

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
September 24, 2008
EDC Office, Willmar**

Present: Jean Geselius, Anna Gorres, Nancy Miller, Steve Salzer and Deb Van Buren

Guests: Betsy Bonnema, Red Star Creative and Chris Huisinga, MinnWest Technology Campus

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

Staff: Jean Spaulding, Assistant Director

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

Co-chairperson Jean Geselius called the meeting to order at approximately 8:01 a.m.

MINUTES—

IT WAS MOVED BY Steve Salzer, SECONDED BY Nancy Miller, to approve the minutes of the August 29, 2008 meeting as mailed and e-mailed. MOTION CARRIED.

MONTHLY REPORTS/UPDATES

Closer to Home newsletter. Jean Spaulding reported the fall newsletter has been mailed and e-mailed and copies will be given to the Willmar Lakes Area Chamber of Commerce (WLACC).

[Deb Van Buren joined the meeting.]

Agriculture and Renewable Energy Development (Ag) Committee. Spaulding reported the southeast tour for the International 2008 Bioenergy Days (IBED) conference has been cancelled. The southwest tour has seven Swedish individuals touring. Registrants will be able to sign up for tours at the conference. The north and west tour will stay overnight in Willmar October 1. The south and west tour includes a luncheon October 2 at the MinnWest Technology Campus (MWTC) and a campus tour. The schedules for the northwest and southwest study tours were distributed (see copies attached to original minutes).

[Anna Gorres joined the meeting and Chris Huisinga joined the meeting via telephone.]

Discussion was held on logistics of picking up the booth panels in Minneapolis and getting them to Willmar and picking up the printed material in St. Cloud and getting those to Willmar.

Betsy Bonnema distributed marketing materials she created, including the EDC brochure, blog, canvas groupings, booth panels, ads, invite, flyer and MWTC map (see copies attached to original minutes). Thanks by the EDC and MWTC were extended to Bonnema for her work on these materials. MWTC brochures and CDs and EDC travel mugs will be used in the booth. Discussion was held on furniture for the booth.

October 1 the northwest study tour will stop at the Glacial Ridge Winery and Apple Orchard in Spicer and be at MWTC around 4:30-5:00 p.m. for a tour and then to the Holiday Inn for a reception, dinner and overnight stay. The southwest study tour October 2 includes a luncheon and panel presentation at MWTC. Discussion was held on what MWTC will do for the study tours. The committee finalized the menus for the two tours and the food costs. **Anna Gorres** will communicate with Heglund Catering and the Willmar Conference Center/Holiday Inn about the menus and count of 40 to 50. Spaulding reported the Willmar Area Development Corporation (WADC) is contributing \$1,000 for both meals and the EDC will pay for its board, committee members and staff. The following individuals will be invited to both meals: Jim Sieben, Lee Byberg, Huisinga and Salzer of MWTC, three to four EDC Ag Committee members, area legislators, WADC board, Willmar City Council, Kandiyohi County Board of Commissioners, Larry Kleindl, Mick Schmit, Bruce Peterson, Kelly Boldan, Carolyn Lange, JP Cola, Bev Ahlquist, KSAX TV, Marc Knisely and Roger Refling of United FCS (MWTC will pay for these two, if they attend), Dr. Doug Allen and Kathy Schwantes of Ridgewater College, Greg Hilding, Ken Warner, EDC boards, EDC Ag Committee and EDC Marketing and Public Relations Committee. RSVPs will be required. **Bonnema** will create an e-mail invite. Those who attend the luncheon at MWTC will be invited to attend the panel discussion. **Geselius** will obtain tablecloths for the round tables at MWTC and napkins. **Deb Van Buren** will do small centerpieces. **Van Buren** and **Geselius** will attend the luncheon. **Betsy Bonnema** will work with Matt Stark of Creative Concepts on a Welcome to Bioenergy Days banner and banners for each side of the outside door. The EDC has received the IBED attendee names.

[Steve Salzer and Chris Huisinga were excused from the meeting.]

UNFINISHED BUSINESS

Virtual Job Fair. Spaulding reported the Minnesota Department of Employment and Economic Development was satisfied with the number of vendor booths; the number of job seekers is unknown. DEED was very appreciative of all the help from the EDC's Marketing and Public Relations Committee.

EDC open house and Chamber Connection. Spaulding estimated 100 attended the open house and approximately 45 attended the Chamber Connection; the EDC was pleased.

NEW BUSINESS

Willmar School District operating fund referendum. Spaulding reported Steve Renquist is checking with the EDCOB on whether the EDC can take a position on the operating fund referendum.

Other. Spaulding showed an article and ad printed in Fall 2008 issue of *Global Corporate Xpansion*. Additional copies of the magazine have been requested to place in the hotel rooms of IBED attendees. **Spaulding** will work on the giveaways of local products (apples, Mr. B chocolates, water) and EDC travel mug to place in the hotel rooms of IBED attendees. Spaulding reported the Olde Country Winery in Lake Lillian has been ranked the number one winery in Minnesota by *Minneapolis/St. Paul Business Journal*.

There being no other business, the meeting was adjourned at approximately 9:44 a.m.

NEXT MEETING—The next committee meeting is **8:00 a.m., Friday, October 24, 2008**, at the EDC office, Willmar.