

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
May 22, 2017
WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney, Jean Geselius, Emily Lien, Melissa Knott and Ryan Thielen

Excused: Aaron Backman and Mike Negen

Absent: Deb Geister and Sarah Isdal

Guest: Lindsey Donner 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. Schmoll informed the committee that Ashley Queenan resigned from the committee due to time commitments with a new full-time job and introduced Melissa Knott as a new committee member followed by self introductions. Knott is the Director of Marketing for Christianson PLLP.

MINUTES

IT WAS MOVED BY Donna Boonstra, SECONDED BY Ryan Thielen, to approve the February 27 and March 27, 2017 minutes as e-mailed. MOTION CARRIED.

UNFINISHED BUSINESS

Agriculture & Renewable Energy Flyer. Jean Geselius reviewed changes made by the EDC's Agriculture and Renewable Energy Development (Ag) Marketing Subcommittee to the Diverse Agriculture & Renewable Energy Opportunities flyer (see attached). Jayme Sczublewski will check on the proper names to use for RELCO and Jennie-O and make changes in the flyer, if necessary. This flyer coordinates with the trifold display recently done for the Ag Committee. Schmoll will use the flyer at tradeshow she attends and requested 100 copies be printed. It was recommended that the two icons on the front page line up with the two text paragraphs.

NEW BUSINESS

Budget. As the committee will be discussing expenditures, Schmoll noted the committee's budget for 2017 is \$26,925 and REDstar is at 64% of \$12,000, the amount budgeted for their services.

Minnesota Thriving in the North Ad. Schmoll stated the EDC was contacted to again advertise in the *Minnesota Thriving in the North* magazine published by the Minnesota Department of Employment and Economic Development (DEED). Ad costs are \$5,995 for a full page, \$4,255 for a vertical half page or \$3,750 for a horizontal half page; there is no web only option. The publication date of the magazine is November 2017. The EDC's previous full-page ad was shown (see attached) and the online link at <http://livability.com/mnDEED> was viewed. It was noted the EDC's link appears twice on the website's homepage.

IT WAS MOVED BY Ryan Thielen, seconded by Jean Geselius, to purchase a half page vertical ad at a cost of \$4,255 to include tracking information, a new creative look and add information on area lakes or possibly the 2018 Governor's Fishing Opener. MOTION CARRIED.

Knott recommended there be a way to track how effective the ad is and how many hits it receives via telephone and social media. The same ad format has been used for two years with changes to photos.

Social Media Strategies. Sczublewski stated she and Lindsey Donner reviewed all of the social media platforms, audited the EDC's performance on each and developed some strategies for what they determine is important for the EDC (see attached). Sczublewski created a LinkedIn page for the EDC, which will be the focus of the social media platform and will be used to recruit businesses. Sczublewski and Donner recommend a marketing calendar be created with what themes each post should follow and who should post them and then review the strategy in six to eight weeks. The goal is to distribute content, obtain followers, be a community resource and drive viewers to the EDC's website. It was suggested that the following be included as social partners in the strategy: Vision 2040, Kandiyohi County Creating Entrepreneurial Opportunities, 1 Million Cups and WORKUP. Schmoll noted the Ag Committee would like to obtain emails of individuals who access the Ag Producer BRE Report online and categorize their interest. Sczublewski and Donner will start the program using content from the EDC's website.

IT WAS MOVED BY Ryan Thielen, SECONDED BY Emily Lien, to move forward with developing a social media calendar. MOTION CARRIED.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 12:52 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, June 26, 2017** at WORKUP, 1601 Technology Drive NE, Willmar.



DIVERSE AGRICULTURE & RENEWABLE ENERGY OPPORTUNITIES

— AGRICULTURE & RENEWABLE ENERGY DEVELOPMENT COMMITTEE —

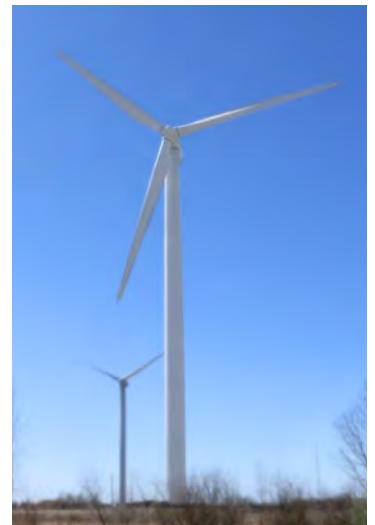
Kandiyohi County has deep roots in agriculture and a bright future as well. Our strong agriculture sector makes us a prime location for agribusiness, bioscience and technology businesses. Many industry leaders such as Nova-Tech Engineering, Select Genetics, RELCO and Jennie-O are headquartered here in West Central Minnesota's business hub. Recently, we've made some great strides towards creating a more eco-friendly business community by investing our time in renewable energy efforts.

The EDC is committed to working collaboratively with local farmers and ag-related industries through our Agriculture & Renewable Energy Development Committee. The committee's mission is "To sustain, identify and develop agriculture, agribusiness and renewable energy opportunities." It supports this mission by targeting activities that leverage Kandiyohi County's assets in agriculture, with a special emphasis on ag business, manufacturing, bioscience, technology, energy and research.

Diverse ag economy with over 1,300 farms



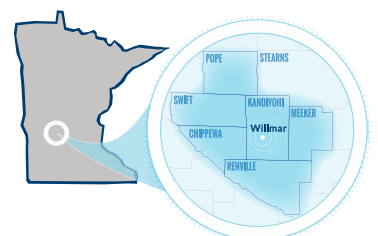
Produced enough wind & solar to power 1,280 homes



Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS



IMPACT BY THE NUMBERS

— A PROFILE OF AG AND RENEWABLE ENERGY IN KANDIYOHI COUNTY —

Agriculture in Kandiyohi County



Farmland:

415,090 acres

Land Area:

75%

of Farms:

1,310

Average Size:

317 acres

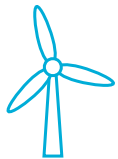


Agricultural Marketing:

\$414 million
(2016)

{ Crops: **\$183 million**
Livestock: **\$231 million**

Renewable Energy in Kandiyohi County



Wind:

7.7 million kwh

Enough to Power:

800 homes

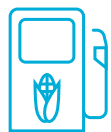


Solar:

5.3 million kwh

Enough to Power:

480 homes



Ethanol:

65 million gallons

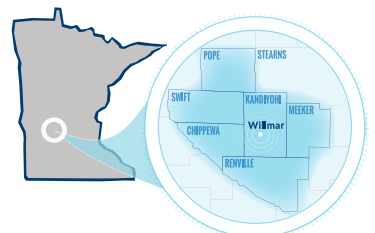
Enough E-85 to Power:

190,000 cars

Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS



location,

Home of the Midwest's premier technology park with 400,000 sq. ft. of commercial space used by Agribusiness, Bioscience & Technology companies.



location,

Offering a new 181 acre area for industrial development recently certified Shovel-Ready by the State of Minnesota.



location.

Featuring a new airport, an east/west & north/south railway hub and access from both MN Highway 23 & US Highway 71.



OPEN *for* BUSINESS

www.kandiyohi.com
866.665.4556



SOCIAL STRATEGY





SOCIAL STRATEGY

Social Audit

Suggested Platforms & Frequency

Voice

Themes

Key Content Topics

Content Sources

2017 Goals & Targets

STATS

326 Page likes
 321 Followers
 1-2 x/ wk Current posting frequency



Kandiyohi County & City of Willmar EDC
 @KandiWillmarEDC

EDC
 Kandiyohi County & City of Willmar
 ECONOMIC DEVELOPMENT COMMISSION

WEST CENTRAL MINNESOTA'S BUSINESS HUB IS: OPEN for BUSINESS

Write something...

Share a photo or video | Advertise your business | Get phone calls | Get messages

Public Service in Willmar, Minnesota
 Closes in 40 minutes

0% response rate, day or more to respond
 Respond faster to turn on the badge

318 likes +6 this week
 Betsy Bonnema and 25 other friends


f AUDIT



City	People Reached
Willmar, MN	531
New London, MN	156
Spicer, MN	133
Minneapolis, MN	37
Olivia, MN	30
Saint Cloud, MN	26
Kandiyohi, MN	25
Belgrade, MN	20
Clara City, MN	18
Montevideo, MN	17


STATS


0 Page likes
0 Followers
0 Current posting frequency



[Home](#)
[My Network](#)
[Jobs](#)
[Messaging](#)
[Notifications](#)
[Me](#)
[Work](#)
[Try Premium for Free](#)

Sustainable Business MBA - Coursework in Renewable Energy, Sustainable Marketing & Environmental Law. Ad ...





Kandiyohi County & City of Willmar EDC
Financial Services • 2-10 employees • Willmar, Minnesota

[See jobs](#) [Follow](#) 0 follower


About us

The Kandiyohi County and City of Willmar EDC has built collaborative relationships with our city and county governments, private industry and community organizations. We are funded by a local levy, allowing us to address economic development for West Central Minnesota's Business Hub.

Headquarters Willmar, Minnesota	Company Size 2-10 employees	Website http://www.kandiyohi.com
Industry Financial Services		

Ad ▶


Get the latest jobs and industry news




Lindsey, explore relevant opportunities with True Talent Group

[Follow](#)

Ads You May Be Interested In



Sustainable Business MBA
Coursework in Renewable Energy, Sustainable Marketing & Environmental Law.



Social Recruiting Guide
Learn How to Source & Hire Top

STATS

449 Followers
125 Likes
1x/mo. Current posting frequency

The image shows a Twitter profile page for the Kandiyohi County & Economic Development (Kandiyohi County EDC). The header features navigation links: Home, Moments, Notifications, Messages, and a search bar. The profile picture is a collage of images including a woman, a child, and a sign for Ringwood College. The banner image shows two women jumping in a lake and a group of people jumping in front of a large sculpture. The profile name is "Kandiyohi County & ECONOMIC DEVELOPMENT" with the handle @KandiWillmarEDC. The bio states: "Centrally located in MN, Kandiyohi County/Willmar lakes area is the perfect place to establish or expand your business." It also includes the location "Willmar, Kandiyohi County, MN", the website "kandiyohi.com", and the join date "Joined September 2011". The statistics show 661 tweets, 180 following, 449 followers, and 125 likes. The "Following" button is highlighted. The tweets section shows two tweets from the account, both mentioning building materials stores in Willmar. The "Who to follow" section lists Donald J. Trump, CNN Breaking News, and Michelle Obama.

Home Moments Notifications Messages Search Twitter

Kandiyohi County & ECONOMIC DEVELOPMENT
@KandiWillmarEDC
FOLLOWS YOU

Centrally located in MN, Kandiyohi County/Willmar lakes area is the perfect place to establish or expand your business.

Willmar, Kandiyohi County, MN
kandiyohi.com
Joined September 2011

TWEETS 661 FOLLOWING 180 FOLLOWERS 449 LIKES 125

Following

Tweets Tweets & replies Media

Kandiyohi County EDC @KandiWillmarEDC · 55m
Did you know that building materials stores in #Willmar sold \$74 million in taxable sales in 2014 or 24% of all taxable sales?

Kandiyohi County EDC @KandiWillmarEDC · Mar 16
Have a breakthrough idea? Need seed

Who to follow · Refresh · View all

Donald J. Trump @realDonaldTrump
Follow

CNN Breaking News @CNNBreakingNews
Follow

Michelle Obama @MichelleObama
Follow

FOCUS PLATFORMS

PRIMARY



engage with and represent the people and businesses of Kandiyohi County

Frequency: 3-4 posts per week, highest traffic after 6pm on weekdays



focus on attracting new businesses to the area

Frequency: 2 posts per week

SECONDARY



a blend of the above , repeated and original content

Frequency: 6-10 tweets per week

VOICE



- Professional, positive, and welcoming
- We're the voice of businesses in Kandiyohi County

THEMES



- Advocating, showcasing local businesses
- Retention, providing resources to startups and new businesses
- Expansion, highlighting our community to potential, new businesses
- Marketing, promoting our community locally and regionally

FEATURED TOPICS



- Targeted industries
- Willmar Industrial Park
- Education
- Health Care
- Ag & Renewable Energy
- Business Retention & Expansion

FURTHER TOPICS



- local business news & updates
- newsletter articles
- links to website pages
- photos/updates of committee meetings
- EDC sponsored events
- day-to-day happenings (ex: business visits, off-site meetings)
- legislative visits
- local ag projects & statistics
- community fundraising efforts
- funding opportunities
- broadband updates
- transportation announcements
- farming regulations
- entrepreneurship
- new community features and attractions

CONTENT SOURCES



- Past newsletters
- West Central tribune articles
- Nancy's meeting notes
- Website content
- Previous flyers

SOCIAL HASHTAGS



#openforbusiness - #willmarlakesarea - #westcentralmn - #westcentralMNbusinesshub

SOCIAL PARTNERS

- CVB
- Chamber of Commerce
- City of Willmar
- MNDOT
- Kandiyohi County Community Facebook pages