

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

**MINUTES**

**March 15, 2018**

**Christianson PLLP, Willmar**

Present: Rollie Boll, Ian Graue, Kevin Halvorson, Dustin Kotrba, Kim Larson, Dan Lippert, Keith Poier and Dan Tepfer

Excused: Bruce Reuss, Jon Folkedahl and Larry Konsterlie

Guest: Jacob Selseth, West Central Coordinator, Clean Energy Resource Teams

Staff: Connie Schmoll, Business Development Specialist

Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Chairperson Dan Tepfer called the meeting to order at approximately 7:33 a.m.

**AGENDA—**

IT WAS MOVED BY Rollie Boll, SECONDED BY Ian Graue to approve the agenda as emailed.  
MOTION CARRIED.

**MINUTES—**

IT WAS MOVED BY Rollie Boll, SECONDED BY Kevin Halvorson, to approve the February 15, 2018 minutes as emailed. MOTION CARRIED.

**REPORTS**

**2018 Goals.** Chair Tepfer inquired if the 2018 Ag Goals are finished; Schmoll shared they were approved at the February 15<sup>th</sup> meeting and will be presented and reviewed by the EDC Boards at their Planning Session on March 29<sup>th</sup> at Prairie Woods Environmental Learning Center.

**Ag Marketing and Event Planning Subcommittee.** Dustin Kotrba reported the Marketing Subcommittee met yesterday and that progress was made regarding the plans for the Ag Producers Workshop. The workshop will be held on Monday, August 13, 2018, 7:30-11:30 a.m. at the new Glacial Ridge Event Center in Spicer (golf course). Schmoll will contact Little Crow Golf Club to see it will honor reduced price golf passes following the event. A title for the event was discussed and members concurred Talents and Technology will be used someplace in the title. Three speakers

have been secured: Mike Henke of Mike Henke, Inc. who will speak on securing and maintaining employees; Kristie Haefner of Christianson, PLLP, who will speak on regulations and human resources. and Lyle Mangen of CNH Industrial in Benson. One additional speaker will be secured. Schmoll contacted Kim Lippert at Ridgewater College regarding a speaker to present on the use of data collected with precision ag technology that would be beneficial to ag producers. This subject would tie into Mangen's presentation. Subcommittee members suggested inviting Mike Mastey, Ridgewater Farm Business Management instructor.

Sponsorship levels and process was discussed and Jean Geselius provided a draft list of sponsorship levels. The subcommittee agreed to offer a Platinum level at \$1,000, Gold level at \$500. A booth will be included for a Platinum sponsorship and all sponsors will be encouraged to bring marketing items for attendees. The subcommittee will contact the following businesses for sponsorships: Arnolds, Case IH, Bushmills, Corn/Soybean Growers, Ridgewater College, Haug Implement, Ag Country, Heritage Bank and Christianson, PLLP (which has committed). Chair Tepfer stated Kandiyohi Power Cooperative is willing to contribute \$500, if needed. If sponsorships are less than planned, cost savings in other areas will be adjusted accordingly, i.e., advertising, etc.

There will be a fee of \$30 to attend the workshop and subcommittee members recommended the EDC set up an account with Eventbrite to receive credit card payments. Advertising was reviewed and it was decided to increase the budget to \$6,000 to allow for an estimated \$1,000 to secure assistance of REDStar Creative to design materials. The subcommittee will discuss additional advertising avenues at its April meeting.

Social media will be used for marketing. Schmoll shared other agencies will be asked to get the word out to the farming community and possibly place in their newsletters. Schmoll distributed a draft brochure that will be finalized in the next couple weeks. Larson and Boll are willing to contact some sponsors once the brochures are printed. Kotrba stated Geselius is doing an outstanding job with the marketing plans.

Kotrba talked with Larry Konsterlie and it his understanding the Soil Social will be held in 2018. Schmoll inquired if the Ag Committee should be a part of the event. Chair Tepfer said it would be beneficial and contribute to the Ag Committee goals. Schmoll shared the workshop planning should complement the Ag & Animal Science Conference scheduled for September 25<sup>th</sup> at the MinnWest Technology Campus.

## **NEW BUSINESS**

**Clean Energy Resource Teams (CERTs).** Jacob Selseth of Clean Energy Resource Teams, provided his bio and self-introductions were conducted. Chair Tepfer and Schmoll briefly shared some of the Ag Committee's goals. CERTs is a statewide partnership with a shared mission to connect individuals and their communities to the resources they need to identify and implement community-based clean energy projects. Selseth shared a PowerPoint presentation entitled "Making Connections" and provided information on the many avenues where CERTs can assist:

- Advances projects identified as priorities by the seven regional teams

- Drives energy efficiency implementation through campaigns, targeted assistance, and utility collaborations
- Helps people learn about and implement solar, wind and biomass projects
- Supports local government, farm, and small business clean energy adoption
- Connects individuals and organizations to financing tools and funding opportunities
- Provides limited financial assistance to projects through CERTs Seed Grants
- Offers tools for energy efficiency implementation through campaigns
- Helps people learn about and implement solar, wind and biomass projects
- Connects individuals and organizations to clean energy financing tools and incentives
- Provides limited financial assistance to projects through Seed Grants
- Supports local government clean energy work through the Minnesota GreenStep Cities program and beyond

Selseth shared a few of the successful outcomes: 1) Assisted Minnesotans in saving over \$109 billion BTUs of energy and avoid \$1.7 million in energy costs since 2010; 2) Awarded \$930,000 in seed grants to 230 energy projects since 2006; and 3) Impacted over 120,000 people through grants, events and programs since 2009. He distributed his business cards to Ag Committee members and encouraged members to share with the community and farming community.

Graue asked if renewable energy PACE can be discussed at the upcoming Ag Producers Workshop. Schmoll commented handouts can be available for attendees.

**AG/RENEWABLE ENERGY COMMUNITY EVENTS/PROJECTS.** Schmoll reported AURI's New Uses Forum will be held on Thursday, April 12th, at the Crowne Plaza Plymouth and two committee members are invited to attend. Larson is interested in attending.

Schmoll mentioned the CERTs 2018 Conference entitled "Community Driven Clean Energy" is scheduled for March 28 and 29 in St. Cloud (see attached). Graue will attend both days and provide a report at the May Ag Committee meeting. Chair Tepfer will attend on March 28<sup>th</sup>. Schmoll also discussed the Ag & Animal Science Conference scheduled for September 25, 2018, at the MinnWest Technology Campus and noted the keynote speaker is Bruce Vincent, who will speak on experiences regarding some of the challenges and misconceptions the Ag industry faces on an ongoing basis (see attached). This is one of the Ag Committee goals and committee members were encouraged to attend the conference. Schmoll will send the registration link to members. She also reported she visited with Joanna Schrupp, who is willing to work with the Ag Committee to schedule this event earlier next year.

Chair Tepfer and Schmoll reviewed one of three grants approved by the CERTs. One grant approved was for New London-Spicer Schools in the amount of \$1,200 for analysis of high efficiency lighting on the school grounds. These grants are awarded from the McKnight Foundation and are meant to fund feasibility studies or for labor to do a specific project.

Chair Tepfer reported he and Schmoll attended the March 13<sup>th</sup> Solar United Neighbors Minnesota information meeting in New London to discuss neighborhood solar energy projects.

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

**NEXT MEETING**—The next regular committee meeting is **7:30 a.m., April 19, 2018** at Christianson PLLP, 302 Fifth Street SW, Willmar.



# 2018 Conference

## COMMUNITY DRIVEN CLEAN ENERGY

March 28-29 • St. Cloud River's Edge Convention Center



### CERTs 2018 Conference: Community Driven Clean Energy March 28 & 29 in St. Cloud!

This is an excellent opportunity to make professional connections in the electric vehicle and clean energy world, learn about energy storage and clean energy projects going on around the state, and meet people working towards similar goals!

Are you interested in electric vehicles, clean energy, professional networking, and camaraderie with other clean energy folks? Then the CERTs 2018 Conference could be the perfect opportunity for you! The conference takes place March 28th & 29th in St. Cloud. You can learn more below and at <http://mncerts.org/2018>. If you're interested in volunteering, apply by filling out the form at <http://mncerts.org/volunteer2018> ! Or, if you're a student and you'd rather pay, there's a special student registration rate too.

St. Cloud March 28th & 29th! More info on CERTs 2018 Conference : below and at <http://mncerts.org/2018>

The event provides the resources and connections needed to make it happen. 2018 CERTs Conference you will:

- **LEARN:** Surface new ideas, tools & models
- **CONNECT:** Bring people together across regions & sectors
- **ACT:** Accelerate adoption of clean energy projects

March 28 features a full day of programming with lots of networking:

- Inspiring Kickoff: March 28 the conference will begin with a clean energy documentary, project lightning talks from across Minnesota, and community clean energy awards.
- Lunch & Networking: A networking lunch will be followed by regional sessions allowing attendees to connect on topics that interest them with people from their part of the state.
- Energizing Sessions: The afternoon of March 28 there are 8 sessions to choose from that range from solar, wind, and biomass to electric vehicles, storage, and financing.
- Exhibits: March 28 attendees will have the opportunity to connect with more than 60 exhibitors who specialize in energy efficiency and renewable energy.
- Reception: The first day ends with a party honoring women leading Minnesota's clean energy industry and featuring dinner-worthy appetizers, drinks, more networking, and games.

March 29 the conference continues with 4 in-depth, half-day workshops:

- Utility Innovation: Identifying Win-Win Strategies & Solutions
- Learn & Drive: Electric Vehicles & Charging Infrastructure
- Strategies for Reducing Low-Income Energy Burden
- Local Government Solar: Best Practices & Tools

Who wouldn't want to save energy, cut costs, and be part of Minnesota's fastest growing jobs sector? See the full agenda, learn more, and register at <http://mncerts.org/2018>

We hope to see you there!

#### Jacob Selseth

West Central Coordinator  
Clean Energy Resource Teams (CERTs)

[jacob@cleanenergyresourceteams.org](mailto:jacob@cleanenergyresourceteams.org)

612-801-7955

Hello West Central CERTs-

Hi everyone, I am very excited to be the regions new CERTs coordinator. I have been working in the industry for quite awhile and enjoy the opportunity to help folks make wise energy choices. Being your CERTs coordinator gives me the opportunity to learn about your goals as a community or business as it pertains to what type and how you use energy. There are so many different approaches you can take to accomplish your goals and CERTs has so many tools and programs to help achieve those goals. I am looking forward to helping best align those opportunities with your goals to achieve the highest level of success for your community. I have been learning so much since I have started this position. I can't wait to meet with you and share what we both know and don't know, so we can solve your energy challenges and achieve your goals.

While I am looking forward to hitting the road and visiting with you in your communities, I will be attending the 2018 CERTs Conference and co-hosting the West Central Regional Breakout Session (1-2 pm, March 28) on March 28th and 29th in St. Cloud. This would be a great time to meet and learn about a variety of energy related topics. (see below for more information)

**Jacob Selseth**

West Central Coordinator  
Clean Energy Resource Teams (CERTs)  
[jacob@cleanenergyresourceteams.org](mailto:jacob@cleanenergyresourceteams.org)  
612-801-7955

Some other interesting things happening right now –

- CERTs and Great Plains are launching [Cities Charging Ahead!](#) to move a cohort of peer cities forward together on electric vehicles
- This month, CERTs is honoring the brilliant and influential women who work in our energy efficiency and renewable energy industries! The [Minnesota Women in Energy series](#) highlights women who are part of our state's energy industry during Women's History Month
- MN Dept of Commerce Energy Funding Opportunities Feb 28, 2018 <https://content.govdelivery.com/accounts/MNCOMM/bulletins/1de3d36>
- Here's the latest wind news and analysis from the New Energy Update team. Interesting article on battery storage, while it is geared to wind, I am sure it is likely applicable for solar. [Wind-storage prices plummet as battery gains spur coupling demand](#). Forward this newsletter to friends – they can sign up for free [here](#).

**Connie Schmoll**

---

**From:** Ag & Animal Science Conference - MinnWest Technology Campus  
<joanna.schrupp@mnwesttechnology.com>  
**Sent:** Thursday, March 01, 2018 4:10 PM  
**To:** Connie Schmoll  
**Subject:** Save the Date- 8th Annual Ag & Animal Science Conference

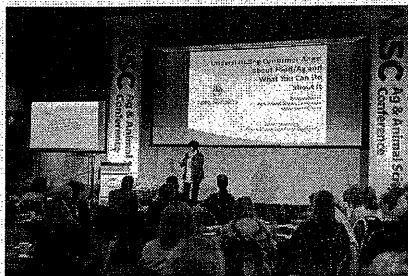
## **AASC Ag & Animal Science Conference 2018**

Education, innovation & conversation around today's critical issues | 09.25.18

### **SAVE THE DATE - 9/25/18 TELLING THE AG STORY**

On September 25, many of the region's top agriculture and animal science stakeholders will convene to discuss some of the industry's most pressing issues at the MinnWest Technology Campus. We must continue to share our collective narrative about Ag and the huge role it plays on the economy from our neighbor's table to world trade. Industry influencers should rally together to relay a positive message about the future and impact of Ag to consumers, policy makers, and the next generation of Ag leaders.

Our featured Keynote Speaker, Bruce Vincent, will share his experiences regarding some of the challenges and misconceptions the Ag industry faces on an ongoing basis and how he helped the Timber industry overcome some of the very same barriers. He will continue with a follow-on session that digs into more of the "how to's" that will provide some practical take-aways.



**Date:** September 25, 2018  
**Complimentary to qualified Ag Professionals**  
**Time:** 7:30 am - 2:30 pm  
**Location:** MinnWest Technology Campus

[Register & View Details](#)

**Watch for more details soon! If you are interested in sponsoring the event, please contact our conference planner.**