



Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION
Helping Communities Prosper

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Marketing BHAG:

**All local units of government (LUGs) in Region 6W
will know who we are and what we do.**

Marketing BHAG Committee

**Brett Buer, Gary Hendrickx, Brent Olson,
Jim Schmaedeka, Bruce Swigerd & Mike Thein**

Agenda for
Marketing BHAG Committee Meeting
6/28/11 5:30-6:30 p.m.
Light meal will be served.

1. 5:30-5:40 Welcome!
 - a. New committee member: Mike Thein
 - b. Need a volunteer to give a summary at the RDC Meeting.

2. 5:40-6:25 Work on final draft BHAGs for 2012
 - a. Review strategies and tactics
 - b. Focus on Strategy B:
 - o How can we best evaluate our marketing efforts? FY 2013 will be our 5-year basecamp – how will we measure this?

3. 6:25-6:30 Wrap up:
 - a. 2012 BHAGs will be adopted at the July Annual Meeting.

Any time you have questions, comments, suggestions, etc. please email or call us!

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Marketing BHAG: All local units of government (LUGs) in Region 6W will know who we are and what we do

Base Camps:

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

FY2012. Year 4 of BHAG. - DRAFT

Strategy A.	Tactics	Timeline	Measurement	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. Continue a distribution strategy to our clients that is broad-based but with a focus on cities and counties. Continue outreach to townships, cities, counties, schools; and to a lesser degree, the general public.</p> <p>Marketing pieces we currently utilize: website annual report newsletter commissioner cards note pads & pens business cards brochure</p>	1	Maintain RDC website. Continue refining/refreshing content, adding useful information, and making the site as user-friendly as possible.	Ongoing	Weekly updates	
	2	Reach out to cities & counties (& other identified partners such as EDAs & Chambers) to ask them to link to us on their websites. Inventory who links to us.	12 months	37 cities, 5 counties	
	3	Prioritize and complete the following marketing projects in FY12:			
		Send press releases for each completed project. Send press release after annual meeting with photo of full board. Send other press releases as needed.	Ongoing	# of completed projects = # releases	
		Give aways: Currently giving out notepads and pens. Research and price new give-away.	12 months		
		Email blasts - Monthly planner update e-blast goes out after every RDC meeting; staff will do additional e-blasts as needed on time sensitive information.	Monthly	at least 12	
		Highlight different commissioners & staff members in newsletter & on website; identify board members in press releases.	Ongoing	4 newsletters + website	
		Continue to create project profiles/case studies to include in packets and on RDC website.	Ongoing	at least 6 (every 2 months)	
		Take more photos of the region, relevant events, and projects. Make "wish list" of photos needed and ask staff to take camera along when traveling in region.	Ongoing	1 great photo for each city & county	
		Take/Find videos & post them on our website.	Ongoing	at least 2	
	4	Reach out to all 37 communities and all county boards, townships, and school districts. Focus on project successes that the RDC has participated in. Continue using packets, customize as needed.	Ongoing	37 cities, 5 counties & townships, 1 tribal nation, & 10 school districts	
	Track all meetings/contacts with LUGs	Ongoing			
Strategy B.	Tactics	Timeline	Measurement	Accomplishments	
<p>Evaluate effectiveness of marketing campaign with goal of measuring 70% basecamp in 2013.</p>	1	Strategize how best to measure basecamps. (Have used a survey in the past. How can we best get a meaningful response on surveys?)	12 months	37 cities, 5 counties	
	2	Gather more detailed info on users of website, especially where are users are from.	Monthly	12 months	
	3	Find out how people are getting our info, what their preferences are.	12 months	sample size of approx 25% of LUGs	
	4	Inventory which of our 37 cities do not have email contacts. Call those who don't and ask for an email contact person for timely information. (Would prefer 2 contacts per city.)	12 months	at least 1 email address for each of 37 cities	