

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MEETING NOTES
September 30, 2015
EDC Board Room, Willmar

Present: Jean Geselius, Heather Koffler, Julie Redepenning and Ann Winge Johnson

Excused: Donna Boonstra, Caroline Chan, Shari Courtney, Lindsey Donner and Mike Negen

Absent: Sarah Isdal

Guest: Jayme Sczublewski, WORKUP Community Curator

Staff: Connie Schmoll, Business Development Specialist

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

Consultant: Barb Abrams and Betsy Bonnema, REDstar Creative

Chairperson Heather Koffler called the meeting to order at approximately 12:15 p.m. followed by self introductions. Betsy Bonnema introduced Barb Abrams, a free lance writer who is assisting REDstar on new content for the EDC's website. Bonnema gave an update on work that has been done on the site to date and who is completing which sections of the site (see attached). Bonnema met with Jean Spaulding on the status of the site and reviewed it with Connie Schmoll.

The site's page names were changed as follows: The Region changed to Cities; Key Industries changed to Industry; Doing Business Here changed to Business; Living Here changed to Living and Moving Here changed to Features.

- Industry—was changed from a list of major employers to the following industry sectors: Ag Technology, Advanced Manufacturing, Retail/Restaurant and Medical; include how many are employed locally in each category; include a brief description of companies in each category—Julie Redepenning will provide this information; maybe profile a company using a case study
 - Ann Winge Johnson will work on the Retail/Restaurant section
- Data—will be information from the census; they are working with Johnson Group on this
- Living—Barb Abrams and Jayme Sczublewski have been writing copy and inserting data
 - Arts—Abrams wrote copy for this page and it was decided to add a photo gallery; Koffler will work on the Arts section
 - Schools—Sczublewski is working on this page; she put together a list of basic statistics for each school, which she sent to each asking them to pick five statistics from the list; when returned, this information will be inserted under each school on the right hand side as bullet points; it was suggested to use three basic demographics on each and then create a visual map; a new resident wants to find information on each school and compare; maybe display

- as a visual grid which would be interesting; use color to identify public from private to charter to college with a key as to what the colors mean
- Diversity and Faith will be changed to Cultural Prosperity—Schmoll will work on this section
 - Housing—Jean Geselius will work on this section
 - Cities—Sczublewski has completed changes to each community page, which now must be proofed. If anyone feels other information should be included, let Sczublewski know. A map will be added to the landing page to show the location of each community.
 - it was decided to remove the landing page and add a drop-down menu
 - hyperlinks will be used when possible; it would be good to add information from other sites so the information is always updated

Bonnema asked the committee to evaluate the content, images and page layouts. Secondary content, such as blogs or statistics could be in the right column of each page.

Those working on changes will do so in a Word document and select track changes. Koffler will do SEO for the site.

It was decided to hold another working session on the website at the next meeting in October at WORKUP.

NEXT MEETING—The next committee meeting is **12 noon, Wednesday, October 26, 2015** at WORKUP, 1601 Technology Drive NE, Willmar.

EDC WEBSITE					
Betsy	Barb & Jayme	Jean	Barb & Jayme	Marketing Committee	Barb & Jayme
Homepage - Betsy Updating (Regional Hub - Photos)	Cities - Almost Done! ADD Map with Cities Status: Jayme will create	Business - Jean? Sites/Spare for Growth	Data - ?? 2015-2016 Regional	Living - Needs Proofing Healthcare School - Suggestions on format	Features - Need COPY on all! MinnWest Campus Ind. Park RR Hub
MinnWest	Status: Need suggestions/research	Finance		Lakes/Parks	Ind. Park
Ind. Park		Utilities	Workforce (Adjacent Counties)	Arts	RR Hub
RR Hub	Major Employers Status: Needs ideas on format	Taxes	Sales Potential (Adjacent Counties)	Faith	Airport
Workforce		Assistance: EDC SBDC Score	Etc.	Diversity Housing	Workforce
	Ag Technology Status: Need 2-3 paragraphs of copy + case study			ADD Photos?	RW
	Advanced Manufacturing Status: Need 2-3 paragraphs of copy + case study				
	Retail/Restaurant Status: Need 2-3 paragraphs of copy + case study	Workforce Ed/Training Demographic	Includes: WC Business Hub Dashboard (6 Counties) Population Avg. Household Income Labor Force Unemployment Grad. Rate Bach. Degrees		
	Medical Status: Need 2-3 paragraphs of copy + case study				