

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
July 25, 2016
WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney, Jean Geselius, Sarah Isdal and Heather Koffler

Excused: Lindsey Donner, Ann Winge Johnson, Mike Negen and Julie Redepenning

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)

Chairperson Heather Koffler called the meeting to order at approximately 12:02 p.m.

MINUTES—

IT WAS MOVED BY Sarah Isdal, SECONDED BY Jean Geselius, to approve the minutes of the June 27, 2016 meeting as emailed. MOTION CARRIED.

2016 Marketing Plan. Backman distributed the final MinnWest Technology Campus (MWTC) flyer (see attached) and noted he shared copies with Joanna Schrupp of MWTC, as well as a prospective tenant. Backman indicated the next flyer he would like done is for the Willmar Industrial Park and shared ideas, including a flyer for Northport Industrial Park of North Mankato (see attached) and information on Grand Sky in Grand Forks, North Dakota, and the Hutchinson, Isanti and Brainerd Lakes ads in the *Minnesota Thriving in the North* magazine. Backman is looking for information that will make the Willmar Industrial Park stand out and is determining whether to include both the Third and Fourth Additions or just the Fourth Addition that was recently certified shovel-ready. Committee members felt the map showing available lots in the Northport Industrial Park and current owners would be important information to include for prospects. Suggestions for the EDC's flyer included: use logos of businesses currently located in the Industrial Park; use a sketch map rather than an aerial photo; highlight the availability of Executive Express (airport shuttle service); use testimonials; provide in-depth information on certain companies; mention the restrictive covenants.

Backman showed the 2016 *Minnesota Thriving in the North* magazine and EDC ad and reviewed the EDC's final ad for the 2017 magazine (see attached). Backman reported he sent the same ad to the *West Central Tribune* for a new magazine it will be doing relative to economic development, similar to the *Impact* magazine done in Alexandria.

Backman indicated he will also look at doing a similar ad for the 2017 Visitors Guide. Backman spoken with Beth Fischer of the Willmar Lakes Area Convention and Visitors Bureau about doing a half size ad in the 2017 Visitors Guide rather than a two-page spread as was done last year.

Other. Backman reminded the committee the next newsletter will be digital and will be published in October.

NEW BUSINESS

August meeting. Backman announced that because of his schedule, the August meeting is cancelled.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:08 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, September 26, 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.

home
to national &
global leaders in
ag & advanced
manufacturing



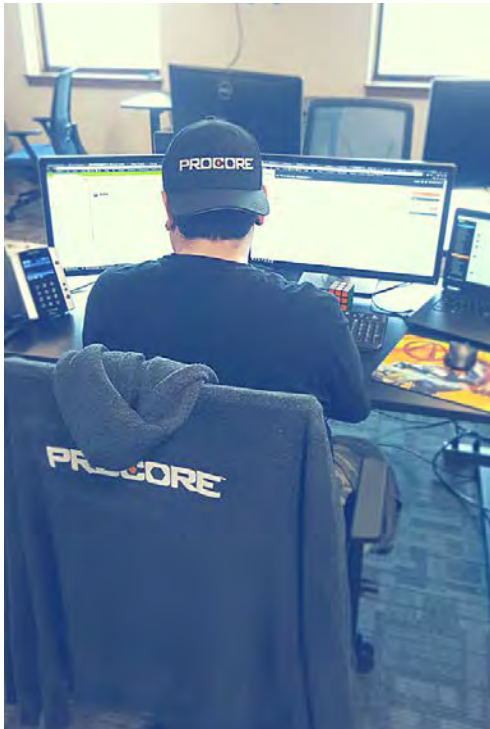
4 R&D labs
Level II clean room
Teaching lab with
DNA sequencing



regional
business hub
with available
workforce
of 65k+



When the MinnWest Technology Campus opened in 2006, it had 5 businesses with 107 employees on campus. Today, there are 33 businesses with over 550 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 Clinic in Rochester.



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



OPEN *for* BUSINESS



A CLOSER LOOK

MINNWEST TECHNOLOGY CAMPUS



KEY INDUSTRIES



Agribusiness



Bioscience



Technology

SPACE



total of **416,768** ft²



WORKFORCE

employees on campus

2006 **107**

2011 **275**

2016 **550+**

65
Professional
Engineers

200+
Patents Filed
International & US

CULTURE



2016 survey results

the campus is...

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

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

"Working on campus has benefitted my career/company"

AMENITIES



Meeting
Facilities



Coworking
Space



Auditorium



Dedicated
Data Center



Cafeteria



Day Care



Fitness
Center



Pool



Walking
Trails
2+ miles

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



OPEN *for* BUSINESS



NORTHPORT INDUSTRIAL PARK

A QUALITY LOCATION FOR YOUR NEW OR EXPANDING BUSINESS

North Mankato, Minnesota



Conveniently located near Hwy 14 and Hwy 169

Interchange access at Lookout Drive

New interchange at CSAH 41

Adjacent to 70-acre City park

On bus route

Sites fully serviced and ready to build

Development subsidies available to qualified companies

Build to suit and lease options available

UPS facility in the park

In partnership with South Central College

Center for Business and Industry

Visit their website at cbi.southcentral.edu or
call for a qualified consultant to assist at 507-389-7203

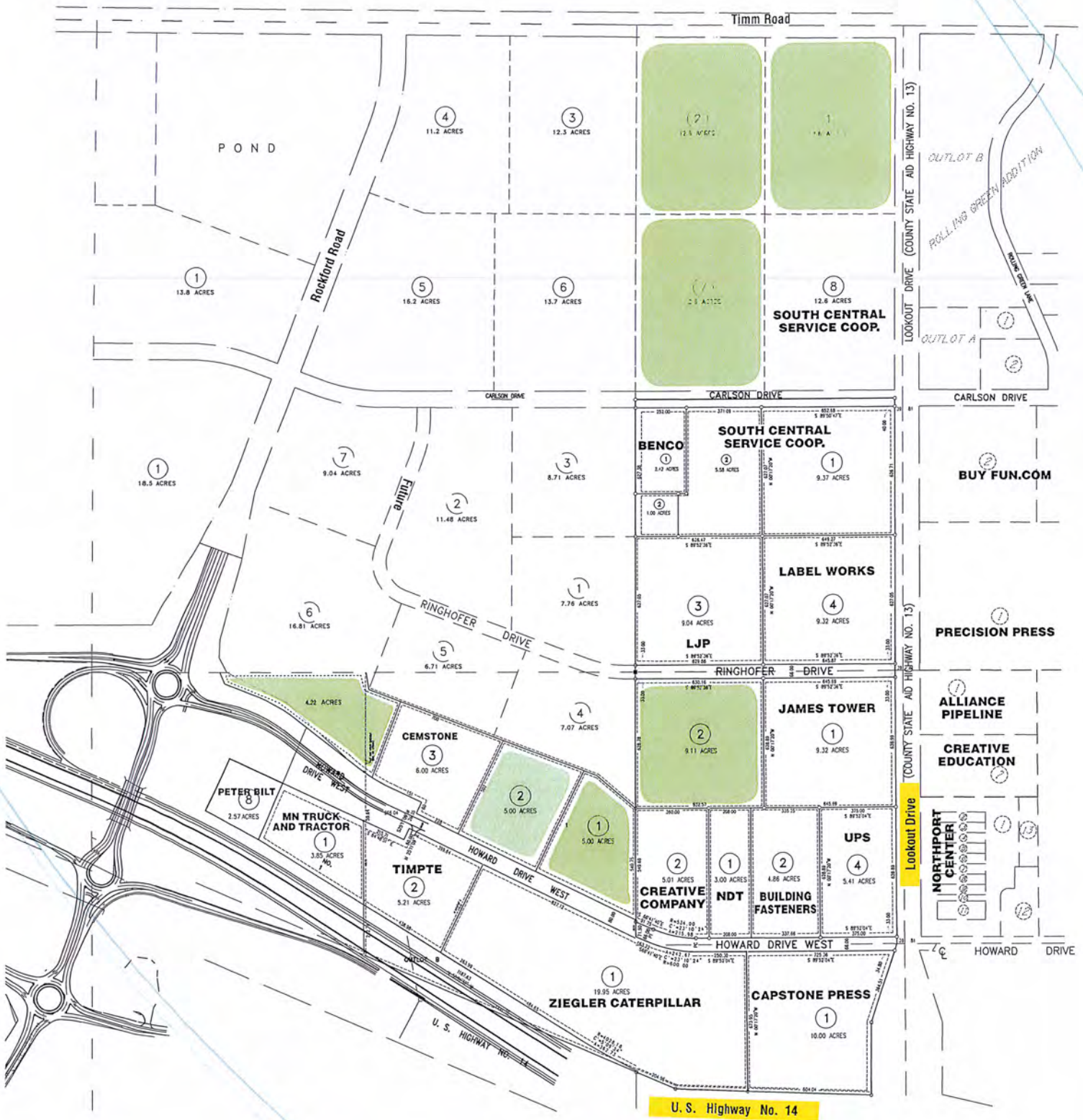
Visit us at www.northmankato.com
or contact North Mankato Port Authority
(507) 625-4141 michaelf@northmankato.com





NORTHPORT INDUSTRIAL PARK

(507) 625-4141 • www.northmankato.com
michaelf@northmankato.com



Available Sites
Sites are Subdividable

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

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866.665.4556