



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION
Helping Communities Prosper

323 W. Schlieman Ave. Appleton, MN 56208 320.289.1981 www.umvrdc.org

Agenda for
Marketing BHAG Committee Meeting
2/22/11 5:30-6:30 p.m.

BHAG #2: All communities in Region 6W will know who we are and what we do.

1. 5:30-5:35 Welcome!
 - a. Need a volunteer to give a summary at the RDC Meeting.
2. 5:35-5:45 Review new marketing packet used by planners.
3. 5:45-6:05 Our website: www.umvrdc.org
 - a. Are you using it?
 - b. Monthly packets – any issues?
 - c. Monthly planner update e-blast:
 - o Are you receiving the e-blast?
 - o Do you read it?
 - o Are you clicking the links that take you to the website?
 - o Is the content helpful?
 - o Are you forwarding it on to anyone else?
 - o Any comments or suggestions?
4. 6:05-6:20 City Survey:
 - a. New city survey going out in March.
 - b. What questions should we ask in regards to marketing?
5. 6:20-6:30 Wrap up:
 - a. FY2012 BHAGs are coming soon.
 - b. Any additional ideas for outreach to our communities?

BHAG #2 Marketing Committee

Brett Buer

Brent Olson

Gary Hendrickx

Bruce Swigerd

Mike Thein

Any time you have questions, comments, suggestions, etc. please email or call us!
jenifer.fadness@umvrdc.org or kristi.fernholz@umvrdc.org or 320-289-1981

BHAG #2: All communities in Region 6W will know who we are and what we do

Base Camps:

- 5-year: 70% of our communities
- 10-year: 80% of our communities
- 15-year: 90% of our communities

FY2011. Year 3 of BHAG.

Strategy A.	Tactics	Timeline	Accomplishments
<p>Continue to create marketing materials based on our brand/slogan, keeping them simple, professional and useful. Refine existing materials to meet our changing needs. Create a distribution strategy to our clients that is broad-based but with a focus on cities. Continue outreach to townships, cities, counties, schools; and to a lesser degree, the general public.</p> <p>Marketing pieces we currently utilize: commissioner cards annual report newsletter website note pads & pens business cards brochure</p>	1 Introduce new RDC website. Can use a combination of strategies: e-blasts, postcard or other mailing, press releases, newsletter article. Train all staff on how best to utilize new site.	Oct 2010	Website went live in August 2010. New site was featured in Sept newsletter; most RDC communications direct people to the website.
	2 Prioritize and complete the following marketing projects in FY11:		
	Continue using packet for city council and county meetings. Add customized "project successes" for each community that's being visited.	Ongoing	Packet was updated in Dec 2010 and is more focused on "Featured Projects."
	Send at least 10 press releases per year. Planning staff will determine subject and when it's appropriate.	June 2011	
	Give aways: discuss, research and budget new ideas. Pens (to go with existing notepad) and/or bottled water from "Water Billboards" with RDC logo on label.	July 2010	Currently giving out RDC pens and notepads. RDC metal water bottles for all staff and board members.
	Email blasts - staff will do as needed on time sensitive information	Ongoing	Monthly Planner Update e-blast; other e-blasts from Planners as they deem appropriate.
	Revise monthly planner update and make more user friendly.	Oct 2010	Planner Update e-blasts go out every month following RDC meeting.
	"Know our region" campaign – highlight different communities & commissioners in newsletter, on website, and through staff meetings	Ongoing	We continue to highlight RDC Commission members in our newsletter, as well as communities that we are currently working with.
	Create project profiles/case studies to include in packets and on RDC website.	Ongoing	Have a "Featured Project" section on our website; RDC packets include summaries of these.
	3 Continue to document projects that RDC is working on: Take photos. Write articles. Take short videos.	Ongoing	
4 Meet with all 37 communities and all county boards. Focus on project successes that the RDC has participated in.	June 2011	Planning staff is currently scheduling these visits.	
Strategy B.	Tactics	Timeline	Accomplishments
Evaluate effectiveness of marketing campaign.	1 Track comments and response. Follow up with communities that we do not hear from to make sure they understand what we do.	June 2011	Will work with Comm. Dev. committee on upcoming City Survey. What question(s) do we want answered?
	2 Track website hits and how people are using the website.	Ongoing	New website includes Google analytics. There are noticeable spikes in page views when we send out the packet email and the planner e-blast; Jenifer is researching how to utilize these stats.