

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING  
MINUTES  
July 24, 2017  
WORKUP, Willmar**

Present: Donna Boonstra, Emily Lien, Melissa Knott, Mike Negen and Ryan Thielen

Excused: Shari Courtney and Deb Geister

Absent: Jean Geselius and Sarah Isdal

Guest: Jayme Sczublewski, REDstar Creative

Staff: Aaron Backman, Executive Director

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

Chairperson Mike Negen called the meeting to order at approximately 12:03 p.m.

**MINUTES**

IT WAS MOVED BY Emily Lien, SECONDED BY Melissa Knott, to approve the May 22, 2017 minutes as e-mailed. MOTION CARRIED.

**UNFINISHED BUSINESS**

**Social Media Strategies.** Jayme Sczublewski showed a proposed content calendar prepared by REDstar Creative as to posting social media content. Sczublewski will provide an analytics report at next month's meeting. Backman stated he is trying to be intentional about photographing events at which EDC staff attends. The committee recommended setting a target goal of new likes or posts at next month's meeting. EDC and REDstar Creative will plan to meet the first week of each month to review analytics and progress made on social media marketing.

**Tradeshow Display Concepts.** The committee reviewed proposed panels for the EDC's new popup displays (see attached). Sczublewski stated the photo in the left panel is a stock photo, which the committee liked as it shows Ag technology, but suggested it be recreated using a local Ag company. The blue bands on each panel will be moved down. Melissa Knott recommended contacting Janae Olson of RELCO for a higher resolution image of a welder.

**Highway 23 Coalition Map.** Backman reported on the status of the Highway 23 Coalition marketing pieces, including an updated map for the corridor from Marshall to I-94 (see attached).

The map will be used in marketing and in speaking with legislators. The Coalition has formally organized and elected officers and will start planning a transportation summit for early September to which U.S. Representative Collin Peterson, Minnesota Department of Transportation Commissioner Charles Zelle and others will be invited. The Coalition also approved a budget that includes various membership levels for units of government and businesses. Coalition expenses will be focused on marketing, website development, transportation studies, etc.

**Other.** Backman reported Foxhole Brewhouse was recently awarded two medals in the 2017 U.S. Open Beer Championships, a gold and a bronze. Backman provided information on the diverse businesses he has met with related to a grant the EDC received from Southwest Initiative Foundation (SWIF). Backman noted the marketing done by Latino businesses versus East African businesses is varied. Backman was contacted by Vice Media about doing a documentary on the area's diverse businesses. The Bush Foundation and Otto Bremer Foundation have also shown interest in the results of these visits and may be interested in offering additional grants. Backman noted some of the diverse businesses have customers who travel many miles to purchase their products or services. Sczublewski mentioned this Saturday, July 29, a "Taste of Downtown" will be held in downtown Willmar for individuals to sample ethnic foods.

## **NEW BUSINESS**

***Business In Focus Article.*** Backman informed the committee that he decided not to place an ad in the *Thriving in the North* magazine published by the Minnesota Department of Employment and Economic Development. Instead, he was contacted by *Business In Focus* magazine that will be doing an 8-12 page feature article on Willmar in its September magazine. Backman provided the publisher with a list of 26 businesses to contact for potential advertising.

**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 1:01 p.m.

**NEXT MEETING**—The next committee meeting is **12 noon, Monday, August 28, 2017** at WORKUP, 1601 Technology Drive NE, Willmar.





Kandiyohi County & City of Willmar  
ECONOMIC DEVELOPMENT COMMISSION



expanding

## Ag Innovation & Technology



OPEN BUSINESS

866.665.4556

Kandiyohi.com



Kandiyohi County & City of Willmar  
ECONOMIC DEVELOPMENT COMMISSION



growing

## Industrial Development



OPEN BUSINESS

866.665.4556

Kandiyohi.com



Kandiyohi County & City of Willmar  
ECONOMIC DEVELOPMENT COMMISSION



building

## An Entrepreneurial Culture



OPEN BUSINESS

866.665.4556

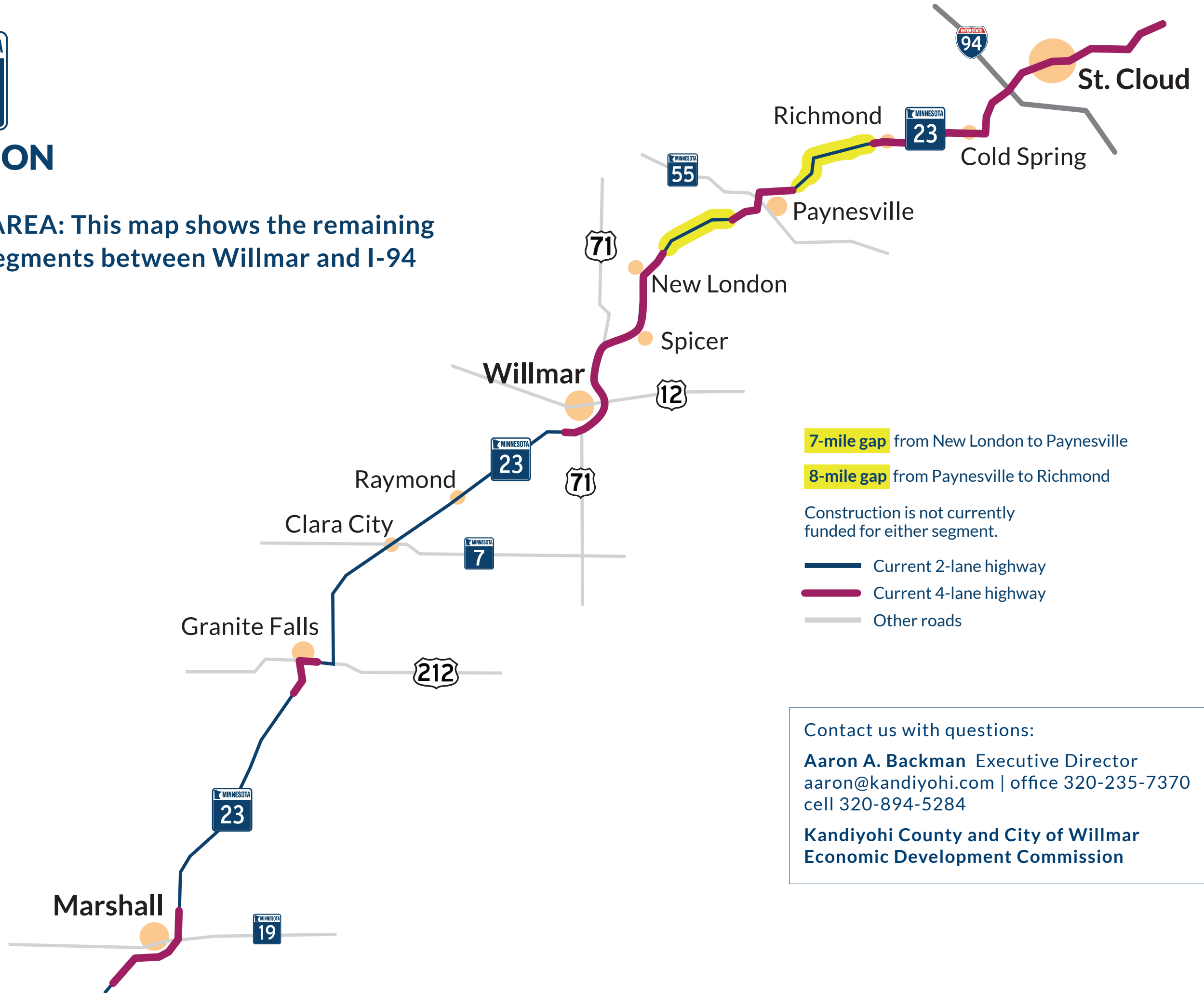
Kandiyohi.com





# COALITION

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



**7-mile gap** from New London to Paynesville

**8-mile gap** from Paynesville to Richmond

Construction is not currently funded for either segment.

- Current 2-lane highway
- Current 4-lane highway
- Other roads

Contact us with questions:

**Aaron A. Backman** Executive Director  
aaron@kandiyohi.com | office 320-235-7370  
cell 320-894-5284

**Kandiyohi County and City of Willmar  
Economic Development Commission**