

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
June 27, 2016
WORKUP, Willmar

Present: Donna Boonstra, Lindsey Donner, Sarah Isdal, Ann Winge Johnson, Mike Negen and Julie Redepenning

Excused: Shari Courtney and Heather Koffler

Absent: Caroline Chan and Jean Geselius

Guests: Ashley Queenan of Heritage Bank and Jayme Sczublewski of REDstar Creative/WORKUP

Staff: Aaron Backman, Executive Director

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

Aaron Backman called the meeting to order at approximately 12:01 p.m. followed by self introductions.

MINUTES—

IT WAS MOVED BY Ann Winge Johnson, SECONDED BY Julie Redepenning, to approve the minutes of the May 23, 2016 meeting as emailed. MOTION CARRIED.

2016 Marketing Plan. Backman noted the Committee is looking at updating the EDC's targeted brochures, the first one being on the MinnWest Technology Campus (MWTC), which the committee reviewed (see attached). The committee preferred using the Procore photo over the lab photo in the first draft. Backman stated the word "soon" will be deleted from the text by the second icon on the first page and the regional business hub workforce for the third icon includes Kandiyohi and five surrounding counties and excludes Stearns County. The back of the brochure highlights amenities in which businesses would be interested. These statistics were obtained from Joanna Schrupp of MWTC.

The committee liked the visual look of the second page and suggested the following changes:

- use one photo along the top that includes tenant information
- under the Workforce section and patents, change "international" to initial caps
- under Culture, change the spelling of "benefited" to "benefitted"
- remove the period after the EDC's toll-free phone number on both pages.

A similar format to this template will be used for other targeted industry brochures.

UNFINISHED BUSINESS

EDC Priority/Goal 5. As to the EDC's goal to enhance its marketing and public relations activities, Backman stated he will continue to work with MWTC, University of Minnesota and Mid-Central Research and Outreach Center and appear monthly on KWLM Radio's Open Mic show; the EDC will continue to sponsor the Animal Science Conference and distribute its newsletter via social media. Ann Winge Johnson recommended each committee member needs to click, like and share articles posted on the EDC's Facebook page. Discussion was held on developing a social media marketing plan and a strategy for sharing the EDC's Facebook and Twitter posts and the use of Facebook versus Constant Contact and email. Some members indicated some success with paying Facebook to boost posts and targeting specific audiences on Facebook.

NEW BUSINESS

Minnesota Thriving in the North ad. The Committee reviewed last year's "location, location, location" ad (see attached) used in the Minnesota Department of Employment and Economic Development's (DEED) publication. Backman suggested the railroad photo be changed to an airport photo and the Prinsco photo be changed to one related to the Willmar Industrial Park. The committee liked the propellor photo used in the 10-year anniversary flyer for the Willmar Airport and suggested something similar for the ad. Backman indicated that if we do not get prospects or feedback from the DEED publication next year, he will reconsider participation in the 2018 publication. The committee suggested contacting Brainerd or another community that had a significant ad in the DEED publication to find out their return on investment. The EDC will again have its ad on the inside back cover of the publication.

2016 budget. The Committee reviewed the marketing expenditures to date (see attached). Backman informed the committee that he will economize where possible and reallocate expenditures in the EDC's budget when possible. Options for additional newsletters were discussed. Jayme Sczublewski reported she emailed the last newsletter to local media following last month's meeting and had it posted on the EDC's website. It was suggested to email the EDC's last newsletter via Constant Contact. Discussion was held on the return on investment for the newsletter. The committee recommended doing at least one digital newsletter before year end (October) and again in January 2017, foregoing a printed newsletter at this time. The committee discussed its expenditures last year. This year's expenditures include approximately \$5,000 in one-time expenditures for the website.

10-Year Anniversary of Willmar Municipal Airport. The committee liked the photos used on the 10-year anniversary flyer (see attached).

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:23 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, June 27, 2016** at WORKUP, 1601 Technology Drive NE, Willmar.



RESEARCH & TECHNOLOGY

MINNWEST TECHNOLOGY CAMPUS

The serene grounds of the 100-acre MinnWest Technology Campus are more than just lush green space and lakeside views. Inside the picturesque buildings of this historic campus are companies on the cutting edge of research and technology innovation - many of them pioneers in their respective industries. The campus boasts an array of R&D-focused technology, bioscience, and animal science companies, including national and global leaders in agriculture and advanced manufacturing such as Nova-Tech Engineering, Epitopix, Life Science Innovations (LSI), Prinsco, Inc. and ProCore.

When the MinnWest Technology Campus opened in 2006, it had 5 businesses with 107 employees on campus. Today, there are 33 businesses with 556 employees on campus. There are also 4 state-of-the-art R&D labs including a University of Minnesota Extension Level II clean room and teaching lab with a DNA sequencing machine - the only one of its kind in Minnesota outside of the Twin Cities and Mayo.

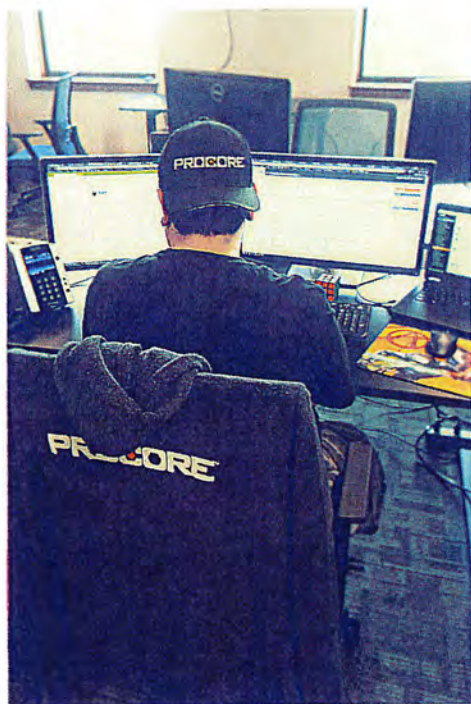
home
to national &
global leaders in
ag & advanced
manufacturing



4 R&D labs -
Level II clean
room - teaching
lab soon with
DNA sequencing



regional
business hub
with available
workforce
of 65k+



Info or tours:
kandiyohi.com
mnwesttechnology.com
toll-free 866.665.4556.



OPEN *for* BUSINESS



A CLOSER LOOK

MINNWEST TECHNOLOGY CAMPUS



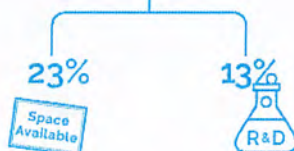
KEY INDUSTRIES



SPACE



total of 416,768 ft²



WORKFORCE

employees on campus

2006 107

2011 275

2016 556

65
Professional
Engineers

200+
Patents Filed
International & US

CULTURE



the campus is...

- ✓ Inclusive
- ✓ Community-Focused
- ✓ Vibrant
- ✓ Progressive
- ✓ Driven

over **90%**
of campus employees reported...

*"Working on campus has
benefited my career/company"*

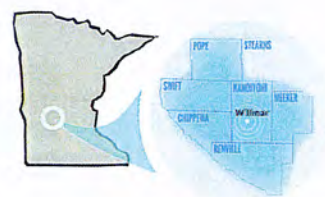
AMENITIES



Info or tours:
kandiyohi.com
mnwesttechnology.com
toll-free 866.665.4556



OPEN for BUSINESS



location,

Home of the Midwest's premium technology park with 400,000 square feet of commercial space available on an historic campus.



location,

Featuring both an east/west & north/south connection on Minnesota's busiest railway, with industrial lots available.



location.

Headquarters to global leaders in advanced manufacturing & agricultural technology, attracting a highly skilled workforce.



Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION



OPEN  BUSINESS

www.kandiyohi.com
866.665.4556

west central minnesota's business hub

11:33 AM
06/27/16
Cash Basis

Kandiyohi County and City of Willmar EDC

Marketing and Public Relations Committee Expenses

January 1 through June 27, 2016

Date	Num	Name	Memo	Paid Amount
Committee Expenses				
Marketing and Public Relations				
Meals/Meeting refreshments				
02/11/2016	31186	Heglund Catering	1/25 committee meeting	100.25
03/01/2016	31198	Constance J. Schmoll	meeting with Donna Boonstra 2/22	14.81
05/12/2016	31262	Heglund Catering	Invoice No. 9235	73.10
06/16/2016	31299	Heglund Catering	5/23 meeting	91.38
Total Meals/Meeting refreshments				279.54
Media				
01/28/2016		Constant Contact		40.00
02/28/2016		Constant Contact		40.00
03/28/2016		Constant Contact		40.00
04/23/2016		Constant Contact		40.00
Total Media				160.00
Mileage/Travel				
02/11/2016	31169	Constance J. Schmoll	January mileage and expenses	7.56
03/01/2016	31198	Constance J. Schmoll	February mileage and expenses	2.16
04/05/2016	31225	Aaron A. Backman	March-April 5 expenses	10.80
05/27/2016	31289	Aaron A. Backman	April 5-May 5, 2016 expenses	10.26
06/16/2016	31305	Constance J. Schmoll	Mileage 4/28-5/25/2016	22.68
06/16/2016	31306	Aaron A. Backman	5/23 meeting	1.08
Total Mileage/Travel				54.54
Printing, copying & publishing				
02/11/2016	31167	Print Masters	Chamber ADvantage flyer re: new website (850 copies)	360.17
03/10/2016	31200	West Central Tribune	Order No. 1374811/Add No. 4441076 4-page, full-zone insertion	627.77
03/10/2016	31203	Print Masters	Invoice No. 80902 11x17 winter newsletter 12,500 copies	2,026.35
03/31/2016	31219	E & M Consulting, Inc.	1.5" x 3" ad in 2016 Willmar Lakes Area Chamber of Commerce Offi...	349.00
03/31/2016	31219	E & M Consulting, Inc.	1.5" x 3" ad (cost for second side)	49.00
04/14/2016	31237	Willmar Lakes Area Chamber ...	Chamber ADvantage April mailer (4-page newsletter)	200.00
05/02/2016	31258	Journal Communications	50% of Invoice No. 085729 "Minnesota Thriving in the North" public...	3,217.50
Total Printing, copying & publishing				6,829.79
Professional Services				
General administrative services				
02/11/2016	31184	Legal & Administrative Assista...	Invoice No. 12397	46.25
02/29/2016	31190	Legal & Administrative Assista...	Invoice No. 12400	129.50
03/31/2016	31222	Legal & Administrative Assista...	Invoice No. 12410	111.00
04/14/2016	31240	Legal & Administrative Assista...	Invoice No. 12418	18.50
04/28/2016	31253	Legal & Administrative Assista...	Invoice No. 12419	129.50
05/12/2016	31271	Legal & Administrative Assista...	Invoice No. 12427	37.00
06/01/2016	31291	Legal & Administrative Assista...	Invoice No. 12433	120.25
Total General administrative services				592.00
Marketing (REDstar)				
02/10/2016		REDstar Creative, Inc.	general project management	143.75
02/10/2016		REDstar Creative, Inc.	winter 2016 newsletter	1,552.50
02/10/2016		REDstar Creative, Inc.	website content and project management	2,507.50
03/10/2016	31210	REDstar Creative, Inc.	Job Fair design of marketing materials	431.25
03/10/2016	31210	REDstar Creative, Inc.	Winter newsletter	3,230.00
03/10/2016	31210	REDstar Creative, Inc.	website	880.00
05/12/2016	31273	REDstar Creative, Inc.	newsletter plan and 2016 issues	287.50
05/12/2016	31273	REDstar Creative, Inc.	website updates and bug fixes	1,178.75
05/12/2016	31273	REDstar Creative, Inc.	website updates and bug fixes--software	95.00
05/12/2016	31273	REDstar Creative, Inc.	general project management and web updates	362.50
06/16/2016	31320	REDstar Creative, Inc.	General project management by Betsy and Jayme	572.50
06/16/2016	31320	REDstar Creative, Inc.	Newsletter	152.50
Total Marketing (REDstar)				11,393.75
Total Professional Services				11,985.75

11:33 AM

06/27/16

Cash Basis

Kandiyohi County and City of Willmar EDC
Marketing and Public Relations Committee Expenses
January 1 through June 27, 2016

Date	Num	Name	Memo	Paid Amount
Special projects				
02/11/2016	31176	TEDxWillmarLive	2016 silver sponsorship	500.00
Total Special projects				500.00
Total Marketing and Public Relations				19,809.62
Total Committee Expenses				19,809.62
TOTAL				<u>19,809.62</u>

**PUBLIC WELCOME
OPEN HOUSE**



**BRATS, CHIPS
& BEVERAGES
PROVIDED**

**WILLMAR
MUNICIPAL
AIRPORT**

JOHN L. RICE FIELD
two miles west of Willmar on TH40

- ✓ Radio Control
Airplanes & Drones
- ✓ Life Link Exhibit
- ✓ Flight Demonstrations
by Local Pilots

10th ANNIVERSARY CELEBRATION

ADMISSION IS FREE

*Free will donation
goes to the
Willmar Boy Scouts!*

SEPT 4 2016

10 AM - 3 PM