

Kandiyohi County and City of Willmar **Economic Development Commission (EDC)**
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
October 24, 2007
EDC Office, 312 Fourth Street SW, Willmar

Present: Jean Geselius, Anna Gorres, Cameron Macht, Nancy Miller and Steve Salzer

Excused: Beth Fischer, Julie Redepenning, Diane Schulte, Heather Thompson and Deb Van Buren

Staff: Kathy Schwantes, Assistant Director

Guest: Betsy Bonnema

Secretarial: Allison McGeary, Legal & Administrative Assistants, Inc. (LAA)

Co-chair Jean Geselius called the meeting to order at approximately 8:10 a.m.

MINUTES—

IT WAS MOVED BY Cameron Macht, SECONDED BY Steve Salzer, to approve the minutes of the September 26, 2007 meeting as mailed and e-mailed. MOTION CARRIED.

MONTHLY REPORTS/UPDATES—

Bring Them Back Home newsletter. There was nothing new to report.

UNFINISHED BUSINESS—

Brochure proof/content. Betsy Bonnema made the suggested changes as requested at the last meeting. A proof was passed around (see copy attached to original minutes). Kathy Schwantes gave compliments from the boards to the committee from the Planning Session.

Comments and suggestions:

- Use a photograph of the Willmar airport
- The committee has access to all photographs in the Visitors Guide
- All mention of the MinnWest Technology Campus (MWTC) is good to have in the brochures as it is a long-term project
- The MWTC and agriculture were considered to be the top priorities of the EDC as determined at the Planning Session
- Reorganize committees and goals under the "Our Collaboration" paragraph
 - ▶ Agribusiness/Renewable Energy Development
 - ▶ MWTC
 - ▶ Business Retention and Expansion/Recruitment
 - ▶ Tourism

- ▶ Marketing and Public Relations
- Include mention of medical
- Include something about Willmar Area Multicultural Market (WAMM)
- Refer to something with a multicultural business
- Include multicultural market phrase or photograph
- Remove the map on the back and list more specific projects
- Redo the map similar to the 5 state map on the MWTC brochure
- All Kandiyohi County communities are listed; this is a good thing
- Put in a better photograph of Bushmills Ethanol
- Willmar Air Service has a really good logo
 - ▶ Could be used to show we provide this service to business professionals and we have it
 - ▶ Use their airport photos
 - ▶ **Bonnema** will call Willmar Air Service to ask if the committee can use the photographs and logo from their website on the brochure
 - ▶ **Salzer** will provide airport photographs to Bonnema
- The committee will hire someone to take photos within the community
 - ▶ **Geselius** will get quotes from photographers up to \$500
- Be consistent on using Economic Development Commission or EDC
- Add MWTC web address or just leave MWTC information with the brochure
- MWTC could send the EDC brochure out with its information as well
- Mention Ridgewater College
- Photographs of Apol's Harley Davidson's in Raymond
- The people photographs should be from Kandiyohi County and be multicultural
 - ▶ Ask Roberto Valdez or Lourdez Schwab to be the subject of the photo(s)
- The photograph of the welder in the Minnesota outline was from photo stock
 - ▶ **Geselius** will contact Willmar Manufacturing to ask about taking a photograph of one of their welders
- Photograph of the EDC office
- Use the map on the MWTC pamphlet to tie the community into other regions
 - ▶ Put a star in the middle of the map
 - ▶ Have Minnesota with a star and have North Dakota, South Dakota, Iowa and Wisconsin muted in the background with the star being white

Geselius and Bonnema will work together on compiling information needed for the brochure

IT WAS MOVED BY Cameron Macht, SECONDED BY Nancy Miller, to have Jean Geselius hire a photographer at a cost not to exceed \$500. MOTION CARRIED.

Website updates. The next meeting is 8:00 a.m. November 14 at the EDC.

Raymond strategic marketing planning session. Cameron Macht reported the sessions in Raymond had great attendance. The committee went through the Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis sheet (see copy attached to original minutes). Macht stated being close to Willmar was seen as a strength and a weakness by the Raymond community. Nancy Miller stated Steve Renquist emphasized a good point at the meeting, "If you live in the Twin Cities, it will take you 15 minutes to get to a hospital and if you live in Raymond it will take you 15 minutes to get to a hospital." Schwantes stated the Raymond community came up with their top five priorities: 1) develop city website, 2) coordinate business community, 3) develop assisted living facility, 4) housing and 5) get the café up and running. The committee reviewed the Raymond community's strategies. A followup meeting will take place in March 2008. Miller stated Raymond will need to start with basic things and not a big thing such as an art fest. Schwantes stated Raymond has a lot of good people and leadership. Bonnema suggested the grassroots is going

out and having the tools, such as a paragraph or a photograph to use when the community members are at a conference or talking to others. **Miller** will put together a paragraph for the community to use. Macht stated Raymond needs a new slogan and not "Everybody Loves Raymond." Schwantes suggested e-mailing Ray Romano asking him if the town of Raymond could use it. Bonnema stated you need something that is catchy and easy to remember. Macht stated Apol's Harley Davidson is a great business that is behind anything the community would do.

New London marketing meeting. New London is continuing to meet and will do so over a one-year time period.

MWTC. Salzer reported the Ridgewater students are working on researching potential businesses and have until November 15. Salzer stated it will be interesting to see how much information the students find and how deep they go, for example, hobbies of the executives. Salzer reported Chris Huisinga keeps going outside the community representing the MWTC. Schwantes stated there was one business from the Workshop for Entrepreneurs, Inventors & Innovators in the Twin Cities that came to look at the MWTC. Salzer reported the president of the University of Minnesota visited the MWTC and was impressed with the campus. MWTC is applying for a bio-grant from the Minnesota Department of Employment and Economic Development (DEED). MWTC will be donating one of the buildings as a bio research lab and a MWTC foundation is in the process. Huisinga gave Salzer a list of about ten people he has been working with on recruiting to the campus. Schwantes and Renquist have been meeting with some companies and showing them the campus. Salzer reported one lease was signed as a result of the open house. On November 9 the House Bioscience and Technology Committee and the Senate Business Industry are coming to the campus. Ranae Rahn will work on public relations regarding the bioscience committee visit. The next strategic session will be November 12 or 19 or December 3. **Salzer** will talk with Rahn to pick one of these times. At the next strategic session Salzer would like to go through the laundry list from the last meeting to see what has been completed, what is in progress and what needs to be worked on. The website is being worked on at present. **Salzer** will give **LAA** information to draft an agenda for the next strategic session.

Future meeting dates. The committee made a decision to hold its meetings at 8:00 a.m. on the fourth Friday of each month.

NEW BUSINESS—

Budget. Schwantes reported the committee has \$4,000 left in its 2007 budget. The committee has spent money on items that were not expected and if the committee goes over budget it is okay, the money will be found somewhere else in the EDC budget.

Planning Session. Schwantes stated at the Planning Session it was determined to promote agribusiness and the MWTC. The core of the EDC is selling the area to existing businesses and new businesses and all committees are to focus on that.

Get Broadband. Schwantes reported Nicole Franzwa of First Marketing Group was hired as the coordinator. Franzwa has a strong marketing background. Franzwa was e-mailed some of the EDC past advertisements and brochures to look at. Franzwa would appreciate the Marketing and Public Relations Committee's approval on all print projects. Bonnema will give the wave logo to Franzwa when she asks for it.

Other. Macht reported he attended a meeting with the Willmar Lakes Area Chamber of Commerce (WLACC). The WLACC wants local businesses to buy 5% more from local businesses in the community. Right now, \$800 million is being purchased and 5% more would be \$40 million, which would create more jobs for the community.

The committee congratulated Schwantes on receiving the Woman of the Year award from the Willmar Business Professional Women.

NEXT MEETING—The next regular committee meeting is **8:00 a.m., Friday, November 30** at the EDC office, 312 Fourth Street SW, Willmar.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 9:25 a.m.