

KANDIYOHI COUNTY AND CITY OF WILLMAR **ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**JOINT OPERATIONS BOARD OF DIRECTORS (OB)**  
**MARKETING AND PUBLIC RELATIONS COMMITTEE**  
**MINUTES**  
**May 28, 2008**  
**EDC Office, 312 Fourth Street SW, Willmar**

Present: Beth Fischer, Jean Geselius, Anna Gorres, Cameron Macht, Julie Redepenning, Diane Schulte and Deb Van Buren

Excused: Nancy Miller, Steve Salzer, Milan Schmiesing and Heather Thompson

Guest: Betsy Bonnema, Red Star Creative

Staff: Jean Spaulding, Assistant Director

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

Co-chair Jean Geselius called the meeting to order at approximately 8:05 a.m.

**MINUTES—**

IT WAS MOVED BY Cameron Macht, SECONDED BY Beth Fischer, to approve the minutes of the April 28, 2008 meeting as mailed and e-mailed. MOTION CARRIED.

**MONTHLY REPORTS/UPDATES**

**Business Retention and Expansion (BRE/R) Committee gift to businesses.** Jean Spaulding reported the BRE/R Committee decided to continue giving the travel mug when they make calls on businesses. There are 44 mugs on hand. When the mugs are reordered, the EDC's name should be made more prominent, possibly using the wave logo and the EDC's address must be changed.

**Bring Them Back Home.** Spaulding showed the display used at class reunions, which includes "Welcome, Class of 19\_\_\_ in their class colors," photocopies of alumni from their year book and a box in which Bring Them Back Home cards (see copy attached to original minutes) were deposited for a giveaway. Spaulding stated it has been difficult to obtain information on class reunions from local conference facilities or school districts. **Beth Fischer** will provide Spaulding information on a class reunion being held June 20 at the Willmar American Legion with Tammy Knapper as the contact. **Geselius** will deliver the display to the June 20 reunion. The committee recommended acrylic holders for the newsletter and an acrylic box for the drawing. Spaulding reported on Watertown, South Dakota's aggressive recruitment efforts through its foundation, including a newsletter sent approximately twice a year. Nancy Birkeland reported her class is holding its reunion dinner August 8 at the Spicer American Legion.

## UNFINISHED BUSINESS—

**MinnWest Technology Campus (MWTC).** Spaulding reported the recruitment letters are being worked on by Tracy Mullin through the BRE/R Committee. Steve Salzer will speak with Chris Huisinga in regard to MWTC's marketing plan and recruitment efforts.

**World Market.** Anna Gorres reported she and Roberto Valdez will attend the June 14 World Market at Springfield, which is a fund raiser for a nursing home. Gorres stated the Willmar Area Multicultural Market (WAMM) will sell naturally-flavored water and possibly give away an item. WAMM is mainly attending World Market to see how the event is planned and attended and to possibly recruit vendors for the Becker Market. It was recommended the Willmar Lakes Area Visitors' Guides be taken and WAMM's brochure. This committee agreed to pay the \$35 booth fee, however, it may be waived because a permit is also needed.

**2009 budget, presentation and goals.** Geselius showed a draft of the PowerPoint presentation created for the budget meeting (see copy attached to original minutes). Suggested changes to the presentation were discussed and will be made. The 2009 budget request is \$33,000.

Geselius reviewed with the committee the proposed 2009 goals (see copy attached to original minutes). Spaulding provided information on recruitment efforts by other communities, in particular for industrial parks, and information she obtained at a recent Land Conference she attended. The following volunteered to contact communities to request their marketing materials, obtain website information and information on industrial parks:

- Diane Schulte—Worthington
- Julie Redepenning—Alexandria
- Geselius and Fischer—St. Cloud
- Deb Van Buren and Cameron Macht—Elk River
- Gorres—Chaska
- Spaulding—Cambridge/North Branch

Committee members were asked to report on these communities at the June meeting or at the 2009 strategic marketing planning session at a date to be determined, whichever is first.

As to goal 1, all marketing material will be updated with the EDC's new address and it was recommended that a link to MWTC's virtual tour be added to the kandiyohi.com home page. As to goals 1 and 2, the committee recommended Summerset Studio be used to add/expand the Agriculture and Renewable Energy Development Committee's web page. The committee recommended the bottom of the home page be redesigned under the 2008 budget. **Geselius** and **Spaulding** will contact Shelley Paulson for website changes. As to goal 5, Macht reported Raymond identified four goals on which volunteers are working, which resulted from this committee's community marketing meetings. Macht stated a café opened in Raymond and the city is working on a website. **Spaulding** will contact Trudie Guptill to obtain the minutes from New London's first brainstorming session. **Spaulding** will visit with Steve Renquist on the new goal 6 to determine if the four areas identified in the five-year plan, health care, airport-related industry, value-added agriculture and e-commerce, are still the key markets. The committee recommended marketing the EDC's new location be added as a goal. Also need to add as a goal to support volunteer appreciation. As to goal 4, Open Mic will be removed. Spaulding

invited the committee to attend the June 18 budget planning session, but requested an RSVP so a box lunch can be ordered. Geselius reported the 2008 budget is \$33,500 and the committee has spent approximately \$5,000 to date. The committee's budget in 2007 was \$28,500 and the committee spent \$29,343.

**Web Domains.** Gorres reported the domain names owned by the EDC cannot be redirected until mid-June. Gorres stated kandiyohi.net was purchased by another party, but it still shows as kandiyohi.com. Gorres will look into this further and see that it is changed.

#### **NEW BUSINESS—**

Geselius showed examples of marketing material from St. Cloud and Friday Facts from the Marshall area.

Geselius reported she will use Meeting Wizard to communicate with the committee for a date in the near future to have a 2009 strategic marketing planning session.

**NEXT MEETING—**The next regular committee meeting is **8:00 a.m., Friday, June 27, 2008** at the EDC office, 312 Fourth Street SW, Willmar.

**ADJOURNMENT—**There being no further business, the meeting was adjourned at approximately 9:40 a.m.