

# Marketing Committee- Intelligent Communities

## Minutes October 9, 2009

Present: Sharon LaComb, Michelle Jacobs, Ann Carlon, Dave Maroney, Cindy Johnson, Shannon Rausch, Peter Hoch

### Bench Marking

- Scores were great
- How does one company or several companies skew the numbers for the knowledge workers in the county?.( ie Thompson Reuter, Blue Cross Blue Shield, Lockheed Martin etc.)

### Marketing

- Where are the opportunities for marketing
- What is everybody already doing
- What is the link to broadband
- How do we market Dakota County local and global
- How do we use our mix of agriculture and technology
- How do we promote green spaces and technology
- We have high intellect and lots of people with degrees
- We have a variety of culture, and housing
- Many more opportunities to market the county

### First Audience Internal

- Commonality to link all cities and townships
- Need umbrella for our Dakota County message
- Take an inventory of messages we are already doing
- Message of what we want to get across
- Who specifically is audience
  - What do we want them to know
  - How do we reach them
- What we are
  - Knowledge
  - Farm
  - Intelligent
  - Innovative
  - Land
- Use Dakota County web site and post a question
  - What is the image of Dakota County to You?
  - Two words that describe Dakota County?

### External Audience

- Who specifically is audience
  - What do we want them to know
  - How do we reach them

### Who else needs to be on Marketing Committee

Gail Plewacki from Dakota County  
Tom Bollington