

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
MARKETING AND PUBLIC RELATIONS COMMITTEE**

**MINUTES**

**January 24, 2022**

**Community Room, Heritage Bank, Willmar and via Zoom Video Conference**

**Present:** Donna Boonstra, Jesse Gislason, Emily Lien and Pam Rosenau

**Guests:** Ben Carlson and Ann Winge Johnson

**Staff:** Aaron Backman, Executive Director and Kelsey Olson, Marketing and Communications Specialist

**Secretarial:** Cathy Skindelien, Legal & Administrative Assistants, Inc.

Chairperson Emily Lien called the meeting to order at approximately 12:00 p.m.

**AGENDA**—The addition of Ann Winge Johnson to the Marketing and Public Relations Committee was added to the agenda.

IT WAS MOVED BY Donna Boonstra, SECONDED BY Jesse Gislason to approve the revised agenda. MOTION CARRIED.

**MINUTES**—

IT WAS MOVED BY Donna Boonstra, SECONDED BY Jesse Gislason to approve the Minutes of the November 22, 2021 and December 27, 2021 meetings as emailed. MOTION CARRIED.

**SOCIAL MEDIA STATISTICS**—

**Facebook Statistics.** Aaron Backman reported during the period of December 24, 2021 to January 20, 2022 Post Reach was 1026, up 4% over last period. The top posts were as follows:

1. New Bike Routes. Willmar has two new bike routes, Norway Pine and the Turkey Route. These are the first of 10 new routes of the city's pedestrian and bike route system approved by the Willmar City Council.
2. FedEx Logistics Facility. FedEx has been publicly identified as the end user of the logistics facility being constructed in the Willmar Industrial Park.
3. Comunidades Latinas Unidas En Servicio (CLUES) Banking Course – CLUES in Willmar will hold a Customer Service and Banking course in January 2022.
4. Rollie Boll Retires. The EDC recognized retiring director Rollie Boll. Boll has served on the board since 2013 and was its treasurer from 2014-2021.

**Website Statistics.** The website had 1,098 users, including 1,069 new users and a bounce rate of approximately 78 percent. Searches were approximately one-half organic and one-half direct.

#### **RESIGNATIONS OF BRITTANY VANDERBILL AND MELISSA KNOTT—**

IT WAS MOVED BY Pam Rosenau, SECONDED BY Emily Lien to accept with regrets the resignations of Brittany VanDerBill and Melissa Knott. MOTION CARRIED.

#### **ADDITION OF BEN CARLSON AND ANNE WINGE JOHNSON—**

IT WAS MOVED BY Jesse Gislason, SECONDED BY Donna Boonstra to accept Ben Carlson and Anne Winge Johnson as members of the Kandiyohi County and City of Willmar Economic Development Commission Marketing and Public Relations Committee. MOTION CARRIED.

#### **UNFINISHED BUSINESS—**

**Fall/Winter Newsletter Discussion.** Olson reported the first edition of the EDC newsletter was released on January 3, 2022. Subsequent newsletters will be released on the first week day of each quarter. The initial edition was created in Constant Contact, however, Olson would prefer to explore other options that would allow more manipulation of the template. GovDelivery, Active Campaign and Mail Chimp were discussed. Olson will research the features and pricing of these suggestions. Future newsletters will contain consistent titles, such as “What’s going up?”, “What’s going down?” and “What to keep an eye out for.” The initial newsletter received good feedback, and if interest remains high the EDC will consider a monthly publication.

**Promotion of Virtual Job Fair.** The Virtual Job Fair will be created using a platform provided by the Minnesota Department of Employment and Economic Development (DEED). Advertising will be done in local newspapers and the *Sunday Reminder*. While the Workforce Solutions Summit was oriented to employers, the Virtual Job Fair is for job seekers and those new to careers. One goal is to reach people from the Twin Cities and St. Cloud areas who might like to move here. There is no charge to participate. Olson plans to do personal outreach once the target audience has been determined. Reaching out to professors at Ridgewater College and administrators in the public schools was suggested as a means of informing students of the event. Professors and teachers could spend time walking students through the registration process. The schools could also send a mass text using their contact lists, this would give the message more importance. The 25-55 age group could be reached using Open Mic at KWLM. Because KWLM is sponsoring the event there may be other opportunities for radio advertising, such as a radio blast. Sarah Swedburg will do a video clip to broadcast. Olson hopes to work with Indeed for advertising, however, this has proven to be complicated. Posters will also be created containing the logos of participating businesses for easy identification. The core demographic will be a 90-mile radius of Willmar. If other counties, such as Renville, Redwood and Swift participate they could share the expenses. The budget is \$2500-3000. Other partnership ideas included Minnesota West Community and Technical College in Granite Falls, Alexandria Technical and Community College and St. Cloud Technical Community College. Schools will sometimes give credit for the day if the student attends. CareerForce will also promote the event.

Because the link to sign up for the Virtual Job Fair is not user friendly, a QR code will be created for easy access to the information and for tracking ability. There were 54 businesses at the job fair held last fall, and the goal for the first virtual job fair is 25-30.

#### **NEW BUSINESS—**

**EDC Marketing Budget.** Backman reported the EDC has five standing committees and is connected with the Willmar Lakes Area Convention and Visitors Bureau (CVB). The proposed 2022 budget for marketing is as follows:

Elevate Business Academy - \$1250

Agriculture and Renewable Energy Development Committee - \$1500 for the Partners in Ag Innovation Conference which had 130 attendees last year, one-half in person and one-half virtually.

Broadband and Advanced Technology Committee - \$600

Business Retention and Expansion/Recruitment Committee - \$500

Finance Committee - \$100

Marketing and Public Relations Committee - total budget for 2022 is \$5000, down significantly from the 2021 budget of \$19,500. This reflects the shift of marketing responsibilities from REDstar Creative to the EDC Marketing and Communications Specialist.

Tourism Marketing (CVB) - \$34,000

Marketing and Communications Specialist position including benefits (added in 2022) - \$67000

The total 2022 marketing budget is \$110,000 including staff. Historically, marketing accounts for 7-8 percent of the total budget, but this year it will be over 16 percent. This is a significant commitment to marketing based on input by committee chairs, partners and others attending last year's strategic planning session. Responsiveness will be improved, and the EDC plans to capitalize on current momentum, such as the FedEx project. Childcare and broadband marketing issues will be addressed. The next planning session will be held on April 7, 2022.

**Workforce Solutions Summit Report.** The Workforce Solutions Summit was held on January 20, 2022 at the Willmar Conference Center. Backman reported he was pleased with the attendance, presenters and discussions. Seventy-four people attended. Mike Henke from Doniphan, Nebraska was the keynote speaker along with Luke Greiner and Della Ludwig from DEED. Henke commented that this event was twice the size of other similar events where he has spoken. Approximately one-half of the attendees were from Willmar and the other half from 20 other communities. Following the speakers small-group discussions were held. People shared their experiences and discussed solutions, such as a Spanish language version of their job application and making it available on-line. One company, Brunswick out of New York Mills, Minnesota was already implementing changes based on ideas suggested during the discussions.

#### **Election of 2022 Officers.**

IT WAS MOVED BY Jesse Gislason, SECONDED BY Donna Boonstra, to re-elect Emily Lien as Chairperson for 2022. MOTION CARRIED.

IT WAS MOVED BY Emily Lien, SECONDED BY Donna Boonstra to re-elect Pam Rosenau as Vice Chairperson for 2022. MOTION CARRIED.

**Completed Projects.** Olson reported ads for the Workforce Solutions Summit were placed in newspapers in Willmar, St. Cloud, Litchfield, Hutchinson, Clara City and New London; with a total cost of just over \$2,000. Olson has created a newspaper contact list and reporter contact list. Press packets were created. The speakers were recorded, which will be edited and subtitles added for posting online.

**Projects In-Progress.** Olson is working on marketing materials for the next session of the Elevate Business Academy and Workforce Solutions Summit wrap-up. Canva software has been purchased for future marketing projects.

**Future.** The Business Retention Expansion/Recruitment Committee will create a survey to help the EDC connect with established businesses. Prospectus updates for the Opportunity Zone and Renaissance Zone will be completed, with an update of available land in the Willmar Industrial Park. The FedEx project affected what is available in the Industrial Park, leaving only five available lots in the Fourth Addition, with more land available in the Third Addition east of County Road 5.

**Long-Term Goals.** Olson reported her long-term goal is to create a marketing plan and draft of priorities. She recently attended the International Economic Development Council two-day marketing webinar, which contained helpful information about creating personas and target audiences. Olson plans to organize and calculate the EDC's social media posts, and establish themes that are specialized for the audience. Cohorts in training tend to provide the most feedback on Instagram. Facebook is generally most effective with businesses, while Instagram is more personal. Google ads should be used for pinpointing audiences. Olson plans to revamp the EDC's website, however, this likely won't happen in 2022. There will be a planning discussion for fall going into next year. It is a large undertaking and will need to be added to the budget. In the meantime changes can be made to the current website, such as a font that is easier to read and clear action steps for someone who is looking for specific information.

Olson will establish a list of Facebook topics and social media strategy and will explore posting Kandiyohi County's small communities' information on Facebook.

**NEXT MEETING**—The next meeting is **12 noon, Monday, February 28, 2022** in-person at the Community Room, Heritage Bank and via ZOOM video conference.

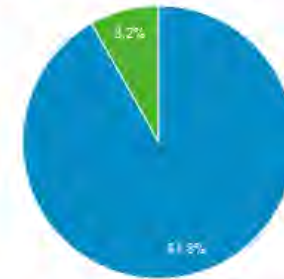
**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 1:29 p.m.

# Website Statistics December 27, 2021 — January 20, 2022

## Audience Overview

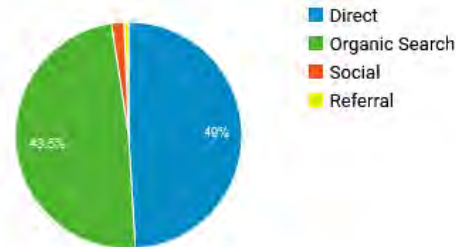


New Visitor Returning Visitor

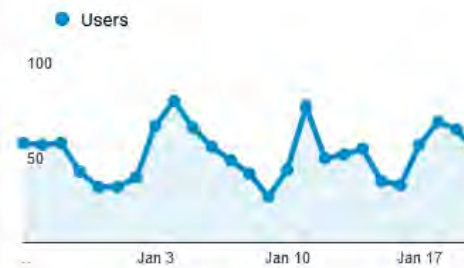


## Acquisition Overview

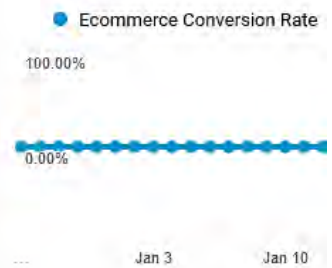
Top Channels



Users



Conversions



	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions
	1,098	1,069	1,212	77.23%	1.55	00:00:45	0.00%	
1 Direct	541			82.66%			0.00%	
2 Organic Search	535			72.39%			0.00%	
3 Social	20			71.43%			0.00%	
4 Referral	7			75.00%			0.00%	

## Behavior Overview



Pageviews  
1,879

Unique Pageviews  
1,629

Avg. Time on Page  
00:01:21

Bounce Rate  
77.23%

% Exit  
64.50%

### Site Content

Page

Page Title

### Site Search

Search Term

### Events

Event Category

### Page

Page	Pageviews	% Pageviews
1. /	328	17.46%
2. /business/major-employers/	73	3.89%
3. /metal-way-fish/	70	3.73%
4. /workforce-solutions-summit-2022/	66	3.51%
5. /your-team/	60	3.19%
6. /news/	45	2.39%
7. /5544-2/	39	2.08%
8. /business/transportation/	36	1.92%
9. /cities/spicer/	26	1.38%
10. /cities/willmar/	26	1.38%

### Links to Top Page Views

1. Home Page <http://kandiyohi.com/>
2. Major Employers - Kandiyohi County & City of Willmar, Minnesota
3. News article 1/28/2017 The most metal way to fish <http://kandiyohi.com/metal-way-fish/>
4. Workforce Solutions Summit 2022 [kandiyohi.com/workforce-solutions-summit-2022/](http://kandiyohi.com/workforce-solutions-summit-2022/)
5. Your Team <http://kandiyohi.com/your-team/>
6. News <http://kandiyohi.com/news/>
7. News article 6/13/2020 Spicer Castle crumbles <http://kandiyohi.com/5544-2/>
8. Transportation - Kandiyohi County & City of Willmar, Minnesota
9. Cities – Spicer <http://kandiyohi.com/cities/spicer/>
10. Cities – Willmar <http://kandiyohi.com/cities/willmar/>

**Visitor highlights**

Data for the last 30 days 12/21/2021 - 1/20/2022

**71** ▲294%  
Page views

**18** ▲63%  
Unique visitors

**0** ●0%  
Custom button clicks

**Visitor metrics**

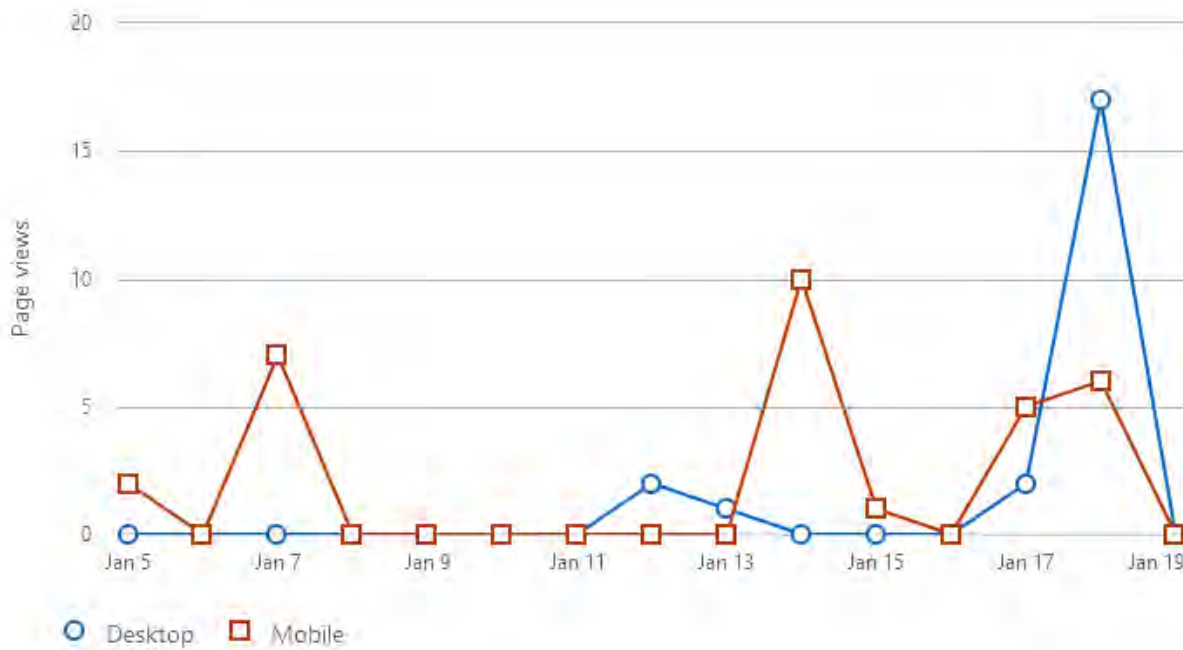
Time range: Jan 5, 2022 - Jan 19, 2022

Page: All Pages

Metric: Page views

Aggregate desktop and mobile traffic

Off



**Visitor demographics**

Time range: Jan 5, 2022 - Jan 19, 2022

Data for: Job function

**Top job functions**

Job Function	Visitors	% of Visitors
Business Development	35	68.63%
Program and Project Management	7	13.73%
Information Technology	3	5.88%
Sales	3	5.88%
Education	2	3.92%
Marketing	1	1.96%

## Top Content



Kandiyohi County & City of Willmar EDC

194 followers

1w • 🌐



1/13/2022

Today, FedEx was publicly identified as the end user of the logistics facility being constructed in the Willmar Industrial Park. The [Kandiyohi County & City of Willmar EDC](#) is happy to have been able to assist FedEx and its site developer, RDC National, over the past 10 months. We are excited about this distribution hub and the expansion of its business in Willmar.

<http://ow.ly/vQhz50Hu5fb>



FedEx behind massive logistics facility being constructed in Willmar Industrial Park

Impressions—531  
Clicks—31  
CTR—5.84%  
Reactions—18  
Comments—2  
Shares—4

1/7/2022

Impressions—167  
Views—53  
Clicks—5  
CTR—2.99%  
Reactions—3  
Comments—0  
Shares—1



Kandiyohi County & City of Willmar EDC

194 followers

2w • 🌐



Mike Henke, nationally-renowned speaker for creating innovative strategies for success, invites you to join him at the upcoming Workforce Solutions Summit on Thursday, January 20th, at the Willmar Conference Center. Register here <http://ow.ly/Waux50Hp4iW> or by calling the United Way at 320-235-1050.

Partners: Kandiyohi County & City of Willmar EDC, Ridgewater College, MN DEED, Central MN Jobs & Training, United Way, Willmar Lakes Area Chamber of Commerce, Southwest Initiative Foundation and Mid-Minnesota Development Commission.







Kandiyohi County & City of Willmar EDC

194 followers  
2w • 🌐



Enjoy your day before the normal work week schedule starts again for another year!

1/2/2022



Impressions—94  
Clicks—0  
CTR—0.00%  
Reactions—2  
Comments—0  
Shares—0



Kandiyohi County & City of Willmar EDC

194 followers  
1w • 🌐



We are glad to read that Senator Andrew Lang and Rep. Dave Baker agree on the importance of broadband. The EDC continues to work on getting broadband coverage across all of Kandiyohi County.

<http://ow.ly/y1kR50Hs2BS>

1/11/2022

Impressions—74  
Clicks—0  
CTR—0.00%  
Reactions—1  
Comments—0  
Shares—0



Rep. Dave Baker








Sen. Andrew Lang

Kandiyohi County Commissioners and state legislators agree on importance of broadband | West Central Tribune

wctrib.com • 3 min read

# facebook

## Results from December 24, 2021 to January 21, 2022


 <p><b>818</b></p> <p>Total Page Likes</p>	 <p><b>1,026</b></p> <p>Post Reach <span style="color: green;">↑4%</span></p>	 <p><b>26</b></p> <p>Page Views <span style="color: red;">↓53%</span></p>
 <p><b>1</b></p> <p>Page Likes <span style="color: red;">↓80%</span></p>	 <p><b>102</b></p> <p>Post Engagement <span style="color: green;">↑21%</span></p>	 <p><b>1</b></p> <p>Page Followers <span style="color: red;">↓80%</span></p> <p><b>1001</b></p> <p>Total Page Followers</p>

## TOP 5 POSTS 12/27/2021 to 1/20/2022

**EDC** Kandiyohi County & City of Willmar EDC  
January 7 · 🌐


Willmar has two new bike routes, Norway Pine and the Turkey Route. They are the first of 10 routes that make up the city's new pedestrian and bike route system approved by Willmar City Council. The system was designed by Chris Radel, of the Willmar Bikes advocacy group, with help from both the Willmar and Kandiyohi County Public Works departments.

Read more about the routes here <http://ow.ly/zBsn50Hp67Y>



WCTRIB.COM  
**Signs point the way along new Willmar bike routes | West Central Tribune**

**538** People reached    **49** Engagements    Boost unavailable

 9    1 Comment 1 Share

**Performance for your post**

**538** People Reached

**18** Reactions, Comments & Shares

<b>14</b> Like	<b>8</b> On Post	<b>6</b> On Shares
<b>2</b> Love	<b>1</b> On Post	<b>1</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**31** Post Clicks

<b>0</b> Photo views	<b>28</b> Link clicks	<b>3</b> Other clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



**Kandiyohi County & City of Willmar EDC**

January 13 · 🌐

Today, FedEx was publicly identified as the end user of the logistics facility being constructed in the Willmar Industrial Park. The [Kandiyohi County & City of Willmar EDC](#) is happy to have been able to assist FedEx and its site developer, RDC National, over the past 10 months. We are excited about this distribution hub and the expansion of its business in #Willmar.

<http://ow.ly/SI6I50Hu5fa>



WCTRIB.COM

**FedEx behind massive logistics facility being constructed in Willmar Industrial Park**

**478**  
People reached

**30**  
Engagements

### Performance for your post

**478** People Reached

**13** Likes, Comments & Shares

**11** Likes  
On Post: **4** On Shares: **7**

**0** Comments  
On Post: **0** On Shares: **0**

**2** Shares  
On Post: **2** On Shares: **0**

**17** Post Clicks

**0** Photo views  
Link clicks: **8** Other clicks: **9**

#### NEGATIVE FEEDBACK

**0** Hide post **0** Hide all posts

**0** Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



**Kandiyohi County & City of Willmar EDC**

January 13 · 🌐

In January 2022 CLUES - Comunidades Latinas Unidas En Servicio - Willmar will hold a Customer Service and Banking course.

If you have a GED or diploma, the desire to make more money even if it means changing jobs and are motivated, contact [jmendoza@clues.org](mailto:jmendoza@clues.org) for more information.



**454**  
People reached

**6**  
Engagements

### Performance for your post

**454** People Reached

**1** Likes, Comments & Shares

**0** Likes  
On Post: **0** On Shares: **0**

**0** Comments  
On Post: **0** On Shares: **0**

**1** Shares  
On Post: **1** On Shares: **0**

**5** Post Clicks

**1** Photo views  
Link clicks: **0** Other clicks: **4**

#### NEGATIVE FEEDBACK

**0** Hide post **0** Hide all posts

**0** Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Kandiyohi County & City of Willmar EDC

4d · 🌐



At last Thursday's Joint Operations Board meeting, the Kandiyohi County & City of Willmar EDC recognized retiring director Rollie Boll. Rollie has served on the board since 2013 and was its treasurer from 2014-2021. Rollie also was the board's liaison to the EDC's Agriculture and Renewable Energy Development Committee. He will continue to serve as a member of that committee on his own behalf.

Thank you Rollie for your years of service to the EDC!



297  
People reached

41  
Engagements

### Performance for your post

297 People Reached

29 Likes, Comments & Shares

21 Likes      20 On Post      1 On Shares

6 Comments      5 On Post      1 On Shares

2 Shares      2 On Post      0 On Shares

12 Post Clicks

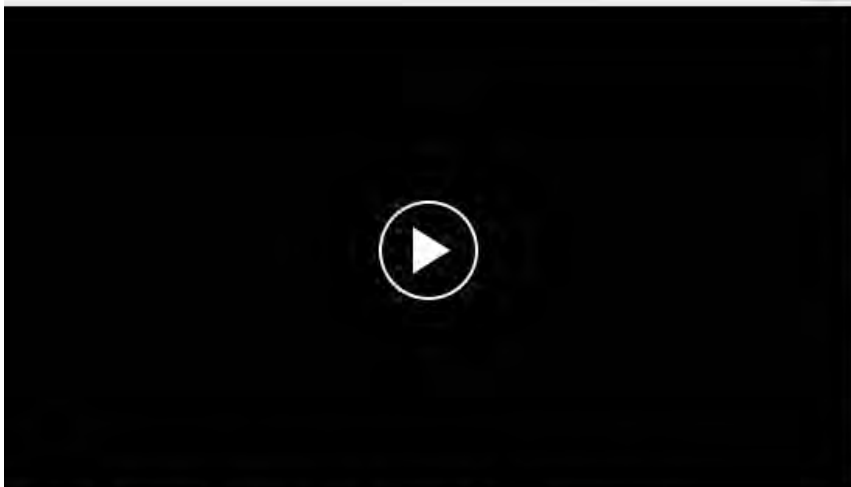
0 Photo views      0 Link clicks      12 Other clicks

#### NEGATIVE FEEDBACK

1 Hide post      0 Hide all posts

0 Report as spam      0 Unlike Page

Reported stats may be delayed from what appears on posts



### Total Video Performance

🕒 Minutes Viewed      28

🕒 1-Minute Video Views      4

🕒 10-Second Video Views      38

🕒 3-Second Video Views      117

🕒 Average Video Watch Time      0:06

📊 Audience retention

👤 Audience and Engagement

#### Kandiyohi County & City of Willmar EDC...

Mike Henke, nationally-renowned speaker for creating innovative strategies for success, invites you to join him at the upcoming Workforce Solutions Summit on Thursday, January 20th, at the Willmar Conference Center. Register here <http://ow.ly/sINf50Hp4IX...>



## 28 day summary with change over previous period



### TOP 5 TWEETS

**Kandiyohi County EDC** @KandiWillmarEDC  
Interested in hemp and hemp production? @MNagriculture is holding its 2022 Industrial Hemp Forum on Wednesday, February 9, 2022, from 9 a.m. to noon. The event is free to attend.  
  
Click here for more information and to register  
<https://www.mda.state.mn.us/hempforum2022> .

Impressions	485
Total engagements	7
Link clicks	5
Retweets	1
Likes	1

**Kandiyohi County EDC** @KandiWillmarEDC  
In construction? The 2022 Minnesota Construction Summit will be held January 11-12 at the St. Paul RiverCentre. <http://ow.ly/UfRt50Hiwx7>

Impressions	89
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**Kandiyohi County EDC @KandiWillmarEDC**  
 If you are a 501(c)3 nonprofit, school district or local unit of government (i.e. city, township, county), you are encouraged to apply for Mid-Minnesota Community Enhancement Fund grants (up to \$3,000).

Find more info here <http://ow.ly/oSWa50Hu8M5> . [pic.twitter.com/AXpCus0mrl](http://pic.twitter.com/AXpCus0mrl)

Impressions	80
Total engagements	2
Retweets	1
Likes	1

**Kandiyohi County EDC @KandiWillmarEDC**

Have you found the holidays stressful? The University of Minnesota Extension's Center for Community Vitality has provided a video on Box Breathing and links to other breathing exercises through its Two for You series. Try it out and see if you feel calmer!

<https://www.youtube.com/watch?v=LfAWJYtipAA> ...

Impressions	60
Total engagements	1
Likes	1



**Kandiyohi County EDC @KandiWillmarEDC**  
 Businesses, Fri., 12/31, is the last day the SBA will accept applications for the COVID-19 EIDL Program.

Funds can be used for normal operating expenses & working capital. Payments deferred for 2 years. Consider applying. More info & a link to apply here <http://ow.ly/pCYC50HjY4Y> [pic.twitter.com/2Vxz8ycYtk](http://pic.twitter.com/2Vxz8ycYtk)

Impressions	59
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