

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

Members present: Mark Askelson, Lee Ann Hall, John Hintz, Karie Kirschbaum, and Jessica Spaeth.

Chair Kirschbaum called the meeting to order at 6:35 pm.

Hintz moved to approve the minutes from the May 22, 2018 meeting as presented, seconded by Askelson. Motion carried.

Old Business

1. Social Media
2. Web design
3. U of M Making it Home Program

New Business

1. Marketing Consultant
 - a. Compass Business Consulting – Jessica Spaeth co-owner, gave background on Compass, a small marketing company specializing in small businesses and non-profits.
2. Go over marketing options
 - a. Logo – Spaeth presented a few logo options. The group selected a logo and discussed edits and color palette.
 - b. Web/FB design, concept, feel. Spaeth will get quotes for new site and interactive maps. Motion by Hintz to purchase domains, seconded by Askelson. Motion carried.
 - i. Social media platforms will include Facebook, Instagram, and Twitter.
 - c. “Must Have” pages on site
 - i. Site map will be developed
 - ii. Goal completion date – September
 - iii. Business directory must be searchable
3. Launch Campaign
 - a. Brainstorm – sponsoring activities, balloons, root beer floats at upcoming events. Hall and Spaeth will research cost of promo materials.
4. Other business
 - a. Hall will set up PO Box with USPS in Ada
 - b. Kirschbaum will set up email
 - c. Spaeth will purchase domains.
 - d. Board members will send head shots and bios to Kirschbaum and Spaeth for inclusion on website.

- e. Each representative will be responsible for submitting information to include on website.
- f. Each board member will present the name of their alternative representative. Alternative representative will not have voting rights but will participate in the meeting in the event the board member is unable to attend. Courtesy resignations will be discussed at July meeting.
- g. Kirschbaum made a motion to contract with Compass Business Consulting for logo and web design, seconded by Hall. Spaeth abstained from voting. Motion carried.

There was no other business.

The next meeting will be held Tuesday, July 24, 2018 at 6:00 pm at the Ada Area Events Center.

Spaeth moved to adjourn the meeting at 8:01 pm, seconded by Hintz. Motion carried.

Respectfully submitted,

Jessica Spaeth
Acting Secretary