

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
AGRICULTURE & RENEWABLE ENERGY DEVELOPMENT (Ag) COMMITTEE

**MINUTES**

January 16, 2020

McMillan's Family Restaurant, Willmar

Present: Rollie Boll, Ian Graue, Kevin Halvorson, Christy Kallevig, Larry Konsterlie, Dustin Kotrba, Kim Larson, Dan Lippert, Michelle Marotzke and Keith Poier

Excused: Dan Tepfer

Staff: Connie Schmoll, Business Development Manager

Vice Chairperson Kevin Halvorson called the meeting to order at approximately 7:10 a.m. and declared a quorum was present.

**AGENDA**—The agenda was approved as emailed.

**MINUTES**—Dustin Kotrba noted a correction to the fifth sentence under Ag Marketing and Event Planning Subcommittee from \$15,000 to \$1,500.

IT WAS MOVED BY Keith Poier, SECONDED BY Rollie Boll, to approve the December 19, 2019 minutes with a correction in the fifth sentence under Ag Marketing and Event Planning Subcommittee from \$15,000 to \$1,500. MOTION CARRIED.

**REPORTS**

**Industrial Hemp Exploratory Subcommittee.** Vice Chair Halvorson summarized the January 13<sup>th</sup> subcommittee meeting highlighting the vast amount of information received from Harold Stanislawski of the Agricultural Utilization Research Institute (AURI). Stanislawski is familiar with processing in Minnesota, as well as other states, and reported on potential barriers, such as regulations that still need to be approved. Stanislawski is interested in touring the former Pioneer Research Facility that is for sale outside of Willmar. Schmoll will make arrangements for this tour. Nathan Hultgren attended the January meeting and reported about Hultgren Farms' experience with growing industrial hemp. Vice Chair Halvorson stated financing for this commodity may not be possible as farmers are being told that if they grow industrial hemp, financial institutions will refrain from lending to the entire farm operation. Bob Meyerson will provide the subcommittee with additional information in this regard. Schmoll reported the idea of hiring a consultant was discussed; however, the subcommittee is currently conducting its own research and planning plus accessing the information being gathered by AURI and determined a consultant was not required at this time. Schmoll and Vice Chair Halvorson are creating documents to determine projects to research.

**Ag Marketing and Event Planning Subcommittee.** Kotrba reported a very productive event planning meeting took place on January 9<sup>th</sup> with Sara Mikolich facilitating (see Notes & Action Items attached).

Sponsors have already been secured for a portion of the projected cost of \$30,000. More sponsorships are needed and requests will be sent in the next month. Jason Broadwater is one consideration for keynote speaker and economic development will be the focus of the event. Presentations will probably be secured in the areas of local stories, new technologies and their current applications and more. Planning committee members would like to see fewer speakers/presentations and perhaps more time for each speaker. Registration beginning at 7 a.m. with presentations ending at 2 p.m. has been proposed, which is the same as last year. The keynote will be in the afternoon to retain the audience. Kotrba mentioned succession planning was discussed and Schmoll had emailed information on one in the metro area. As this topic would need more time and focused attention, Schmoll has been speaking with Melissa Knott of Christianson PLLP about hosting such a training locally. Schmoll also asked Ken Warner of the Willmar Lakes Area Chamber of Commerce (Chamber) to partner as a sponsor to hold a local workshop in 2020 before spring farm work begins. A proposal will be brought to the next meeting.

**2020 Visionary Subcommittee.** Schmoll reported she and Ian Graue met on January 15<sup>th</sup> to discuss plans. They reviewed information from Kim Larson, who is also on the subcommittee. The tentative plans were shared (see attached). Members suggested a March date rather than February 26<sup>th</sup> and suggested others to invite to the process, including dairy, pork and/or turkey producer groups (Robert Orsten), Becker Market or other farmers' markets, Bushmills, Chamber's Agri-Business Committee, Clean Energy Resource Teams and Kandiyohi Power Cooperative. Dan Lippert suggested an additional question be added to the list of questions: What unexplored ag opportunity are you aware of that the EDC Ag Committee could explore?

## **NEW BUSINESS**

**2020 Chair/Vice Chair.** Schmoll reported she, Dan Tepfer and Rollie Boll contacted members to fill the positions of chair and vice chair. Dan Tepfer volunteered to continue as chair, if needed, but he preferred someone new be elected. Kotrba is open to being vice chair this year and would consider the chair position the following year. Vice Chair Halverson voiced a willingness to move up to the chair position since there is a volunteer to move into the chair position the following year. There were no other nominations.

IT WAS MOVED BY Kim Larson, SECONDED BY Rollie Boll, to elect Kevin Halvorson as Chair and Dustin Kotrba as Vice Chair of the Kandiyohi County and City of Willmar Economic Development Commission Agriculture & Renewable Energy Development Committee for 2020. MOTION CARRIED.

**Electric vehicle charging stations.** An Informal discussion was held regarding the availability of charging stations and new electric vehicles coming out.

**Community Ag/Renewable Energy Community Events/Projects.** Ridgewater College will be sponsoring a presentation by David Kohl on February 20<sup>th</sup>. He has presented for several years and always has a great presentation and a full audience.

**ADJOURNMENT**—There being no other business, the meeting was adjourned at approximately 8:55 a.m.

**NEXT MEETING**—The next committee meeting is **7:30 a.m., February 20, 2020** at Christianson PLLP, 302 Fifth Street SW, Willmar.

# 1/9/20- Notes & Action Items - PAI Committee Meeting

**Next Meeting:** Jan 27 at 2 pm. Sara will send invite.

## **Action Items that came out of Meeting:**

- Try to move forward with Economic Development theme.
- Sara look into Jason Broadwater's availability.
- Sara look into Matt Roberts from Rick Tiller and get pricing/availability.
- Joanna call Scott Marquardt from SWIF about GreenSeam and if they work with them. We will get in touch with Sam Ziegler and see about presentations options and if there is a cost.
- Jackie Anderson- Colin Peterson availability? Sara/Joanna to check with Jackie.
- Joanna check with Jim Sieben about Novatech.
- Sara to check on the hops speakers.
- Team to think about other potential speakers.
- Sara to confirm if Ridgewater contact wants to get involved with committee.
- Sara to get prospectus updated and draft sponsor outreach letter.

## **Timing/Pricing:**

- Set for Thursday, 30, 2020 at MinnWest with similar timing to last year – approx. 7:00 registration start time, 7:45 or 8 am content begins and end around 2 pm.
- Confirm no cost for this year.
- Will cancel Stripe account.
- Concept of making it free can be a danger for perceived value but not worth. Can we market it as "Brought to you by"....name sponsors and less about being complimentary.

## **Agenda:**

- Continue to start early and end early.
- Continue to end around 2 pm.
- Longer sessions with good info and less people on stage.
- High energy speaker after meal.
- Too many sessions.
- Can we do Q&A - can we plant more questions to get things started.
- Liked Darin Newsome last year and great to close it out with a strong speaker.

## **Topic/Theme:**

- Group is interested in Economic Development as overarching theme - We are Ag?
- Can we develop this concept a bit more – discuss at next meeting

## **Speakers & Topic Ideas:**

- Group is interested in learning of Jason Broadwater's availability and think he could be a good fit.
- Sam Ziegler- give live demo of what was happening on his own farm on his iPad. Pam and Connie think he could do an excellent presentation on broadband and interactivity on the farm. Can I do this at my house? How do I get started on my own?
- Also have him talk about GreenSeam. How did it come about?
- Kicking of day talking about GreenSeam? Or Sam could be a part of a panel? How they use connectivity as a business but also as a panelist?
- Panel idea to think about- how to grow a community/visioning? If we have a panel, can we have our keynote (maybe Jason Broadwater)

- Farm succession planning? This could be a full day conference in itself. Resources are available but hearing real stories might help. Panel on this? U of MN extension, Christenson, and more. Could this be a pre or post event workshop.
- Technology: find a balance between what is the next thing and what is already maybe 50-60% in user adoption? Grand farm- Fargo- incubator or start up.
- Another technology session idea – find a speaker to focus on "Practical applications" of current technologies. What are people using to make decisions on crops, financial decisions, strong on real-world applications. Is this only applicable when you have a bigger operation? How can I make decisions, where do I find applications that would help me? How do I pay for these? Making sure we cover at different levels and are relevant at all sizes.
- Potentially get a speaker from AURI- Shannon Schlect. Check out New Uses Forum recent speakers.
- Dustin hears ongoing employee issues as a potential topic.
- Do we want a government update? Ask Colin back? At Farmfest Secretary of Ag Sunny Purdue was there.
- John Christenson - was on local task force on biofuels for State of MN. He could talk to that and goal for their committee.
- Local stories/Storytellers- do we want to focus on highlighting local companies again? Look at two 30-minute sessions.
  - Novatech shrimp machines, recent Simply Shrimp tours with legislators but they don't seem interested in presenting. Tru shrimp moving to SD? Future outlook for the industry? Joanna will start with asking Jim and see what he thinks?
  - Hop growing- Joanna saw presentation and Dan mentioned hops growing was huge at Farm Fest. Sara to check out agenda and also hops grower near St. Cloud that presented at AURI.

Can the group brainstorm ideas on other local stories?

#### **Sponsors:**

- Prospectus – Sara will get prospectus updated from 2019 using same packages but new graphics.
- Draft letter to use as a template for the team to send to their sponsor contacts.
- Letters out by Feb 15, look for sponsor confirmation by March 15.

#### **VoiceHive site:**

- We agree to use this again - will use the same link: [www.partnersinag.com](http://www.partnersinag.com)
- Basics have been updated and we can build out content as speakers and sponsors are confirmed.
- Sara will get complimentary registration set up to open soon.

**Ridgewater College-** does she want to join our committee?

Is the lifeline into the students? Or someone else? Sara will check.

# Jason Broadwater

## Bio / Background

That's me in the picture, though I'm about 10 years older now. I've been speaking (and consulting) professionally on economic development around the country for over a decade. I also own and operate a marketing company called RevenFlo (which I founded in 2004). I've written a handful of books, and I have a Masters in Writing from Goddard College and a Bachelors in Writing from University of North Carolina at Asheville. I am also a fellow of the Innovation in Economic Development Program at the John F. Kennedy School at Harvard University.



## Presentation Themes

I create each of my presentations uniquely. While I have several recurring themes, each presentation is based on data that is relevant to the audience and topics appropriate for the event at hand. My recurring themes include The Economics of Social Change, Collaborating in the New Economy, and Authentic Community & Economic Development.

In general, I discuss a new type of Economic Development that is broader in scope than real estate and rels. I explore home-grown economies that have positive impact on a community's cultural vibrancy. I explore how development (or lack of development) impacts equity issues in our communities. I explore workforce not as an employer problem, but as a deeper issue in how our communities and economies are developing over time. My goal is to bring a larger understanding to a local audience who can then apply that broader perspective to their specific local goals and objectives, capitalizing on what is good and authentic about their community.

For each presentation, I research the economics of the local/regional area, and I often arrive in town early and get a tour and summary of the community - its success and failures, current projects, challenges, and more. This tour of course is not necessary, but I do enjoy it. I believe it adds a lot to my presentation just by giving me the context to make connections with my audience as I discuss economic data and project examples from far away.

## Speaking Style

I focus on large ideas and make big connections, while using specific and local data as well as real project examples to illustrate my larger points. I have received many accolades for my ability to positively engage an audience in my ideas and to entertain them while doing so.

## Testimonials

Jason's keynote speech was not only a pleasure to listen to, but also incredibly informative. His speaking style is a perfect blend of inspiring and laid back which resonated with all age groups attending the conference. The one word I would use to describe the actual meat and bones of his talk would be: high-value. He presents hard data with a uniquely human element that makes big concepts like workforce understandable, relevant, and easy to tackle. I would highly recommend Jason Broadwater to speak at your next event. -- **LESLIE FRIEDMAN EXECUTIVE DIRECTOR, ELBERT COUNTY CHAMBER OF COMMERCE**

Jason was great to work with and truly became immersed in our community while getting to know our people, our places and our businesses. He speaks from the heart and doesn't just tell you the good things about your community, he tells you some things that you might not see or might not want to hear. But that's what makes him a great speaker, he points out the areas that need improvement. He also gives you examples on how to improve and get out of your own way to help the economic development of your community. We received positive feedback from our businesses, educational partners, elected officials, philanthropic and non-profit partners that were in attendance. I would highly recommend him again. -- **ANTHONY GALLO PRESIDENT, LORAIN COUNTY CHAMBER OF COMMERCE, OHIO**

This was the best seminar I was privileged to attend in the past two months. The speaker was unreal good and the info he gave us has already had a positive impact on our town. It was a game changer for Federalsburg. Good job. No, great job. Thank you. -- **BILL BEALL MAYOR OF FEDERALSBURG, MARYLAND**

Jason provided our group with a great mix of data, humor, and insights that were informative and entertaining at the same time. He planted seeds and impressions that I know will resonate in our community in the coming months. We've received very positive feedback from attendees. He was a hit for sure! -- **B GORMAN PRESIDENT & CEO OF TAHOE CHAMBER**

Jason... Your share in Salisbury was exceptional on many levels. As an aging boomer -- you helped me 'get it' in a way that I can be more successful at work which is nice -- but more effective with my two children which is priceless. -- **BOB RICH DELMARVA FARM MANAGEMENT SERVICES, OWNER / SPERRY VAN NESS, LAND ADVISOR**

Your presentation was the icing on the cake. You brought a very inspiring and well thought out message. I would love to see your ideas begin to root here in Nevada. -- **SHERYL GONZALES PROJECT MANAGER, WESTERN NEVADA DEVELOPMENT DISTRICT**

Jason excites the mind when he is speaking. He is creative and brings the ever-changing culture to the discussion of long-time problems. He looks through new eyes. Our 60-plus CEO attendees enjoyed his talk greatly...and are still referring to his ideas! -- **T. JAN WISEMAN EXECUTIVE DIRECTOR, GREATER SALISBURY COMMITTEE**

Jason is a visionary person with a remarkable ability to put ideas into action. In supporting economic development, highest recommendations! -- **STEPHEN TURNER DIRECTOR OF URBAN AND ECONOMIC DEVELOPMENT, CITY OF ROCK HILL**

Jason has the incredible ability to take complex, creative ideas and articulate those ideas in a very powerful way. Our community WILL move forward thanks to Jason Broadwater. -- **DAVID BRADLEY PRESIDENT, CEO OF STATESVILLE CHAMBER**

## EDC Ag/Renewable Energy Development Subcommittee - Visioning Meeting- 1/15/2020

Present: Ian Graue and Connie Schmoll with input from Kim Larson

Plans to consider:

What: Facilitated Conversation/Visioning Meeting for the EDC's Agriculture and Renewable Energy Development (Ag) Committee

When: Wednesday February 26, 2020 7:30 a.m.

Where: Heritage Bank Meeting Room or another site

Who: EDC staff and Ag Committee members AND representatives from:

1. Ag Country
2. Corn & Soybean Growers
3. Farmers Union
4. Farm Bureau
5. AURI
6. Christianson
7. Ag Producer
8. Other \_\_\_\_\_

Method: Provide background on the EDC's Ag Committee

- ✓ Mission and Goals
- ✓ Committee structure
- ✓ Accomplishments
- ✓ Current task of visioning for the future

Inform the groups now of our plans and ask them to audit their groups on the following and bring responses and ideas to the visioning meeting:

1. What role do you believe the EDC can or should fill that is helpful to your business/organization?
2. What role do you believe the EDC can or should fill that is helpful to those you serve (ag producers and ag businesses)?
3. How could the EDC help facilitate efforts to assist ag producers with current issues/needs?
4. What could the EDC focus on that would be helpful for the future rural ag economy?
5. In what ways is your business/organization willing to partner with the EDC to accomplish tasks on behalf of the rural economy?