

Kandiyohi County and City of Willmar **Economic Development Commission (EDC)**
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE
MINUTES
February 28, 2007
EDC Office, 312 Fourth Street SW, Willmar

Present: Beth Fischer, Jean Geselius, Anna Gorres, Cameron Macht, Julie Redepenning, Diane Schulte and Heather Thompson

Excused: Bob Haines and Deb Van Buren

Staff: Kathy Schwantes, Assistant Director

Guest: Betsy Bonnema

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

Co-chair Heather Thompson called the meeting to order at approximately 8:10 a.m. New member, Beth Fischer, was introduced and welcomed followed by self introductions.

MINUTES—

IT WAS MOVED BY Julie Redepenning, SECONDED BY Diane Schulte, to approve the minutes of the January 24, 2007 meeting as mailed and e-mailed. MOTION CARRIED.

MONTHLY REPORTS/UPDATES

Tourism. Schwantes reported the Tourism Committee selected the road sign that only states Tourism Information (see copy attached to original minutes). Beth Fischer reported there were no significant changes made to the e-trail entry pages. Schwantes suggested this committee review the e-trail entry pages with the changes before it is finalized.

[Anna Gorres joined the meeting.]

UNFINISHED BUSINESS

Enterprise Network Systems (ENS). Schwantes presented the proposal submitted by Minnesota Technology and Knowledge Based Solutions, which is anticipated for use in attracting tenants to the MinnWest Technology Campus (see copy attached to original minutes). Due to the cost, Cameron Macht recommended possibly using the proposal for a county or regional project rather than just for the MinnWest Technology Campus. Macht highly recommends Roger Hurd. It was the committee's consensus that the MinnWest Technology Campus strategic planning session went very well and the proposal should be tabled for now.

Community Marketing Meeting. Schwantes reported she sent proposed meeting dates to plan for the community meetings. The meeting will be held on the date where the majority can attend. Schwantes stated the purpose of the meeting will be to assist communities in the region with marketing using the folder templates already created.

MinnWest Technology Campus Strategic Planning Session. Schwantes reviewed with the committee the draft meeting notes of February 26, 2007 (see copy on file). Those who attended commented it was a good planning session. **LAA** and **Schwantes** will insert a short description behind the affiliated companies on the Life-Science Innovations web site listed on the notes under MinnWest Technology Campus. Betsy Bonnema reviewed with the committee her February 27 e-mail (see copy attached to original minutes) concerning branding the atmosphere (culture) of the campus with one simple word on a flag. Bonnema recommends this committee provide this information to MinnWest Technology Campus for use in its marketing campaign. Committee members will research corporate cultures of major companies for review at the March 13 planning session. **Heather Thompson** will look for the top ten companies with the best corporate culture and e-mail those to the committee. Julie Redepenning stated Tastefully Simple is a Minnesota company noted for its good working environment. Bonnema recommends MinnWest Technology Campus include its research in its presentations. **Schwantes** will research Lands End. Other companies mentioned were Nike, Best Buy, Medtronics and General Mills. Bonnema stated MinnWest Technology Campus will have to organize campus activities by the time it has new tenants.

Bring Them Back Home Newsletter. Schwantes recommended Macht be recognized as editor of the newsletter and the top left corner be changed to "This newsletter is created by the Bring Them Back Home Team, Cameron Macht, editor. **Macht** will insert kandiyohi.com across the bottom of the newsletter. **Schwantes** will obtain the correct statement area organizations use, i.e., "Kandiyohi County is a good place to live, work, play, learn and do business."

Duplication of WebSite. Anna Gorres reported Cloudnet has taken over Bennett Office Technologies' web site hosting. Gorres reported it appears the Request for Information page on kandiyohi.com was copied by another site, www.hotverl.com/contact.htm. Gorres e-mailed the company to remove the site. Trevor Daucsavage discovered who hosts the web site and if no contact is received from the company, the next step may be to contact the host. Daucsavage did not believe there are any security issues and believes it may be caused by the site using templates. Bonnema questioned if the server was accessed. **Gorres** will have more information available at the next meeting.

Appreciation & Awards Reception. Schwantes announced the EDC's Appreciation & Awards Reception will be held April 18 at the Holiday Inn/Willmar Conference Center. The centerpieces from last year will be reused. An invitation will need to be created and press release done. Bonnema suggested doing image advertising around the reception and updating ads already created. **Bonnema** will review the three-panel ad to use during the next few months. A theme was discussed and using collaboration or something historical or a tribute to Earl B. Olson. The committee's consensus was to do an Oscar style celebration and Hollywood walk of fame with each volunteer's name on stars. **Thompson** will check on the price of stars similar to those used last year. **Bonnema** offered to create a movie montage, if the committee gets clips of all board and committee members. Ron Erpelding was recommended for the Reception's emcee. **Committee members** should think of good ideas and comments to give to Erpelding, if he agrees to be the emcee. **Geselius** will look at the invitations used by Rice Memorial Hospital. It was suggested the reception be dressier than in the past with a red carpet and the emcee in a tuxedo. **LAA** and **Schwantes** will check on the cost of a red carpet (Nelson Laundry, Allison Geiger; Rice Memorial Hospital used red felt).

NEW BUSINESS—

Business Expo/Job Fair. Schwantes reported the EDC, Minnesota Department of Employment and Economic Development, KDJS Radio and Ridgewater College hosted a job fair last week. Red

Star created the advertising, poster and brochure. The job fair was very successful with approximately 475 attendees and 40 businesses.

Advertising. Schwantes reviewed with the committee the media kit for the *Business Expansion Journal* and suggested this may be used for MinnWest Technology Campus and the media kit for *Global Corporate Xpansion*. It was the committee's consensus to not advertise in these publications. The committee also discussed advertising in the *Ridgewater College* magazine. Since there is no defined purpose for advertising in the magazine, it was the committee's consensus not to advertise in it at this time.

Budget. Schwantes distributed a copy of the EDC's Comparative Revenue and Expenditure Statement as of February 8, 2007 (see copy on file) and stated the committee's 2007 budget is \$28,500.

Red Star Creative Spring Training Sessions. Bonnema stated Red Star Creative will be holding some training sessions on software upgrades. Anyone interested in the classes should sign up with Red Star Creative. Members of this committee are considered Club Red members.

Class Reunions. Schwantes stated the Bring Them Back Home Task Force attended the first hour of three Willmar class reunions last summer where contact information was obtained, attendees registered for a free gift and newsletters were distributed. Schwantes would like committee members to attend two reunions outside Willmar. **Thompson** will check on reunions for Awater-Cosmos-Grove City and New London-Spicer; **Macht** will check on reunions for Maynard-Clara City-Raymond.

2008 Budget. The following volunteered to discuss the 2008 budget: Geselius, Gorres, Schwantes and Thompson.

ANNOUNCEMENTS—April 18, 5:30 p.m., Appreciation & Awards Reception, Holiday Inn/Willmar Conference Center and June 28, 5:30 p.m., Committee presentations to Joint Powers Board and Joint Operations Board for 2008 budget process, Holiday Inn/Willmar Conference Center.

NEXT MEETING—The next regular committee meeting is **8:00-9:00 a.m., Wednesday, March 28, 2007** at the EDC office, 312 Fourth Street SW, Willmar.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 9:42 a.m.