

Kandiyohi County and City of Willmar **Economic Development Commission (EDC)**  
**JOINT OPERATIONS BOARD OF DIRECTORS (OB)**  
**MARKETING AND PUBLIC RELATIONS COMMITTEE**  
**MINUTES**  
May 24, 2006  
EDC Office, 312 Fourth Street SW, Willmar

Present: Jean Geselius, Anna Gorres, Pam Schlagel, Heather Thompson and Deb Van Buren

Staff: Steve Renquist, Executive Director and Kathy Schwantes, Assistant Director

Guests: Betsy Bonnema, Red Star Creative; Melissa Galvan, City of Willmar

Co-chair Heather Thompson, called the meeting to order at approximately 8:10 a.m. and welcomed guest Melissa Galvan. Self introductions were made.

**Quark Xpress/PhotoShop Training.** Betsy Bonnema reviewed the agenda for the training session on Quark Xpress and PhotoShop that will follow today's meeting. A sign up sheet for future training sessions was forwarded around.

[Anna Gorres joined the meeting.]

**Business Retention and Expansion/Recruitment (BRE/R) Airport Business Task Force.** Schwantes provided an overview of the EDC's relationship with the new airport and its Airport Business Task Force's marketing proposals.

**MINUTES—**

IT WAS MOVED BY Anna Gorres, SECONDED BY Deb Van Buren, to approve the minutes of the April 26, 2006 meeting as mailed and e-mailed. MOTION CARRIED.

**MONTHLY REPORTS/UPDATES—**

**Bring Them Back Home (BTBH) Task Force.** Schwantes reported the next newsletter will be published soon and will highlight Home State Bank, Laura Warne and Matt Behm. An ad will be done for the next Homer Get Together. The committee suggested reusing the banner from last year's Homer Get Together and covering 1<sup>st</sup> with blue color. It was suggested articles be placed in the smaller area newspapers to promote the event. The **EDC** office will contact Quick Signs to create a center panel for the tri-fold display that will be used at class reunions this summer.

**Tourism Committee.** The committee discussed ad designs for the fall *2006 Minnesota Explorer* and suggested the same ad as published in the spring/summer *Minnesota Trails* be used with fall colors. Steve Renquist suggested advertising the area as "one gas tank away from the Twin Cities."

**Willmar Area Multicultural Market (WAMM) Committee.** Schwantes reported the WAMM Committee selected Luke Geiger's logo design 1 with a font change. The committee suggested

adding red to the design. A meeting needs to be scheduled between this committee and the WAMM Committee to discuss its brochure/folder insert.

#### **UNFINISHED BUSINESS—**

**New London Presentation.** Another presentation will be made to the city of New London June 5 at 5:30 p.m. possibly at the New London American Legion. **Renquist** will confirm the meeting location. This presentation will be open to the public and committee members are invited to attend. All **committee members** are invited to attend a planning meeting for this presentation on **June 1 at 5:15 p.m.**

**2007 Budget.** Renquist welcomed all committee members to attend the joint board/committee/task force 2007 budget planning meeting at 6:00 p.m., June 29, at the Willmar Conference Center. Co-chairs Thompson and Jean Geselius will make a presentation on behalf of this committee.

**Marketing Ideas for the former Citizens State Bank in Lake Lillian.** Schwantes asked for marketing ideas from the committee to help in selling the former Citizens State Bank in Lake Lillian. Ideas included:

- engaging the services of a real estate agent from the metro area;
- contacting accountants, attorneys and banks to let them know the space is available;
- listing the property on the Minnesota Department of Employment and Economic Development's MnPRO site;
- listing the property on real estate/classified space on web sites;
- using the NAIC mailing list for the west suburbs;
- set up a tour of the building for realtors;
- contacting Southwest Initiative Foundation about the property;
- including in any marketing that 50,000 people reside within a 30-mile radius of the location.

**Appreciation and Awards Reception.** Schwantes congratulated Thompson and Geselius on receiving the EDC's Volunteers of the Year award and thanked this committee for their work on preparing for the reception. The "thank you" paperweights were distributed to those committee members who were unable to attend the reception.

#### **NEW BUSINESS—**

**Enterprise Network System (ENS) Analysis.** Renquist presented the committee with the ENS Analysis, which can be used to identify types of industries to recruit to the area. The committee recommended Renquist bring to the committee a list of items needed from the committee to assist in any recruitment.

**NEXT MEETING—**The next regular committee meeting is **8:00-9:00 a.m., Wednesday, June 28, 2006** at the EDC office, 312 Fourth Street SW, Willmar.

**ADJOURNMENT—**There being no further business, the meeting was adjourned at approximately 9:20 a.m.