



Goodhue County

Minnesota

COMMITTEE OF THE WHOLE AGENDA

COUNTY BOARD ROOM
GOVERNMENT CENTER
RED WING, MN

OCTOBER 27, 2023
8:30 A.M.

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 266 673 214 074
Passcode: wknxqK

OR CALL IN
[+1 872-240-8960, 925976225#](tel:+18722408960)

PHONE CONFERENCE ID: 925 976 225#

Presentations:

1. County Branding Update

Documents:

[Branding Binder.pdf](#)

2. Employee Engagement Survey Preliminary Presentation

Documents:

[RetentionSurveyPreliminaryPresentation.pdf](#)

Goodhue County

County brand refresh

**Recommendations
Summary report**

October 23, 2023

trajectory

Project overview

Objective:

The County desires a more relevant and impactful branding that is unique to Goodhue County.

Project deliverables:

- Key messaging and place story
- County logo and visual identity
- Brand guidelines and artwork
- Community engagement throughout

Timeline:

May – November, 2023

Brand strategy and design partner:

trajectory



Stephen Weir,
Account Director

Jeannette Hanna,
Chief Strategist

Paul Hodgson,
Creative Director



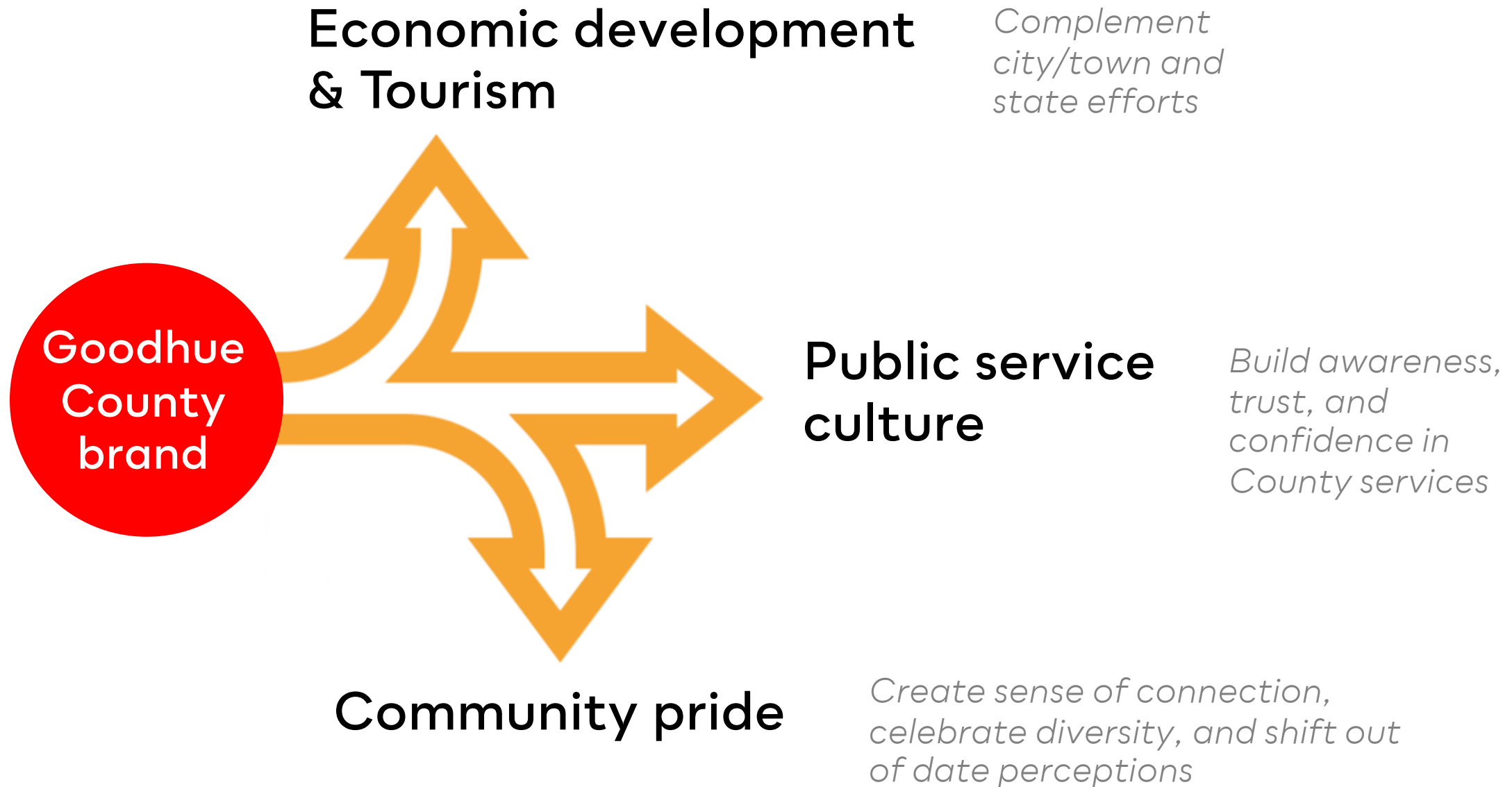
A place brand is...

The sum of ideas and impressions people have about a place based on:

- **PROMISE** of an experience or offer
- **STORY** of where we're going and why
- **TRUST** we create through experiences
- **DIFFERENTIATORS** we showcase
- **IMAGE** that makes us easy to recognize



Role of the brand



Working towards a new brand

Brand positioning and how we tell our story

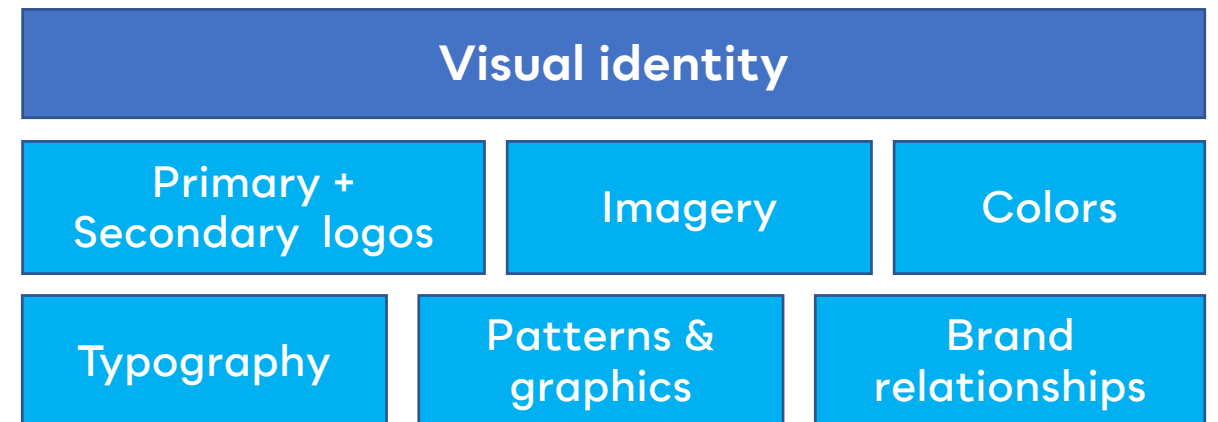
What people can expect from Goodhue County: Why choose here?



Visual identity and creative expression

How people will recognize us; how we visually represent the County.

**Goodhue
County**
MINNESOTA

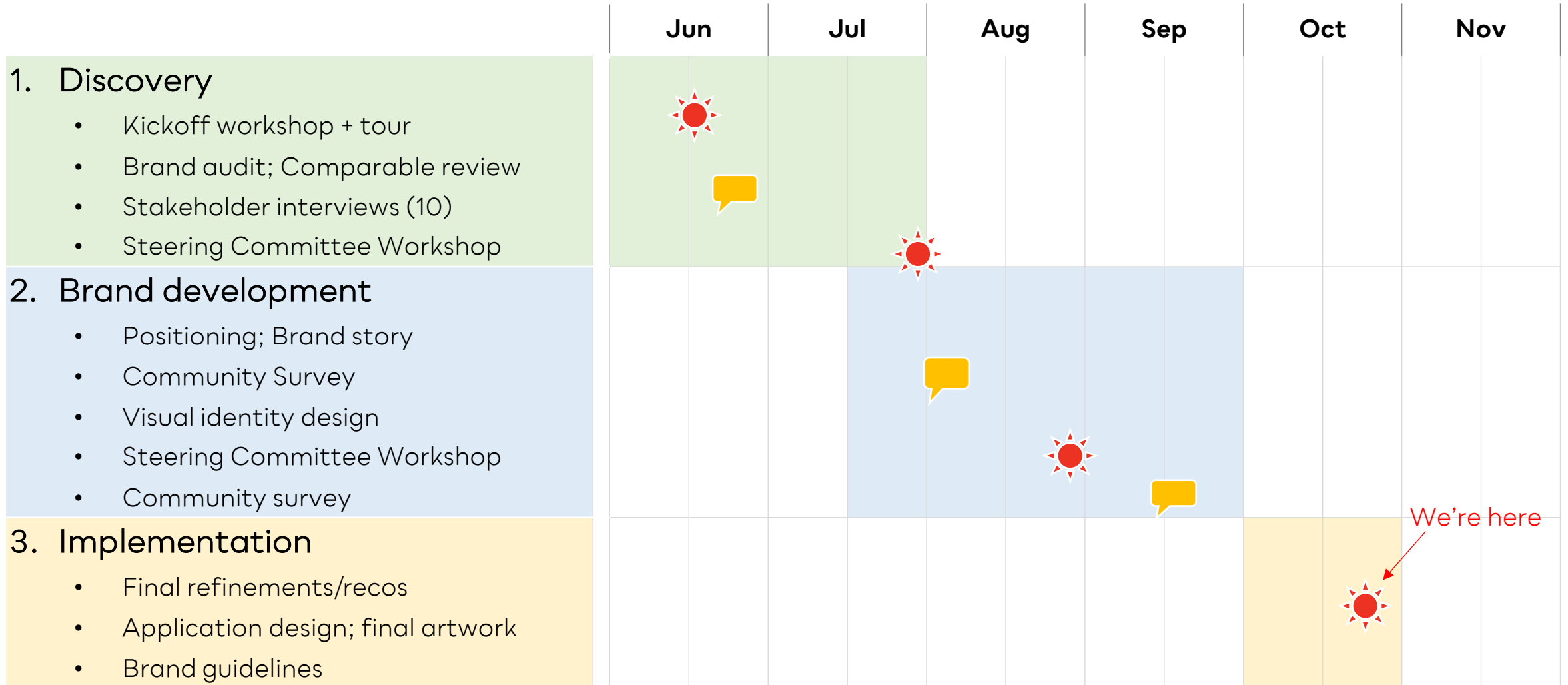


Specific project objectives

1. **Community Identity:** Identify what makes Goodhue County distinct and appealing
2. **Consistency:** the brand should convey a consistent message and image to audiences within and outside the County
3. **Community and Economic Development Promotion:** Promote a healthy economy, attract investment and people, retain businesses and creative talent
4. **Endorsement:** the brand must be authentic, original, and resonate with diverse audiences

Working together

-  Steering Committee Workshop
-  Engagement / Surveys



We're here

Engagement overview

Stakeholder interviews

10 interviews with mix of regional leadership/ representatives and employers across diverse cities and sectors

Committee Workshops

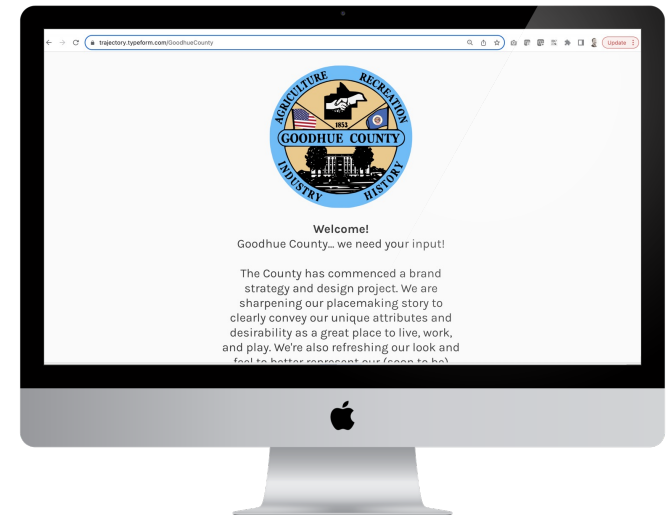
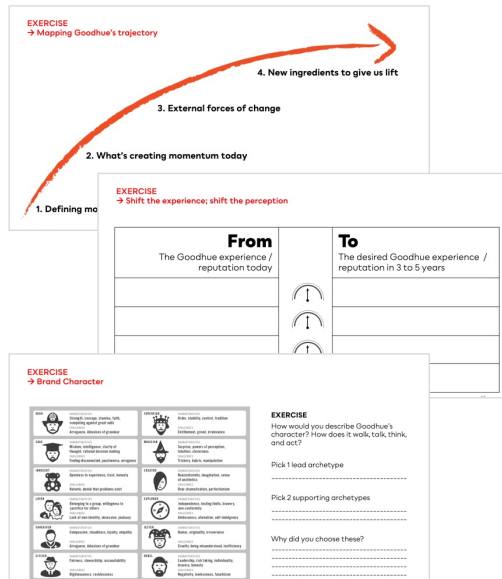
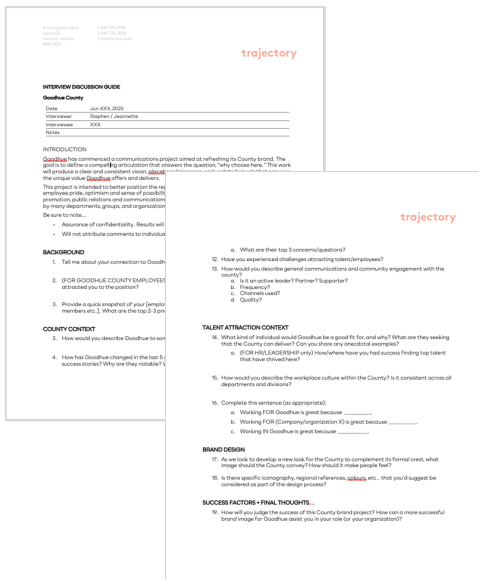
4 brand workshops with project Steering Committee

Regular communication, updates, and refinements with project team

Surveys and public engagement

Two public surveys; one validating and providing input into the brand pillars and brand narrative; the second reviewing and assessing logo and design options.

Total number of respondents were 293, and 320, respectively.



Every place has its “**genius loci**” (spirit of place)



Why Goodhue County?

What’s special here (and ONLY here)?

How does your unique mix of cities, townships, and communities create a sum greater than its component parts?

Where is there momentum and opportunity?


What do you want to be known for?

Why Goodhue County – building blocks

<p>Prime location</p> <p>Ideally situated between the Twin Cities and Rochester. Well connected by <i>roads, waterways, airports and rail.</i></p>	<p>Naturally inspiring</p> <p>Majestic riverlands, valleys, bluffs, vistas, lakes, wetlands, parks and farm country filled with eagles and wildlife.</p>	<p>Entertaining & enriching</p> <p>From 12,000-year-old archeology finds to contemporary arts, crafts, music and theatre, the County celebrates its rich heritage, <i>local events and festivals.</i></p>	<p>Refreshing Balance</p> <p>Balanced living in a right-sized community, with a focus on healthy living; go at your own pace.</p>	<p>Family-friendly living</p> <p>Families are the lifeblood of daily life in the County. Safe, welcoming, and neighborly, there's plenty of room to grow here and put down roots.</p>
<p>Proactive service culture</p> <p>County residents enjoy exceptional local services, from Public Works, Veteran's Services and the County's HHS, to the Mayo Clinic network, and more.</p>	<p>Adventurer's playground</p> <p>All-season, outdoor excitement, from recreational sports to parklands, trails, waterways, and wildlife.</p>	<p>Home of groundbreakers</p> <p>Next generation agriculture, winery, local food network, advanced manufacturing, international products and beloved brands</p>	<p>Future focused</p> <p>Building vibrant, sustainable rural communities together</p>	

Identifying the lead ingredients

Why choose here?



Naturally Inspiring
(84% authentic!)


Adventurer's Playground
(72% authentic)



Family-friendly
(Top choice for 'most compelling way to tell GC story')

Refreshing balance

Agricultural strengths



Proactive service culture
(55% authentic – very high in this context!)

Future-focused

(Both of these scored lower in perceived importance, but that is expected. These are important attributes for the County)

Why choose here?

Naturally inspiring

Our majestic riverlands, bluffs, vistas, lakes, farmsteads, trails, and parks are home to eagles, wildlife and all-season, awe-inducing adventure.



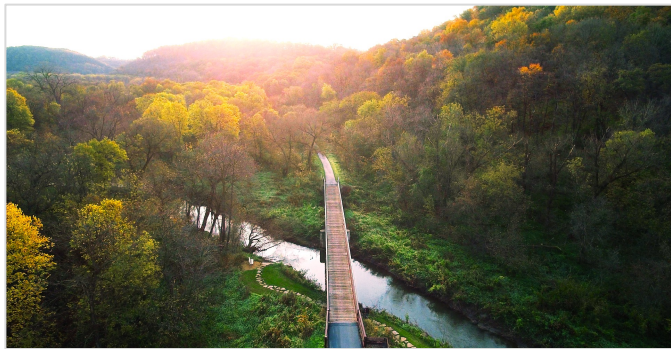
Good to grow

Thriving farms, living close to nature, and our “maker” heritage feed refreshing options for growing families, careers, start-ups, sustainably minded businesses and brands.



For the Public Good

Committed to growing our proactive service culture & operational excellence in vital areas (e.g. Health and Human Services, Public Works, Veterans Services, etc.) as forward-looking public stewards for its diverse communities.



Modulating the message

Choose your Good

In the heart of majestic riverlands, farms, wildlife, and 4-season adventure, Goodhue County is home to dozens of unique communities, inspiring experiences, and thriving enterprises that give new meaning to living the Good life.

→ Visit

Whatever the season, Goodhue County's natural beauty, parks, trails, waterways, and unique communities promise special getaways.

Sample proof points:

→ Grow

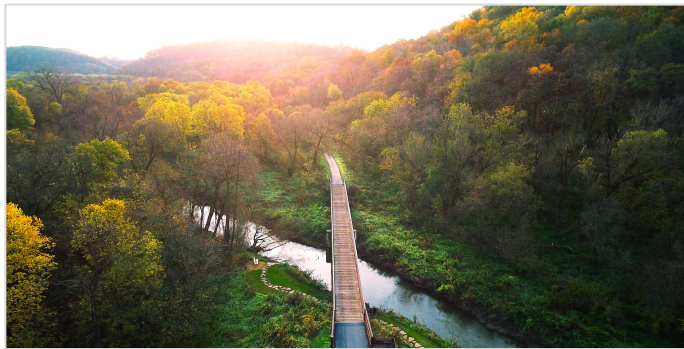
Thriving farms, living close to nature, and our "maker" heritage feed options for growing families, careers, start-ups, sustainably minded businesses & brands.

Sample proof points:

→ Work/Pride

We're committed to growing our proactive service culture & operational excellence in vital areas as forward-looking public stewards for our diverse communities.

Sample proof points:

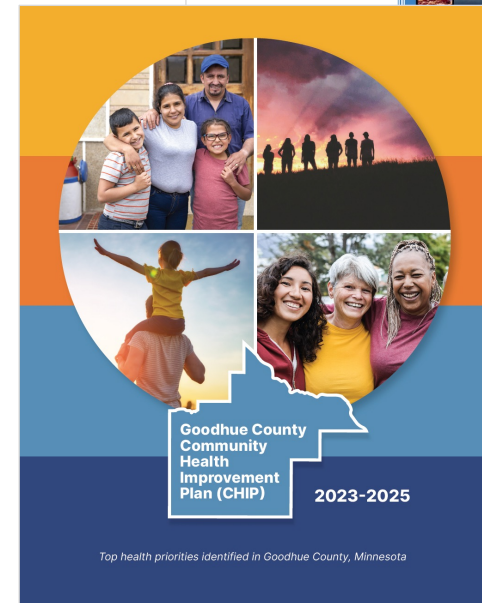
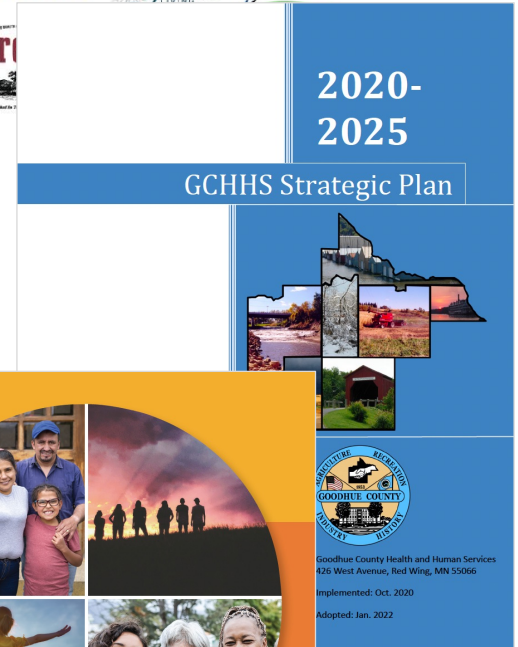


Visual identity



Goodhue County design elements (today)

1. Very limited visual system
2. Inconsistent approach across departments and County functions
3. Inefficient for marketers



Opportunity of a new visual identity



1. **Reintroduce yourself** *and tell a refreshing new story about the County,*
2. *Build a **robust visual system** suitable for all media.*
3. *Make **stronger connections across the breadth of County services** and appear more unified and coherent*
4. *Instill **confidence** locally and support **community pride***
5. *Represent entire county **authentically***

Design considerations from the Steering Committee and public consultation:

- *Do not align with attributes that align very specifically with one city or region*
- *Rivers, bluffs, nature, and agriculture are a common thread through the entire County*
- *Find a nice balance between Contemporary and Classic*
- *Be cautious of busy/bright color palette; ensure colors feel politically neutral*
- *Fresh, Modern, Minimalist, Classic*

Identity exploration

We explored a range of options

- Different tonality, design approaches, colors, and character
- Steering Committee helped identify 4 shortlist options for refinement and then public consultation
- Recommendation is based on survey findings and insights, as well as discussion with project team and Steering Committee.



Goodhue County identity recommendation



Tell the story of the symbol



Nature's pulse

Shapes and colours reflect Goodhue County's majestic rivers, dramatic bluffs, and lush landscapes. They create a dynamic, all-season natural flow to County life.

Heartbeat of Service

Forward momentum and dynamic pulse of shapes are the "heartbeat" of County services.

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Connected by nature

Nature connects everyone in Goodhue County. Supports importance of protecting natural resources and rural way of life.

Option 1 strengths

What resonated:

- **Local geography:** Abstract representation of lakes, rivers, bluffs, hills, and valleys.
- **Contemporary design:** Clean aesthetic, sleek lines, modern design
- **Unique and distinct:** Stands out from others in our region



Survey highlights

- 63% indicated 'Moderate'-to-'Excellent' for Authenticity
- 57% indicated 'Moderate'-to-'Excellent' for Compelling design
- 73% of 20-29 year-olds preferred this option

Adding a tagline to complement the brand

- Internal mantra for staff – making an impact
- Strong recruitment message for the County
- Speaks to diversity of cities and townships
- Can work for broad range of departments
- Positive, future-focused message for citizens
- Complements tourism



Horizontal logo + Departmental relationships







Government Departments Community How Do I...

I'M LOOKING FOR...

Welcome to Goodhue County

LEARN MORE

MARSHALL MEMORIAL REST AREA
CANNON VALLEY TRAIL MILE 11.2



SCOTT ROEPKE

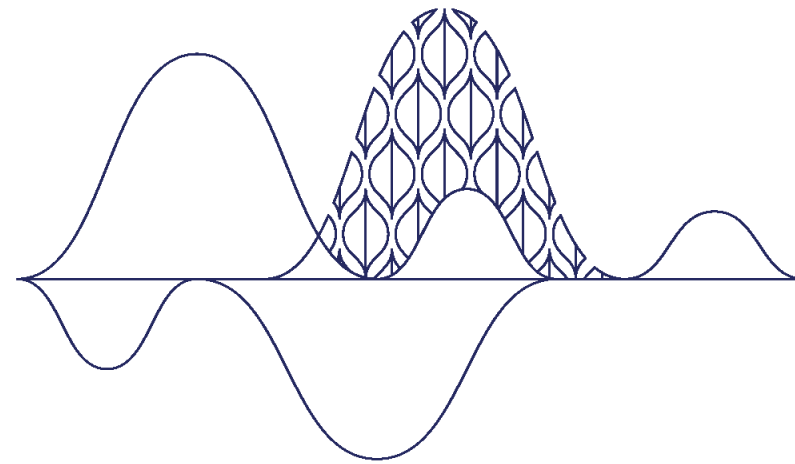
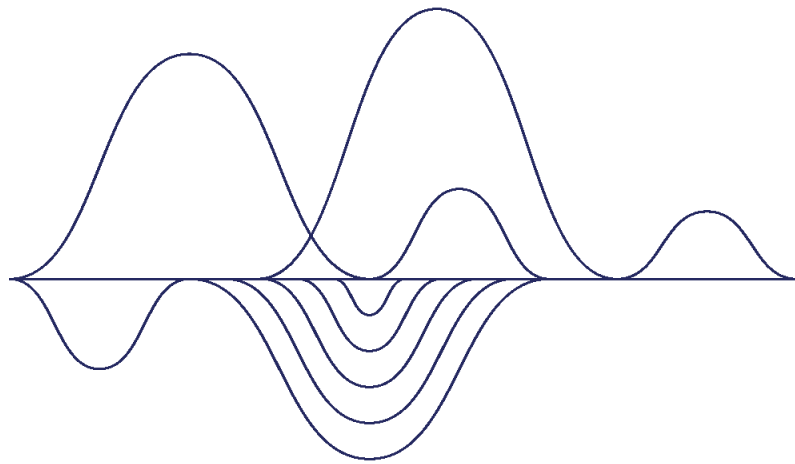




Agricultural
Development



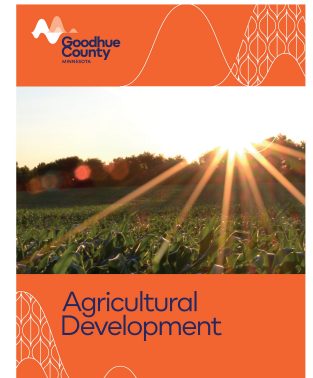
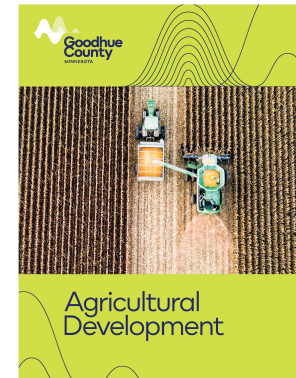
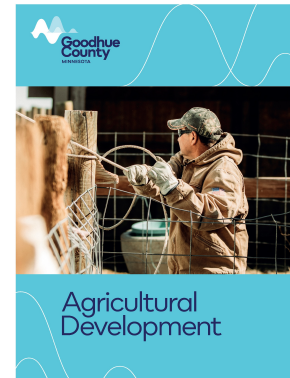
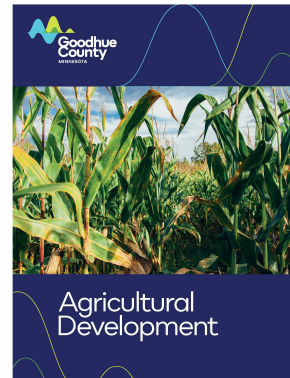
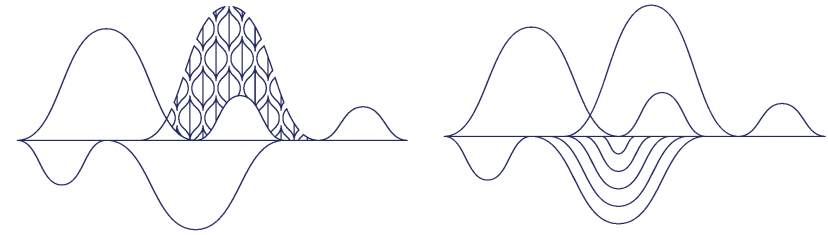
Agricultural
Development







Visual identity summary



Market context



We are...

Naturally inspiring
Good to grow
For the public good

In the heart of majestic riverlands, farms, wildlife, and 4-season adventure, Goodhue County is home to dozens of unique communities, inspiring experiences, and thriving enterprises that give new meaning to living the Good life.

Goodhue County...
...Find your Good here



Goodhue
County

MINNESOTA

Find your Good here.

Thank
you





Branding Rollout



co.goodhue.mn.us

To Effectively Promote the Safety, Health and Well-Being of Our Residents



@GoodhueCountyMN

Key Objectives

- Provide tools for success
- Bring along stakeholders
 - The Public
 - Employees
 - Partner Agencies
- Establish a presence
 - Internal
 - External



Key Dates

October

- Oct. 23 - Mgmt. Team Meeting
- Oct. 26 – Applications Received
- Oct. 27 – COW
- Oct. 31 – Brand Guidelines received

November

- Nov. 1 – Marketing Material Designs Approved
- Nov. 7 - Board Vote



Rollout Dates

January

- Jan. 2 – Boardroom Grand Opening/Announcements
 - Stakeholder & Staff emails
 - Social media posts
 - Press Release
 - Letter to the Editor
- Jan. 4 – Staff Photos #1
- Jan. 8 – Staff Photos #2
- Jan. 9 – Branding Ed. #1
- Jan. 11 – Staff Photos #3
- Jan. 16 – Branding Ed. #2

February

- Feb. 5 – Swag Day #1
- Feb. 12 – Swag Day #2



Rollout Dates Cont'd

Spring 2024
Vehicles and
Internal Signage

May 2024
Updated County
Seal

Summer 2024
Website
Redesigned



Stakeholder & Staff Emails

Staff Email

- Project History
- Why?
- What does it change?
 - Comms. Folder
 - Clothing order
 - New ID Badges
 - Upcoming changes
- Education Changes

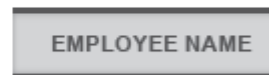
Stakeholder Email

- Project History
- Why?
- New logo attached



Materials To Be Ordered

- Backdrop
- Canopy
- Table Covers
- Banners
- Badge Holder
- Nametags (Outreach)
- Chip Clips
- Webcam Cover
- Tote bags
- Lanyards
- Internal Signage





Questions?



co.goodhue.mn.us

To Effectively Promote the Safety, Health and Well-Being of Our Residents



[@GoodhueCountyMN](https://www.instagram.com/GoodhueCountyMN)



Goodhue County

Employee Engagement Survey



co.goodhue.mn.us

To Effectively Promote the Safety, Health and Well-Being of Our Residents



@GoodhueCountyMN

2023 Goodhue County Board Priorities

- Establish a working group, including the three new HR managers, to bolster future recruitment efforts and identify possible retention techniques.

Potential retention techniques:

Examining the current work structures of the county departments to better meet needs to our employees and the public

Reviewing pay strategies/structures and ways they could be more aligned with market influences; and,

Implementing strategic 'Stay/Satisfaction Interviews/Surveys' to better understand current employee wants/needs.

Analyzing current benefits offered/potential future benefits in addition to job sharing, part time, work life balance, and day care.



Timeline

- Board Priority
- Preview of findings and need for a survey presented at March COW
- Survey development started
 - Used basic framework of HHS employee survey
- Priority was given to completing Pay Study
- Preliminary 2024 budget followed best practice guidelines recommending 1% of payroll expenses invested toward retention and employee engagement/recognition
- Survey continued
- Survey companies researched



Not a full review today, but...

- Is there anything wrong?
- Is there anything missing?



Job Satisfaction Questions

- I find my work meaningful
- I am satisfied with the level of flexibility and work/life balance that my job provides
- I am satisfied with my opportunities for growth
- My coworkers and I work well together
- I feel a sense of belonging at the County
- I am satisfied with my salary
- The morale in my Department is positive most of the time



Wellness and Stress

- Overall, I am happy with my current job
- I feel adequately supported by my coworkers to manage the stress of my job
- I feel adequately supported by my supervisor to manage the stress of my job
- I feel adequately supported by management to manage the stress of my job
- I have all the necessary tools to perform my job
- I regularly engage in self-care and wellness practices on my own
- I feel safe at my workplace from physical or emotional harm
- I intend to leave this job to work at a similar job in the next 2 years
- I intend to leave my field and work in a different career in the next 2 years
- I would recommend working for the county to my friends
- I feel burned out in my job



Leadership

- I feel valued for the work I do
- I feel that County leadership cares about me as a person
- I feel free to suggest new and better ways of doing my job, and I feel my supervisor seriously considers my suggestions
- I receive encouragement and constructive criticism from my supervisor as appropriate
- I trust the leadership of my supervisor
- I trust the leadership of the County Board
- I feel recognized and appreciated at work by my supervisor
- I feel recognized and appreciated at work by county leadership



Equity and Inclusion

How would you rate the job the county does at each of the following?

- Demonstrating respect for employees of different cultures and beliefs
- Attracting employees from all types of backgrounds
- Promoting workplace diversity and inclusion
- Applying policies and procedures equally to all employees
- Providing equal employment opportunities to employees of all backgrounds
- Providing a safe and secure environment to employees of all backgrounds



Insurance Benefits

Using a scale of 1-5, with 5 being very satisfied and 1 being very dissatisfied, please select one response for each statement. If you are not using the benefit, please choose N/A.

Insurance benefits	1	2	3	4	5	N/A
Health insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dental insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vision insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health savings account (HSA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexible Savings Account (FSA)						
Short-term disability insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long-term disability insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Group life insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accident Insurance						



Paid Time Off

Paid time off	1	2	3	4	5	N/A
Paid sick leave	o	o	o	o	o	o
Paid vacation	o	o	o	o	o	o
Paid holidays	o	o	o	o	o	o
Funeral leave						



Other Benefits

Other benefits	1	2	3	4	5	N/A
PERA – Public Employee Retirement Plan	o	o	o	o	o	o
457 – deferred compensation						
Tuition reimbursement	o	o	o	o	o	o
Biometric Testing	o	o	o	o	o	o
Share Care						
Other Wellness Initiatives (EAP, Omada, Healthcheck 360, etc.)						



Employee interest in other items

- Financial
- Benefits
- Flexibility



Employee Interest - Financial

• In regard to employee benefits that are currently not offered, using a scale of 1-5, with 5 being very interested and 1 being not interested, please rank the following in order of importance to you. Please note these questions do not indicate a county position or direction. They are to simply gauge employee interest:

Financial

not interested interested

very interested

- Retention Bonus
- Referral Bonus
- Student Loan Forgiveness
- Financial Planning
- 457/retirement employer contribution
- Post Retirement Healthcare Savings Plan
- Commuter Assistance
- Enhanced Employee Recognition Program
- Paid Volunteer time off
- Local business and purchase discounts
- Charity Matching



Employee Interest - Benefits

- Increased employer contribution for health benefits
- Increased vacation accrual rates
- Career related training/professional development
- Childcare assistance/daycare
- Gym membership/discount
- County sponsored employee events
- Food/snacks/stocked pantry/premium coffee
- Health/wellness classes and services
- County logo-wear, swag



Employee Interest - Flexibility

- Modified work week (Shorter days on Fridays and near holidays, Summer hours, 4-10 hour days per week, 9 9-hour days per pay period, Four Day work week)
- Remote Work options (some are offered this but would more people stay if they could take advantage of this?)



Final Questions

- Of the benefits listed above, which three would you be most interested in?
- Of the benefits listed above, which three would you be least interested in?
- Are there any other benefits that were not listed that you would be interested in?



Conclusion

- Is there anything wrong or missing?

Next Steps:

- Presentation to the Committee of the Whole
- Send out to employees via Survey Monkey
- Process results and compare/analyze with current benefits
- Results processed and presented to the County Board
- Results shared with Goodhue County employees
- Implementation?

