Norman County EDA
Meeting Agenda
June 26, 2018 | 6:30 pm
Twin Valley Liquor Store

Old Business
1. Social Media
2. Web Design
3. U of M Making It Home program www.extension.umn.edu/community/making-it-home/

New Business
1. Marketing Consultant
    a. Local option Compass Business Consultants
       http://www.navigatewithcompass.com/
2. Go over options for marketing
    a. Logo – will have a couple to start with for group's input
    b. Web/FB design, concept, feel
        i. Do we want to do other social media?
    c. "Must have" pages on website
        i. Goal: To have a skeleton set up for website by end of meeting to start from
        ii. Answer questions
            1. do we have a landing page for each city and then link to their official site?
            2. Do we have a "one stop" page for county events?
            3. County business registry format (start with businesses in NC Mag)
    d. Timeline for each item to be developed as meeting progresses
        i. Goal: Have basic website up – possible official launch July 20?
3. Launch campaign - party – talk about how to launch the EDA, website, Facebook
    a. Brainstorm –
        i. Do we just do it over media
        ii. Do we want a launch event/part of some sort?