



Upper Minnesota Valley  
**REGIONAL DEVELOPMENT COMMISSION**  
Helping Communities Prosper

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

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

BHAG #2 Marketing Committee

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

Agenda for  
Marketing BHAG Committee Meeting  
5/24/11 5:30-6:30 p.m.  
*Light meal will be served.*

1. 5:30-5:40 Welcome!
  - a. Two new committee members: Mike Thein & Jim Schmaedeka
  - b. Need a volunteer to give a summary at the RDC Meeting.
2. 5:40-5:55 Review accomplishments from 2011 BHAGs
3. 5:55-6:25 Work on draft BHAGs for 2012
  - a. Are there any additional strategies needed?
  - b. Refining our message
  - c. How can we best evaluate our marketing efforts?
4. 6:25-6:30 Wrap up:
  - a. Next month we will review our revised BHAGs for 2012 (incorporating changes and suggestions from tonight's meeting). 2012 BHAGs will be adopted at the July Annual Meeting.

Any time you have questions, comments, suggestions, etc. please email or call us!  
[jenifer.fadness@umvrdc.org](mailto:jenifer.fadness@umvrdc.org) or [kristi.fernholz@umvrdc.org](mailto: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 &amp; 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	Have sent over 10 press releases so far in FY11 for Hazard Mitigation, Transportation, Broadband project, and other RDC projects.
	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	Using our website to document current projects. Planners are taking photos in different cities they visit.
4 Meet with all 37 communities and all county boards. Focus on project successes that the RDC has participated in.	June 2011	All cities have been visited in Big Stone, Chippewa and Yellow Medicine counties; Lac qui Parle county visits will be completed this summer; Swift county visits will be completed this fall.	
<b>Strategy B.</b>	<b>Tactics</b>	<b>Timeline</b>	<b>Accomplishments</b>
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	City survey sent out in April. Planners are currently compiling results.
	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.

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FY2012. Year 4 of BHAG. - DRAFT

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. Continue 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:                      website                      annual report                      newsletter                      commissioner cards                      note pads &amp; 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.		
	2 Prioritize and complete the following marketing projects in FY11:		
	Send at least 10 press releases per year. Planning staff will determine subject and when it's appropriate.		
	Give aways: discuss, research. Currently giving out notepads and pens. Should we be doing anything different?		
	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.		
	"Know our region" campaign – highlight different communities & commissioners in newsletter, on website, and through staff meetings		
	Create project profiles/case studies to include in packets and on RDC website.		
	Take more photos of the region, relevant events, and projects.		
	3 Meet with all 37 communities and all county boards. Focus on project successes that the RDC has participated in. Continue using packets, customize as needed.		
Strategy B.	Tactics	Timeline	Accomplishments
Evaluate effectiveness of marketing campaign.	1 How can we best evaluate our marketing efforts?		