONDED AND CARRIED to adjourn the meeting.

The meeting was adjourned at approximately 1:05 p.m.

NEXT MEETING—The next meeting is 12 noon, Tuesday, May 29, 2018, at WORKUP.



Marketing and Public Relations Committee

2018 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.

2018 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 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
 - a. Major employers and statistics (*EDC/REDstar*)
 - b. Work with human resource departments to update the EDC's online resources (*EDC/Marketing Committee*)
4. Actively promote Kandiyohi County via social channels (*EDC/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, University of Minnesota Technology Showcase

GOAL 2 STRATEGY:

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

TACTICS:

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*)
 - d. Create a friends and family campaign (*Marketing Committee*)
2. 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



COLDSPRING (Granite Company)

"Highway 23 is considered a lifeline to Coldspring's success. To satisfy customers, Coldspring moves over three million lbs. of stone, equipment and supplies on Highway 23 each week."

Theresa Cervantez,
Director of Purchasing and Logistics

JENNIE-O

"Minnesota Highway 23 is a vital corridor for Jennie-O operations. Yearly over 20,000 truckloads of live animals and finished product are shipped by the company on Highway 23. Jennie-O is concerned about safety at many of the intersections along the corridor."

Mike Brown,
Director of Supply Chain Operations

DOOLEY'S PETROLEUM

"...The timely shipment of our products is crucial for our customers. Our company's future growth depends on adequate infrastructure on Highway 23. It's time for the State of Minnesota to show its commitment to this region of the State."

Dan Selander,
Chief Operating Officer

RAMBOW

"Over 75% of Rambow's sales of embroidery/promotional materials is shipped north on Highway 23 to customers in St. Cloud, Duluth, and other points north. And the lionshare of our employees use Highway 23 to come to and from work. I have no doubt that if the four-lane gaps are completed my sales and shipments will increase significantly."

Steve Rambow,
Owner

CENTRACARE HEALTH

"...Highway 23 is a major route through several of the communities in which we have facilities and through a major recreational area of Minnesota. We support the Highway 23 Coalition's efforts AND encourage the state to upgrade the remaining 2-lane sections for Highway 23 between St. Cloud and Willmar to 4-lanes."

Kenneth Holmen, MD,
President and CEO

DUININCK

"Highway 23 has been an important corridor to our operations. Yearly we supply over 20,000 truckloads of material to our customers on Highway 23. Lack of continuous four-lane from Willmar to Interstate 94 creates economic disadvantage to our region and increased potential for injury and loss of life that can be prevented. It is time to make a commitment to the Highway 23 corridor."

Jason Duinick,
Business Development



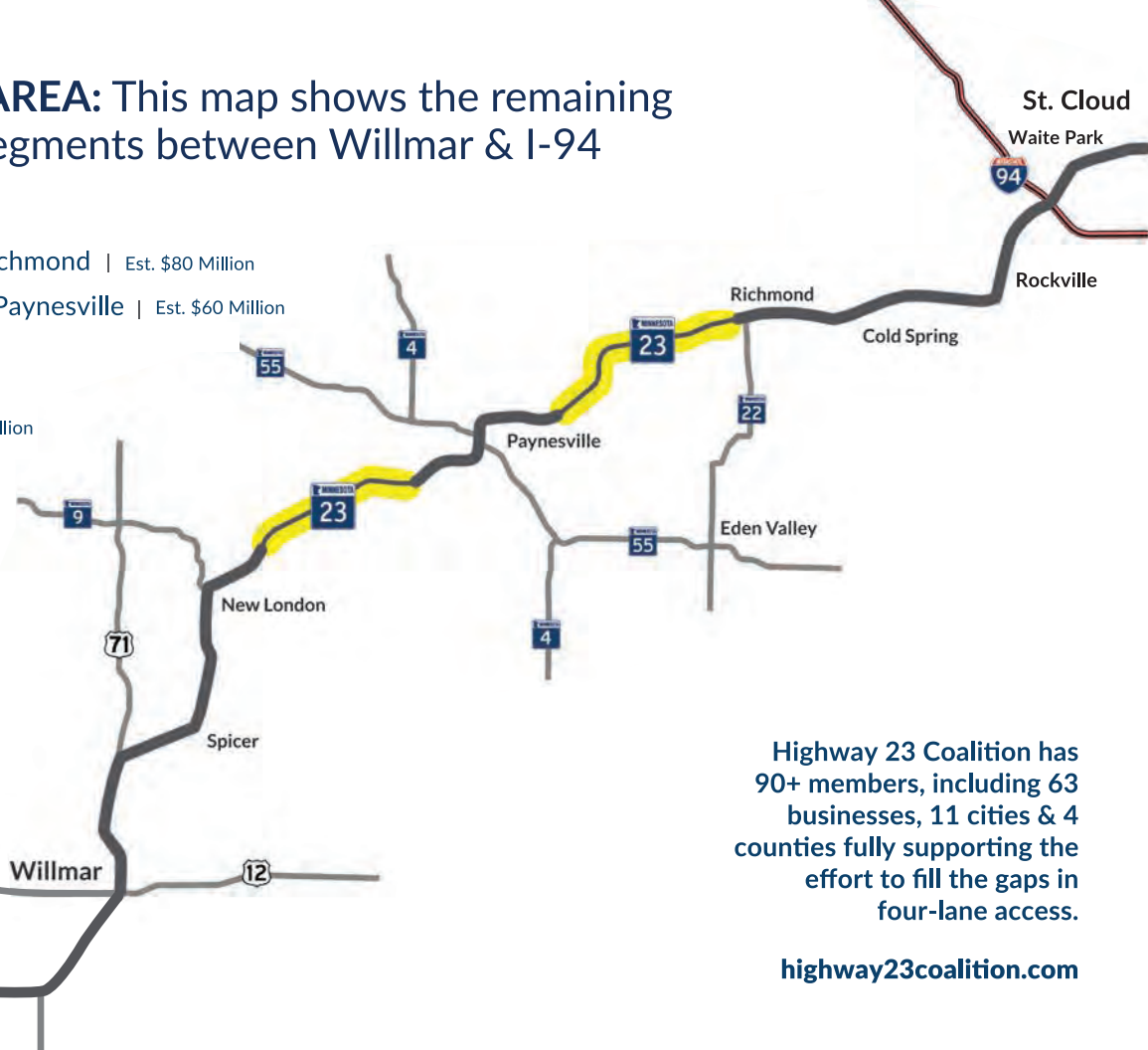
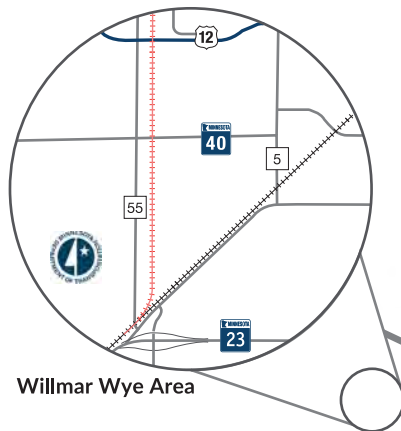
PROJECT AREA: This map shows the remaining two-lane segments between Willmar & I-94

9-mile gap from Paynesville to Richmond | Est. \$80 Million

7-mile gap from New London to Paynesville | Est. \$60 Million

72% of the 53-mile stretch has
four-lane accessibility

Willmar Railroad Wye | Est. \$48 Million

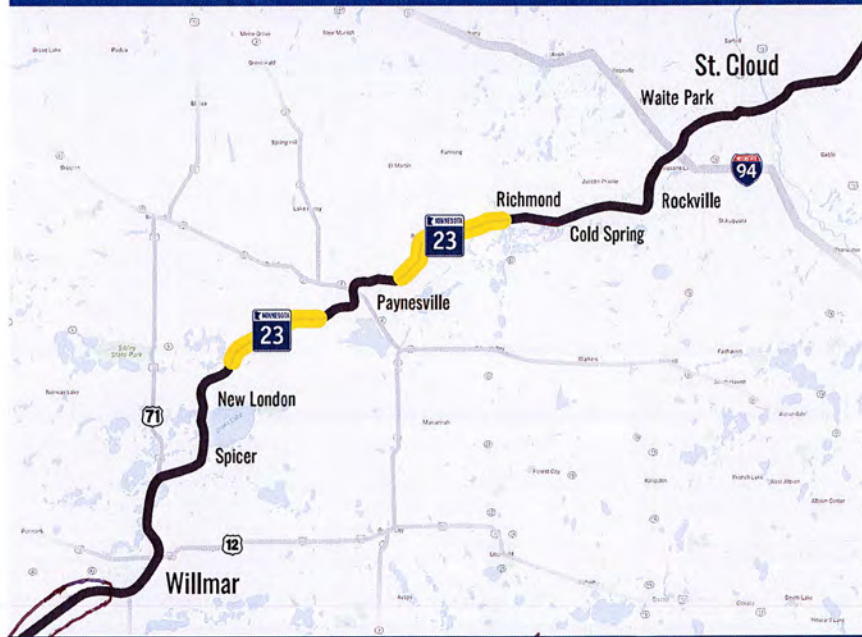


Highway 23 Coalition has
90+ members, including 63
businesses, 11 cities & 4
counties fully supporting the
effort to fill the gaps in
four-lane access.

highway23coalition.com



Dedicated to filling the gaps on the
Highway 23 Corridor.



↑ thinner black line representing 2-lane highway



highway23coalition.com

TALENT & TECHNOLOGY

A TWO-PART WORKSHOP
FOR THE

PROGRESSIVE
FARM MANAGER

GROW SMARTER. GROW STRONGER.

AUGUST 13
7:30–11:30AM

Little Crow Resort
15980 Hwy 23 NE
Spicer, MN 56288



FEATURING 2 DYNAMIC SESSIONS FOR
THE PROGRESSIVE FARM MANAGER
ON TALENT AND TECHNOLOGY



GOLF SPECIAL FOLLOWING THE WORKSHOP

18 holes and a cart **\$42**

9 holes and a cart **\$22**

Call (320) 354-2296 to schedule a tee time.

REGISTER

FOR ONE COURSE OR ALL!

\$30 (SAME PRICE FOR ALL SESSIONS)

Includes morning refreshments

For more information or to
reserve your seat, visit
kandiyohi.com/events
or call (320) 235-7370

7:30 TO 9:30 A.M.—MIKE HENKE, MIKE HENKE INC. AND
KRISTIE HAEFNER, CHRISTIANSON, PLLP

ATTRACTING, RETAINING AND MANAGING YOUR AG LABOR WORKFORCE
PLUS THE LATEST CHANGES TO THE EMPLOYMENT REGULATORY
ENVIRONMENT

9:45 TO 10:30 A.M.—LYLE MANGEN, GLOBAL PRODUCT SPECIALIST,
CNH INDUSTRIAL AND ITS BRANDS

USING THE NEWEST TECHNOLOGIES TO IMPROVE YOUR PRODUCTION

10:45 TO 11:30 A.M.—MIKE MASTEY, INSTRUCTOR, RIDGEWATER COLLEGE
USING DATA IN PRECISION AGRICULTURE

See reverse for more details.

THANK YOU TO OUR EVENT SPONSORS



Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS



A project of: Kandiyohi County and City of Willmar Economic Development
Commission's Agriculture and Renewable Energy Development Committee

ABOUT THE WORKSHOPS

> TALENT

7:30 TO 9:30 A.M.

MIKE HENKE OF MIKE HENKE INC. AND KRISTIE HAEFNER OF CHRISTIANSON PLLP

ATTRACTING, RETAINING AND MANAGING YOUR AG LABOR WORKFORCE, PLUS THE LATEST CHANGES TO THE EMPLOYMENT REGULATORY ENVIRONMENT.

MIKE HENKE, OWNER OF MIKE HENKE, INC.

Mike Henke's passion for building strong teams led to the creation of Mike Henke Inc. He works with organizations throughout the country in the areas of leadership training and recruiting & retention of employees. Mike has created over 50 unique training programs, previously managed an employment agency in Nebraska that partnered with many organizations in the Agricultural industry and he works with many of those organizations today!



KRISTIE HAEFNER, FIRM ADMINISTRATOR AND LEAD HR CONSULTANT, CHRISTIANSON PLLP

Kristie Haefner is a results driven leader with 10 years of experience in Human Resources. She's motivated to continuously refine her skills to strengthen her leadership and business acumen. Kristie serves as an advocate for employees while keeping a focus on the overall mission and goals of the organization. Some of her specialties include: attracting and retaining talent, staff development, performance management, employee relations and HR analytics. Her goal is to help businesses owners achieve their goals by assisting them with HR related tasks so they can focus on their passion...the reason they went into business in the first place!



Kristie graduated from Winona State University with a Bachelor's Degree in Human Resources Management. She is a member of the Society of Human Resources Management, Chair Elect for the United Way of West Central Minnesota Board of Directors and volunteers in many capacities throughout the community.

> TECHNOLOGY

9:45 TO 10:30 A.M.

LYLE MANGEN, GLOBAL PRODUCT SPECIALIST, CNH INDUSTRIAL AND ITS BRANDS

LEARN ABOUT PAST, CURRENT AND FUTURE TECHNOLOGIES IN SITE-SPECIFIC FARMING. THIS INCLUDES THE ROLE OF AGRONOMIC CONSULTANTS, GPS TECHNOLOGY, MACHINE GUIDANCE, SPRAYER AND PLANTER TECHNOLOGY, AMONG OTHERS, USING THE NEWEST TECHNOLOGIES TO IMPROVE YOUR PRODUCTION.

Lyle Mangen is a 28-year employee of CNH Industrial and its equipment brands. He is currently working in a commercial role which includes defining self-propelled sprayer and dry fertilizer applicator product lines around the globe. He graduated from South Dakota State University in 1986 with a degree in Ag and Bio-Systems Engineering, followed by an MBA from Cardinal Stritch University in Milwaukee, WI. He currently serves as a member of the SDSU Ag and Bio-Systems Advisory Board and has served in various committee, standards development and section officer roles for the American Society of Ag and Bio-Systems Engineers.



10:45 TO 11:30 A.M.

MIKE MASTEY, FARM BUSINESS MANAGEMENT INSTRUCTOR, RIDGEWATER COLLEGE

LEARN HOW THE PRODUCER CAN USE PRODUCTION AND FINANCIAL DATA TO MAKE BETTER INVESTMENT DECISIONS ON TECHNOLOGY FOR THE FARM OPERATION. MIKE WILL ALSO COVER THE USE OF UAS (DRONE) SYSTEMS AS A MANAGEMENT TOOL.

Mike grew up on a Central Minnesota crop and livestock farm. After teaching high school agriculture for 7 years, Mike transitioned to farm business management education at Ridgewater College in 2000. Since then, he has been helping farm families in Central Minnesota with farm business management education, farm financial planning, transition planning and farm business analysis with livestock, conventional and specialty crop operations. The past three years Mike has been using UAS (drone) technology with farmers to use imagery data in helping make management decisions on the farm.



SPONSORSHIP OPPORTUNITY! GET YOUR BUSINESS IN FRONT OF FARM MANAGERS.

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SEE SPONSORSHIP LEVELS ON BACK SIDE

A project of: Kandiyohi County and City of Willmar Economic Development
Commission's Agriculture and Renewable Energy Development Committee

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OPEN *for* BUSINESS



SPONSORSHIP OPPORTUNITY! GET YOUR BUSINESS IN FRONT OF FARM MANAGERS.

TALENT & TECHNOLOGY

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FOR THE**

PROGRESSIVE FARM MANAGER

GROW SMARTER. GROW STRONGER.

SPONSORSHIP LEVELS

Platinum: \$1,000

- Business logo will be displayed on all promotional materials and on social media
- Business can have a vendor table at the event
- Business will receive a premier shout out at the event
- Business logo will be linked from the event promotion on Kandiyohi.com website
- Business can supply one promotional item and a promotional flyer to distribute to attendees
- Business will receive four complimentary tickets to the event
- Email copy/graphics to invite your own customer base to the training

Gold: \$500

- Business logo will be displayed on all promotional materials and on social media
- Business name will be highlighted at the event
- Business can supply one promotional item and a promotional flyer to distribute to **attendees**
- Business logo will be linked from the event promotion on Kandiyohi.com website
- Business will receive two complimentary tickets to the event
- Email copy/graphics to invite your own customer base to the training

SPONSORSHIP FORM

We'd like to be a sponsor for the EDC's Talent and Technology Workshop on August 13.
Checks can be made payable to the EDC and sent to **P.O. Box 1783, Willmar, MN 56201.**



\$1,000 Platinum



\$500 Gold

Company/Organization's Name _____

Address _____

Contact _____ **Email** _____

Phone _____

Please provide us with a high resolution jpg image (300 dpi) of your logo by **May 30th**. You can email the logo to connie@kandiyohi.com

COMPLETED FORMS, PAYMENT AND LOGO MUST BE RECEIVED BY MAY 30, 2018 TO BE INCLUDED ON THE PROMOTIONAL MATERIALS.

Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS

