

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT OPERATIONS BOARD OF DIRECTORS (OB)  
**BUSINESS RETENTION & EXPANSION/RECRUITMENT (BRE/R) COMMITTEE**  
**TECHNOLOGY TASK FORCE**  
**MINUTES**  
**April 3, 2008**  
**EDC Office, Willmar**

Present: Dean Bouta, Jim Millard, Charles Oakes, Dave Sisser, Jeff Roiland and Jeff Tengwall  
Guest: Nicole Franzwa  
Staff: Jean Spaulding, Assistant Director  
Secretarial: Allison McGeary, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding introduced new chairperson Jim Millard, who called the meeting to order at approximately 7:32 a.m.

**MINUTES—**

IT WAS MOVED BY Dean Bouta, SECONDED BY Charles Oakes to approve the minutes of the March 6, 2008 meeting with the correction of Hickens to Higgins. MOTION CARRIED.

**UNFINISHED BUSINESS—**

**Mapping service area. Spaulding and Steve Renquist** will meet with Bonnema Surveys, Inc. to sign a contract and finalize the mapping project. Spaulding stated Frontier still needs to be contacted and any companies that have new service areas, so the map will be accurate. Nicole Franzwa stated an e-mail was sent to Frontier and no response has been received. Spaulding stated wireless will be taken off the map and be noted by an icon stating “wireless is available everywhere in Kandiyohi County.” Spaulding stated the task force has a list of items that need to be changed on the map. Discussion was held on the layout Bonnema Surveys, Inc. will be using for the map. Discussion was held on the mapping project the state is looking at doing. Dean Bouta suggested Renquist talk with Al Juhnke regarding the mapping project and concerns of the League of Minnesota Cities.

**Get Broadband residential goals.** Spaulding stated all class locations are full for the April sessions. Spaulding stated the communities appreciate the classes, but an organization needs to be found for future classes. Senior citizen centers and community education offices are not able to advertise, and therefore, would not receive the attendance the task force did and they may ask the task force to help fund advertising costs, which would have to be brought to the BRE/R Committee first then the EDCOB to designate funds for the program. **Spaulding** will contact continuing education departments in area communities about taking over future residential classes and report back to the task force. Allison McGeary stated when attendees called in to register most stated they learned about the classes from the bank statement stuffers. **Franzwa** will provide the cost for each print job PrintMasters did for the statement stuffers. Discussion was held on how the classes were perceived by students and teachers.

**Get Broadband business goals.** Spaulding stated if a business seminar was held again more businesses would attend, especially if the website grant was offered again. Spaulding stated the next step

is for the website grant applicants to provide the task force with their chosen website designer. Spaulding stated Creative Gardens has its website completed and turned in an invoice (see copy attached to original minutes). Bouta suggested the task force review the process of holding seminars to awarding the grants, so the task force can decide if it will do more seminars. Spaulding stated discussion on the process will be added to the May agenda. After a discussion on setting deadlines for the website grant applicants, the task force decided all applicants be contracted with a website designer by April 30, 2008 and websites be completed by July 31, 2008. **LAA** will send out an e-mail to all applicants informing them of the deadlines today.

**Window clings.** Window clings were distributed (see copy attached to original minutes). Spaulding stated there are more businesses than what are on the list that provide free internet, for example Jimmy's Pizza. Spaulding reviewed the letter to be distributed with the window clings with the task force (see copy attached to original minutes) and asked the task force for suggestions. Discussion was held whether or not to have a brochure with background information to explain why the window clings are in the window for area business customers to take. Bouta suggested a link, using the Local-e-Connected logo, be put on the EDC's website linking to a page that includes a list of the businesses that received a website grant along with a link to their website, resources for providing technical support and website designers. Spaulding stated the webpage will be brought to the Marketing and Public Relations Committee for ideas and information will be provided to the task force at its next meeting. Charles Oakes suggested the tag line of "access is popping up all over, look for our logo in area businesses" and include the Local-e-Connected logo. Bouta suggested the tag line be used in the Willmar Lakes Area Chamber of Commerce (WLACC) newsletter. **Spaulding** will contact Ken Warner and ask to include the tag line in the next newsletter. Spaulding stated the *West Central Tribune* will do a final article when the task force has a few websites that have been completed as Anne Polta would like to interview the grant recipients. Bouta suggested when the *West Central Tribune* does the article on website grant recipients it also mention to look for future residential classes in the community education booklets that are in you communities and also suggested the task force do another radio talk show on KWLM. Franzwa stated Villa Lippert did a program similar to the one the task force is doing about five years ago and could possibly do it again. Research will be done on which organization will take over the residential training session and information will be given at the May meeting. The task force suggested **LAA** add contact information to the window cling letter and e-mail it to task force members, who volunteered to print and distribute the letter along with the window clings.

**Future seminars.** Bouta suggested the task force wait until the website grants are paid out to discuss how the task force felt the process of the seminars and website grants went before decided to do future seminars.

There was no other unfinished business.

#### **NEW BUSINESS—**

**2009 budget.** Spaulding stated the EDC will be starting its 2009 budget process. Spaulding stated the task force would need to have a presentation completed for a joint meeting by the EDC and EDCOB by June. Bouta suggested the May meeting be used as a planning session. Millard stated the task force needs to decide if it will stay or if future projects be given to the BRE/R committee to handle and suggested it be an agenda item for the May meeting. Spaulding stated the Blandin grant is finished as of May 31, 2008. Oakes suggested the task force not hold future seminars due to grant funds being done. Spaulding stated the task force can ask the EDCOB to fund future seminars. Discussion was held on how to measure a website's success to determine if another seminar would be useful. Spaulding stated the

budget distributed earlier are funds used through the Blandin *Get Broadband* program (see copy attached to original minutes).

#### **REPORTS—**

**MinnWest Technology Campus (MWTC).** Spaulding and Renquist attended a bioscience conference in Worthington, which is about life-science, ag-science and egg-science and included a presentation by Governor Tim Pawlenty. Spaulding stated Worthington is really committed to bioscience and stated a speaker said if the midwest is to be successful in bioscience, the marketing needs to be strong. The conference discussed efforts the University of Minnesota is doing with Mayo Clinic in Rochester.

**Other.** Spaulding shared an e-mail (see copy attached to original minutes) with the task force for a seminar about municipal broadband being held April 18, 2008 at the Marriott in the Twin Cities. Those who wish to attend are asked to call the number in the e-mail.

Spaulding stated the contract with Franzwa will be finalized and invited Franzwa to continue on the task force as a volunteer, if she wishes to stay involved.

The task force agreed to change its meeting day to the first Friday of each month, with the next meeting being Friday, May 2, 2008.

There being no further business, the meeting was adjourned at approximately 9:00 a.m.

**NEXT MEETING—**The next regular task force meeting is **7:30-9:00 a.m., Friday, May 2, 2008**, at the EDC office, Willmar.