

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
MARKETING AND PUBLIC RELATIONS COMMITTEE

**MINUTES**  
**May 28, 2019**  
**WORKUP, Willmar**

- Present: Donna Boonstra, Jean Geselius, Jesse Gislason, Melissa Knott, Emily Lien, Pam Rosenau, Joanna Schrupp and Brittany VanDerBill
- Excused: Deb Geister and Shari Courtney
- Absent: Kim Augeson
- Guest: Mike Bregel, REDstar Creative
- Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development Specialist
- Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Vice Chair Brittany VanDerBill called the meeting to order at approximately 12:06 p.m. and announced a quorum was present.

**AGENDA—**

IT WAS MOVED BY Donna Boonstra, SECONDED BY Joanna Schrupp, to approve the Agenda as emailed. MOTION CARRIED.

**MINUTES—**

IT WAS MOVED BY Donna Boonstra, SECONDED BY Emily Lien, to approve the Minutes of the April 22, 2019 meeting as emailed. MOTION CARRIED.

**Social Media Statistics.** Mike Bregel provided the social media statistics. Facebook: Total of 580 followers and an increase in posting; however, performance engagement is somewhat lower with some spikes. Posts reached 4,020; the previous period was 9,590. Bregel shared there were numerous clicks for the Robbins Island Shelter and Willmar City Council posts. LinkedIn was similar to Facebook with 101 followers and also shared the website statistics. The EDC newsletter had a 44% open rate, which is excellent. Bregel inquired about the Retail Workshop Sessions; Backman provided an overview of the sessions and reported responses were positive. The group is planning to meet every other month to network and discuss their businesses.

**Highway 23 Coalition.** Backman reported the Highway 23 Coalition website is trending well with 46% direct traffic and search engine at 44%. The average length of time spent on the website was 4 minutes, 10 seconds which is an increase with 82% viewing from a PC and 15% from a smart phone. Backman has asked Bailey Hovland, the Highway 23 EDC website coordinator, to prepare an analysis from January through May 2019 and to graph the various categories. He will share the information at the June Marketing Committee meeting.

#### **UNFINISHED BUSINESS—**

**Partners in Ag Innovation Update.** Backman mentioned there will be marketing activities for the upcoming conference. Connie Schmoll shared the conference is co-hosted by MinnWest Technology Campus and the EDC and distributed an agenda (see attached) for the August 1, 2019 conference which will be held at the MinnWest Technology Campus. She mentioned the event planner has been a wonderful asset to the planning process. Joanna Schrupp reported the agenda was posted on MinnWest Technology Campus' website. Approximately 47 registrations have been received to date. Schmoll inquired if Schrupp would have the event planner send Bregel the agenda and he will post on EDC's Facebook. Schrupp shared another sponsor was received which brings the sponsorships to over 20 with a commitment of approximately \$26,000. Schmoll announced Pam Rosenau has been added to the planning committee.

[Melissa Knott joined the meeting.]

**Healthcare Flyer.** Backman distributed the former and revised healthcare flyer and highlighted the revisions (see attached). Suggestions were made for hospital, dental and long-term care verbiage. Backman will visit with Bregel to combine and revise the verbiage from the two flyers. Backman will also visit with the CEO/Administrator of Carris Health-Rice Memorial Hospital and ACMC

**MinnWest Technology Campus Flyer.** Backman distributed the previous and revised flyers (see attached) and reviewed revisions: The middle photo on the back will be changed and replaced with a larger photo of a MinnWest Technology Campus sign. Schrupp noted a few corrections and gave to Bregel. Other suggestions included capitalization, font, punctuation and consistency issues. Bregel will make the suggested revisions.

**Willmar Industrial Park/Shovel-Ready With Room to Grow Flyer.** Backman distributed the former and revised flyers (see attached) and noted updates figures and a new welding photo were added. A new photo of Relco will also be added. The map side includes a darker 4<sup>th</sup> Addition area for available unplatted land and a revised legend. Emily Lien noted the Contact Us website needs revision.

**EDC Trifold Brochure.** Backman noted the changes to the EDC trifold brochure. Bregel shared copies of the new EDC trifold brochure will be printed by Friday, May 31<sup>st</sup>.

Bregel will make the noted changes to the flyers added and provide Schmoll copies of all but the healthcare flyer by Friday, May 31st. She will bring the flyers and trifold brochure to the Consultant's Forum in Charlotte, North Carolina, on June 3<sup>rd</sup>.

Backman shared the MinnWest Technology and Industrial Park flyers are the most requested. He mentioned the major employers will be revised on the website.

**EDC Spring Newsletter.** Bregel displayed the EDC spring newsletter.

**Kandiyohi County/Willmar Video.** Schmoll reported the EDC's Business Retention and Expansion/Recruitment (BRE) Committee is hiring a videographer to do a video showcasing Kandiyohi County. Three interviews were conducted and a decision was made to hire Torry Norling at a cost of \$2,000. Yanni TerWisscha has been invited to assist Norling and if he chooses to assist, TerWisscha will be paid. This would be in addition to the \$2,000 paid to Norling. Between Norling and TerWisscha, they will communicate to ensure milleniums are included in the video. Chair Knott offered to contact Eric Rudningen at the Willmar Airport and schedule a time to take aerial photographs, if needed.

#### **NEW BUSINESS—**

**Highway 23 Coalition Marketing for Washington, D.C. Trip.** Backman distributed information that will be shared with the legislator meetings during the Highway 23 Coalition visit to Washington, D.C. in June:

1. A revised Highway 23 Corridor map showing the original and 2018 expanded counties and a map showing the original cities and 2018 expanded counties (see attached).
2. Highway 23 Projects revised handout (see attached) with a color photo on the front with outreach and effectiveness paragraphs and priority projects' explanations. A circle map showing the locations of the Highway 23 Corridor 2019 Priority Projects is on the reverse side and a mini Minnesota map inset showing the Highway 23 Corridor miles as opposed to the Interstate miles from Duluth to Pipestone.

Suggestions for formatting changes were discussed. Backman shared the Highway 23 2019 Priority Projects document will be the main handout at the legislator meetings and the Highway 23 Corridor map will be used as necessary.

**ADJOURNMENT—**There being no further business, the meeting was adjourned at approximately 1:06 p.m.

**NEXT MEETING—**The next meeting is **12 noon, Monday, June 24, 2019**, at WORKUP.



**Partners in Ag Innovation Conference – August 1, 2019**  
**MinnWest Technology Campus**

MinnWest Technology Campus and The Kandiyohi County & City of Willmar Economic Development Commission (EDC) are joining as co-hosts for a new agriculture focused-conference in early August. **Partners in Ag Innovation** replaces MinnWest’s annual Ag and Animal Science Conference (heading into its 9<sup>th</sup> year) and the EDC’s past Talent & Technology for the Progressive Farm Manager event. The event will be hosted on the MinnWest Technology Campus and planning efforts will be co-led by the organizations as well as the EDC’s Agriculture and Renewable Energy Development Committee whose mission is to sustain, identify and develop agriculture, agribusiness and renewable energy opportunities.

On August 1, this conference will bring together the region’s top agriculture and animal science stakeholders to hear thought-provoking speakers and network with peers. This year’s conference will focus on new opportunities such as the Industrial Hemp sector as well as new markets and marketing ideas for existing production areas this region is well-known for. Workforce and technology are important topics that will also be woven into the day. Lastly, the conference will highlight some regional success stories through the Storytellers session. We hope you can join us for this important conference.

<u>Time</u>	<u>Agenda Item</u>	<u>PROVISIONAL AGENDA 4.4.19</u>	<u>Speaker(s)</u>	<u>Status</u>
7:00-7:40 AM	Breakfast/Networking			
7:40 AM	Opening Remarks	MinnWest & EDC Kickoff event with brief welcome		Confirmed
7:45-8:00 AM	Speaker	Factors that Influence Market Trends	Don Carlson, Commodities Manager- Bushmills Ethanol	Confirmed
8:00-8:30 AM	Fireside Chat	New State of MN Ag Commissioner Thom Petersen	Thom Petersen	Commissioner Confirmed/Rep Colin Peterson Invited
8:30-9:30 AM	Speaker	Technology-What do I do with all of this data? I am capturing it but how can I put it to use?	Jeff Baumann- Anez Consulting & Curt Yoose- Ridgewater College	Confirmed. Sara had call with Jeff, waiting to hear back from Curt.
9:30-10:00 AM	Storyteller	Central Counties Cooperative	2 speakers: Terry to focus on company story and TBD on Precision Ag	Confirmed
10:00-10:30 AM	Storyteller	Model Citizen	Mateo Mackbee, Founder, Model Citizen	Confirmed
10:30-10:45 AM	Networking Break			
10:45-11:45 AM	Speaker	New Opportunities in Agriculture: Industrial Hemp	Bethleen McCall- Industrial Hemp Advisor, The Bon Vivant Group	Confirmed
11:45 AM-12:15 PM	Networking Lunch			
12:15-1:45 PM	Closing Keynote	New Markets (session in development)	Darin Newsom- Confirmed	Confirmed



# GROWING HEALTH CARE LEGACY

In towns large and small, in schools, in public health and in the private sector, west central Minnesota is building its own health care legacy to ensure the region remains a healthy place to live, work and play well into the future.



## New Willmar Surgery Center

Willmar Surgery Center

Currently the Carris Health Surgery Center - Willmar performs nearly 7,000 procedures a year and is utilized by 37 different physicians. Carris Health Surgery Center - Willmar specializes in surgery, GI endoscopy, and pain management.



## Largest Community Owned Hospital

Carris Health.

The benefits of joining a larger organization were a driving force in a merger that went into effect Jan. 1 2018, between Affiliated Community Medical Centers and Rice Memorial Hospital, creating a new nonprofit subsidiary of CentraCare Health System known as Carris Health.

### Carris Health Offers

- Enhanced resources to serve patients
- Quality care close to home
- Increased access to a broader range of specialty care
- Improved ability to recruit and retain health care professionals
- Greater efficiency
- Better strategic positioning to meet continuing policy changes at a state and federal level



## Fischer Laser Eye Center

Your Family Eye Doctors

You can count on us to provide the most advanced, state-of-the-art treatments and procedures to correct and protect your vision. Many of these procedures take place in our licensed and accredited eye surgery center in Willmar, Minnesota, adjacent to our office there.



## Long-Term Care

Bethesda

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## Dental Care

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# KANDIYOHI COUNTY

## REGIONAL MEDICAL CENTER



## STATE-OF-THE-ART FACILITIES

From startups to national and global leaders, Kandiyohi County has become a destination location for these key industries.

As a regional medical center, Kandiyohi County has state-of-the-art facilities and hundreds of medical providers who provide outstanding care. From the beginning of your life through your golden years, Kandiyohi County has healthcare options for almost every circumstance. There are nearly 6,000 jobs in Kandiyohi County, making it the region's top industry and that number continues to grow. Thanks to state-of-the-art technology and top-notch medical providers, Kandiyohi County's medical facilities draw from a large area of Minnesota.



Healthcare maintains a place in the fabric of west central Minnesota that's as enduring as manufacturing and technology.

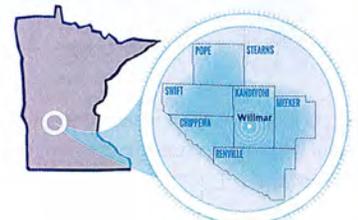


Acute care provided by the region's hospitals and medical clinics helps save lives and restore people to health. Long-term care and assisted living facilities to meet the needs of a growing senior demographic.

Contact us:  
[kandiyohi.com/education](http://kandiyohi.com/education)  
toll-free 866.665.4556



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## Long-Term Care

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- 971 employees
- 350 Physicians
- 136- bed hospital and Level III trauma center
- 15 specialty locations ranging from 7 hospice sites to 5 medical equipment retail outlets

### Carris Health Offers

- Enhanced resources to serve patients
- Quality care close to home
- Increased access to a broader range of specialty care
- Improved ability to recruit and retain health care professionals
- Greater efficiency
- Better strategic positioning to meet continuing policy changes at a state and federal level

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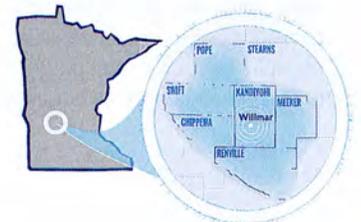


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# RESEARCH & TECHNOLOGY

## MINNWEST TECHNOLOGY CAMPUS

The serene grounds of the 100-acre MinnWest Technology Campus are more than just lush green space and lakeside views. Inside the picturesque buildings of this historic campus are companies on the cutting edge of research and technology innovation - many of them pioneers in their respective industries. The campus boasts an array of R&D-focused technology, bioscience, and animal science companies, including national and global leaders in agriculture and advanced manufacturing such as Nova-Tech Engineering, Epitopix, Life Science Innovations (LSI), Prinsco, Inc. and ProCore.

home to national & global leaders in ag & advanced manufacturing



4 R&D labs  
Level II clean room  
Teaching lab with DNA sequencing



When the MinnWest Technology Campus opened in 2006, it had 5 businesses with 107 employees on campus. Today, there are 33 businesses with over 550 employees on campus. There are also 4 state-of-the-art R&D labs including a University of Minnesota Extension Level II clean room and teaching lab with a DNA sequencing machine - the only one of its kind in Minnesota outside of the Twin Cities and Mayo Clinic in Rochester.

regional business hub with available workforce of 65k+



Info or tours:  
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mnwesttechnology.com  
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# A CLOSER LOOK

## MINNWEST TECHNOLOGY CAMPUS



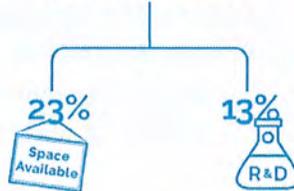
### KEY INDUSTRIES



### SPACE



total of **416,768** ft<sup>2</sup>



### WORKFORCE

employees on campus

2006 **107**

2011 **275**

2016 **550+**

**65**  
Professional  
Engineers

**200+**  
Patents Filed  
International & US

### CULTURE

2016 survey results

*the campus is...*

- ✓ Inclusive
- ✓ Community-Focused
- ✓ Vibrant
- ✓ Progressive
- ✓ Driven

over **90%**  
of campus employees reported...

*"Working on campus has benefitted my career/company"*

### AMENITIES



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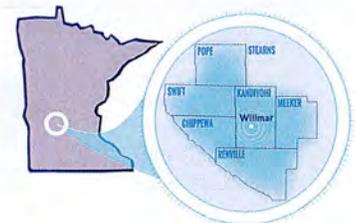
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# A CLOSER LOOK

## MINNWEST TECHNOLOGY CAMPUS



### KEY INDUSTRIES



Agribusiness



Bioscience

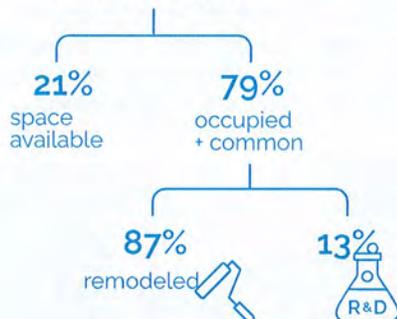


Technology

### SPACE



total of **481,476** ft<sup>2</sup>



### WORKFORCE

employees on campus

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2011 **275**

2018 **650+**

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Professional  
Engineers

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# SHOVEL-READY WITH ROOM TO GROW

## WILLMAR INDUSTRIAL PARK

Businesses ready to expand and build should consider the expanding industrial park in Willmar, Minnesota. In 2016 the Industrial Park gained shovel-ready status, a certification by the Department of Employment and Economic Development (DEED), that means the planning, zoning, surveys, title work, environmental studies, soils analysis and infrastructure engineering are complete to start construction.

The park is just two miles from the Willmar airport, which has available hangar space and a modern terminal building. It is also a transportation hub with north/south connections via US Highway 71 and MN Highway 23 and east/west connections via US Highway 12. Plans to add direct rail car access to the Willmar Industrial Park were also recently announced. The site is close to the Burlington Northern Santa Fe switching yard connecting Chicago to the Pacific coastal states. Over 30 companies already call Willmar Industrial Park home, including Jennie-O Turkey Store, Willmar Poultry Company, Mills Parts Center, Willmar Electric Service, RELCO, Magnum Trucking, Dooley's Petroleum and Chappell Central.

One of only 34 shovel-ready industrial parks in Minnesota



Zoned I-1 Light Industry



Easy access to US Highways 12, 71 and MN Highway 23



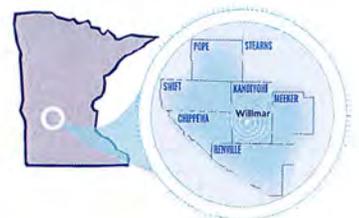
26 platted lots available



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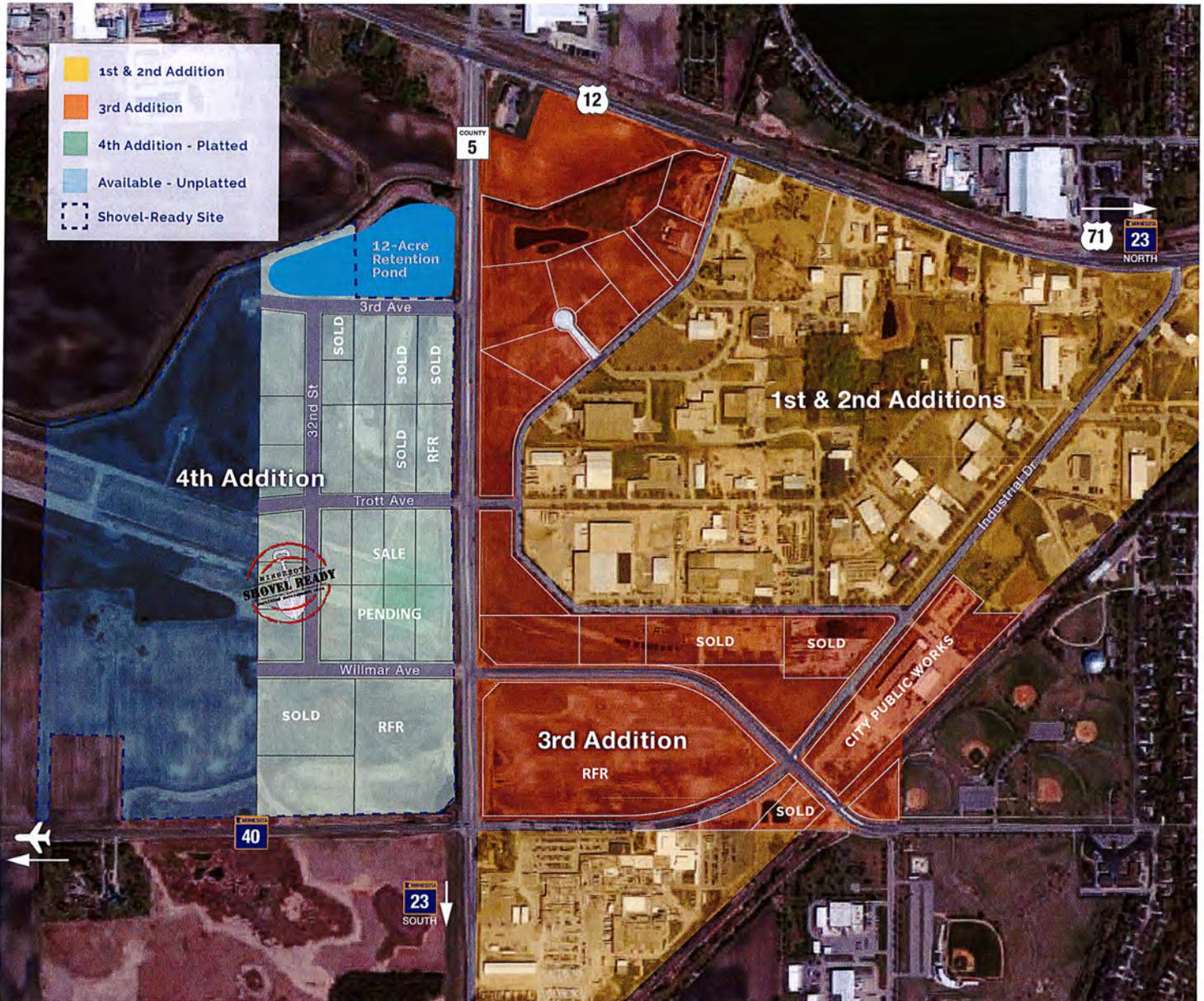


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# A CLOSER LOOK

## WILLMAR INDUSTRIAL PARK



**Available:**  
**209** acres

**118** acres Shovel-Ready

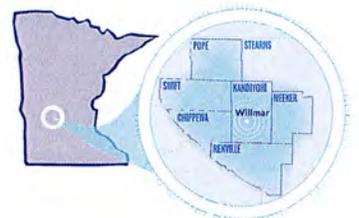
**26** lots

**1.4 - 30.0** acre-lots

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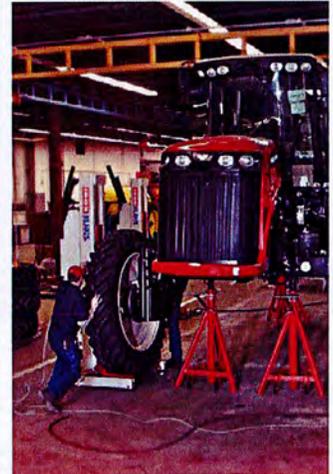
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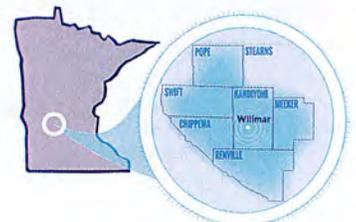
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# A CLOSER LOOK

## WILLMAR INDUSTRIAL PARK



### Available:

**227** acres

**136** acres Shovel Ready

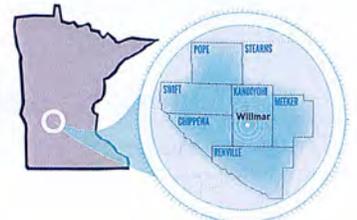
**34** lots

**1.4 - 30.0** acre lots

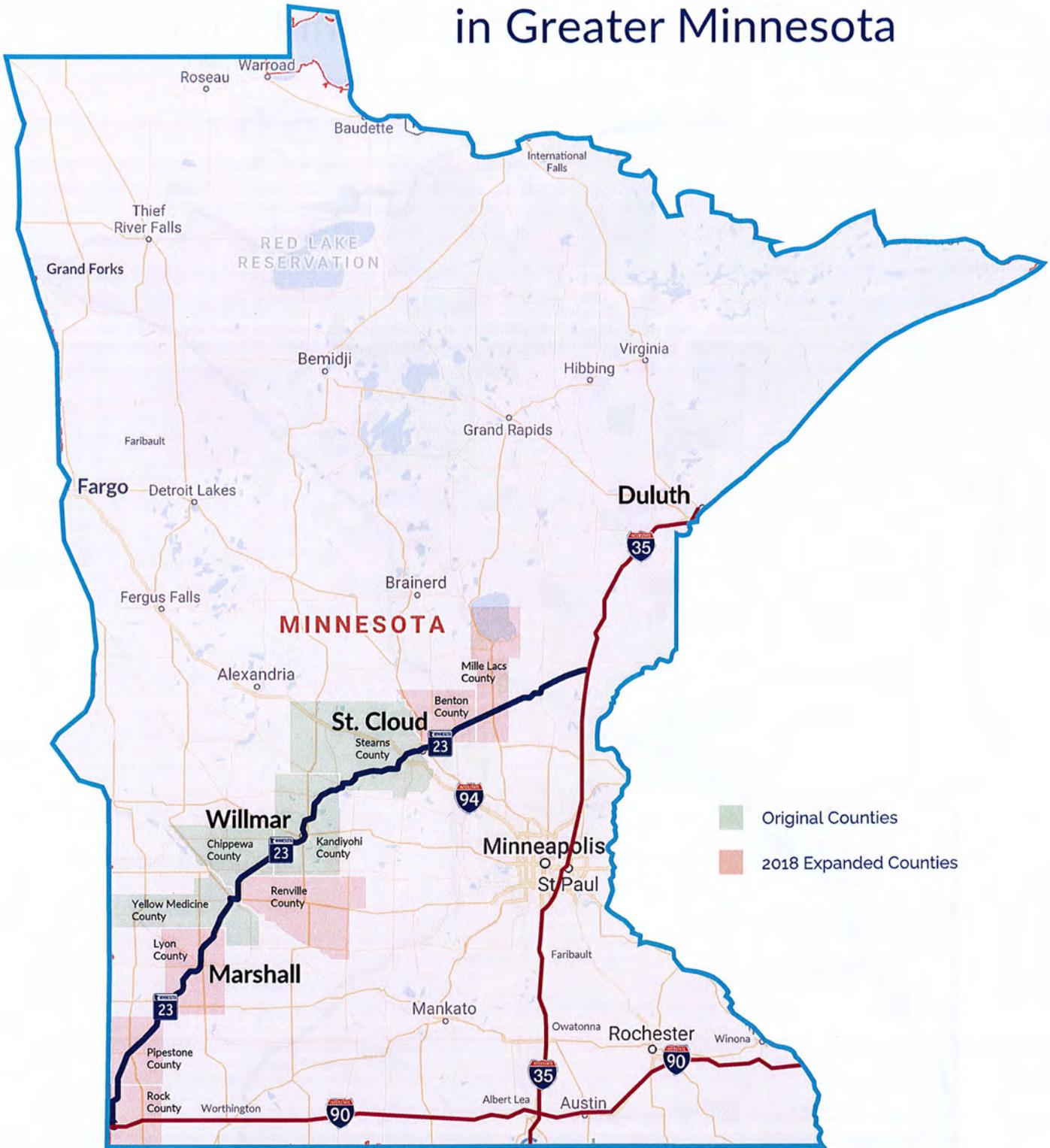
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# Connecting Commerce in Greater Minnesota

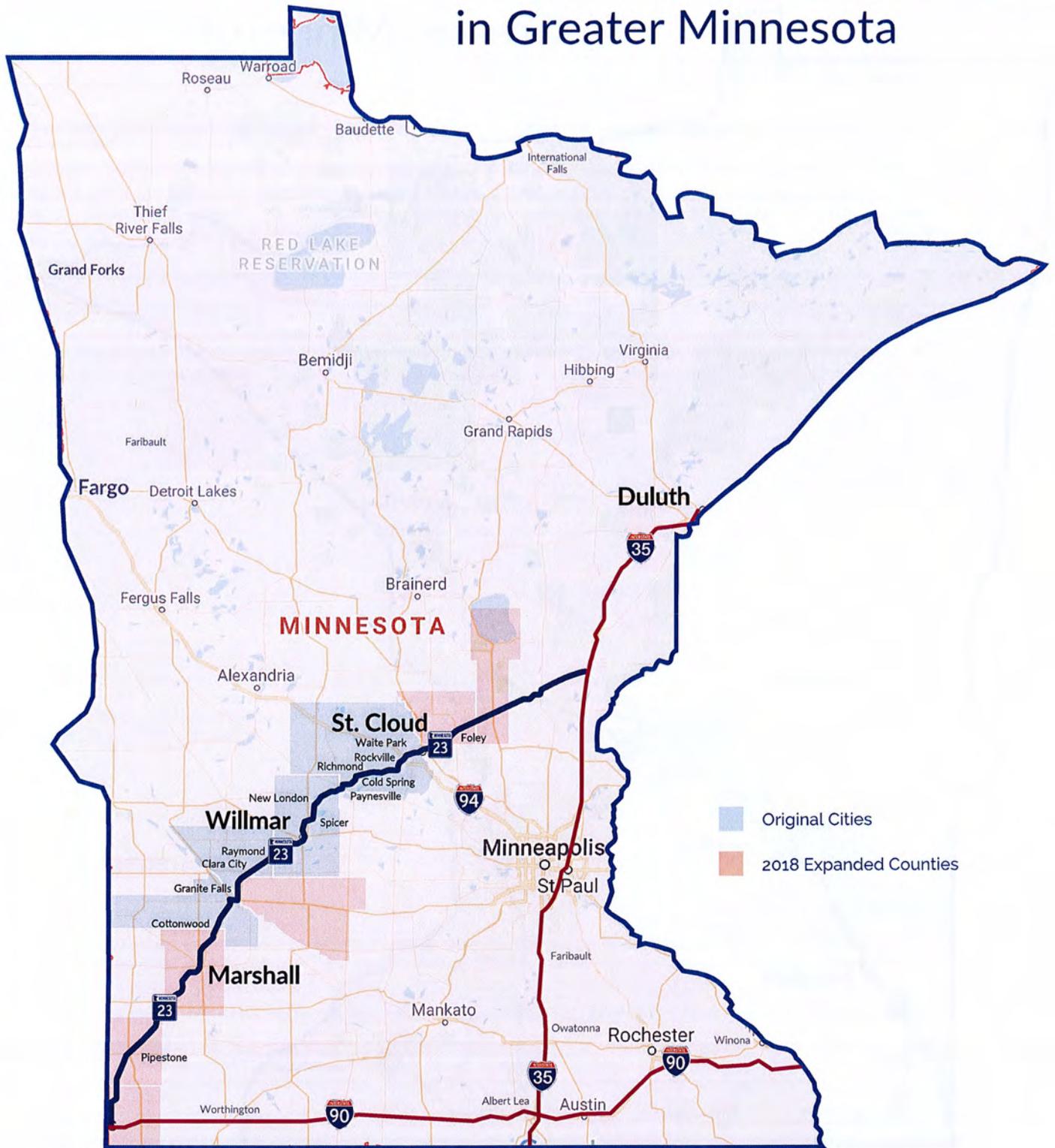


## Highway 23 Corridor

[highway23coalition.com](http://highway23coalition.com)

Aaron Backman  
Secretary/Treasurer  
[aaron@kandiyohi.com](mailto:aaron@kandiyohi.com)

# Connecting Commerce in Greater Minnesota



## Highway 23 Corridor

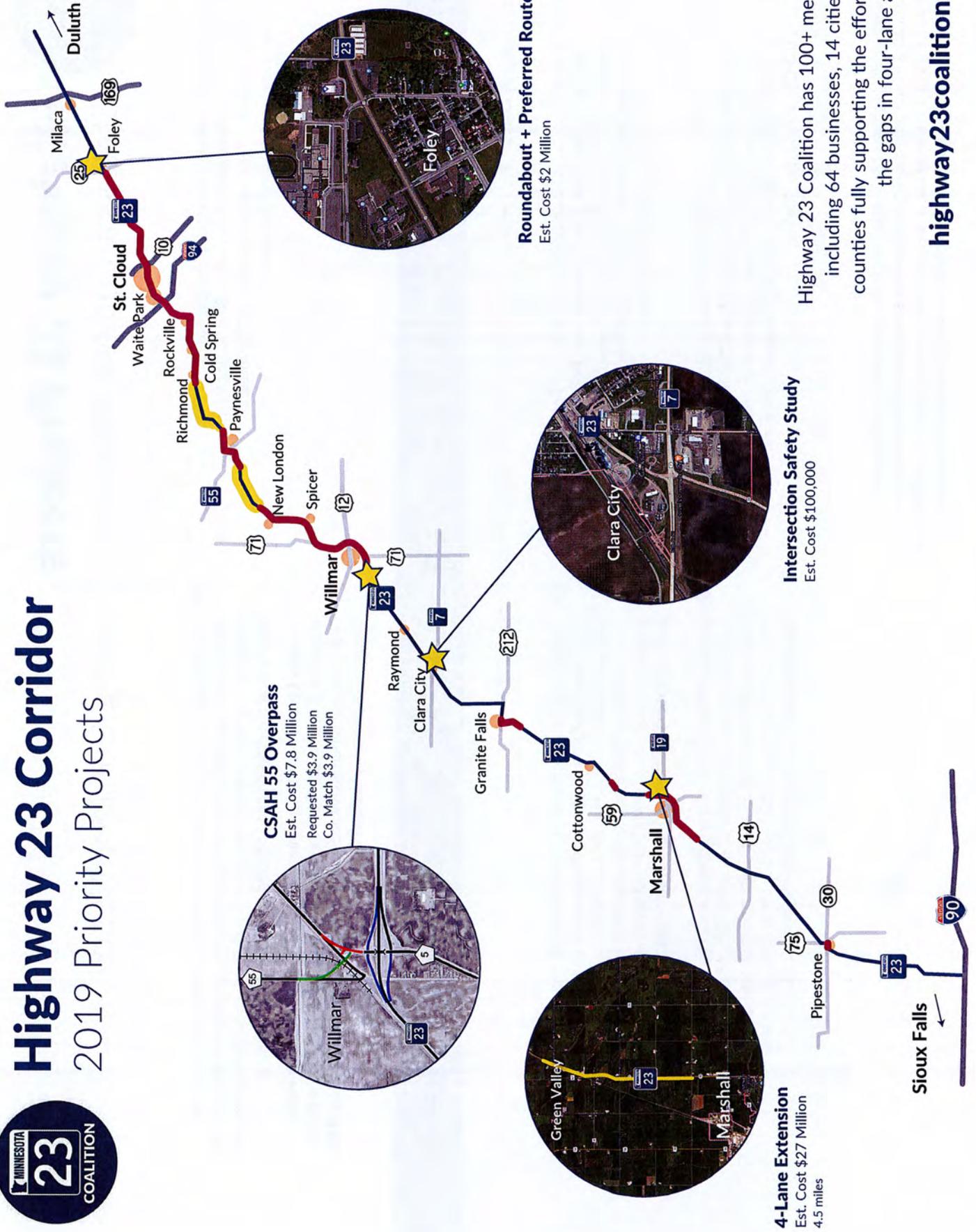
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Secretary/Treasurer  
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# Highway 23 Corridor

## 2019 Priority Projects



**CSAH 55 Overpass**  
Est. Cost \$7.8 Million  
Requested \$3.9 Million  
Co. Match \$3.9 Million

**4-Lane Extension**  
Est. Cost \$27 Million  
4.5 miles

**Intersection Safety Study**  
Est. Cost \$100,000

**Roundabout + Preferred Route Study**  
Est. Cost \$2 Million

Highway 23 Coalition has 100+ members, including 64 businesses, 14 cities & 10 counties fully supporting the effort to fill the gaps in four-lane access.

[highway23coalition.com](http://highway23coalition.com)



# Highway 23 Projects

## Status of Current Projects & Ongoing Corridor Needs

▶ The Highway 23 Coalition has expanded its coverage to 14 cities and 10 counties and now covers from I-90 in Southwest MN to I-35 in Northeast MN. The Coalition has over 100 business, government, and organizational members.



▶ The Highway 23 Coalition is appreciative of the Corridors of Commerce funding that was approved for the two four-lane gaps between Willmar and I-94 during the last legislative session. MnDOT District 8 is the lead entity for both gaps and is proceeding to develop and deliver these projects. Recently District 8 has hired Isthmus Engineering to provide engineering services (e.g. final design, public engagement, permitting, etc.) for the North Gap. Land acquisition/ROW activities will begin in 2019. Construction of the first gap is expected to begin in 2022.

## Promoting Safety, Mobility & Growth

▶ The Highway 23 Coalition has identified and supports the following corridor project priorities for 2019:

- Construction of a Roundabout in the City of Foley at Highway 23 and 8th Avenue (near Foley Public Schools) and the undertaking of a Preferred Route Safety Study that would encompass Hwy 23 from Foley to Milaca. This study would determine the best route for a four-lane road.
- Undertaking an Intersection Safety Study at Highway 23 and Highway 7 in Clara City. This study would determine what changes could be made to enhance safety at this intersection. The Coalition's Board approved providing \$5,000 toward the local match required by MnDOT. Chippewa County and the City, both members of the Coalition, would match the contribution.
- Construction of a four-lane extension of Highway 23 north from the City of Marshall to the City of Green Valley, a distance of 4.5 miles. This project would continue the four-lane infrastructure on the Hwy 23 Corridor and bring it closer to connecting with Highway 212.

- Construction of a CSAH 55 Overpass that would connect to the new Interchange at Hwy 23 and County Road 5. This bridge over the BNSF railroad would tie into the new Willmar Railroad Wye project with a direct connection to the City's Industrial Park.

▶ In addition, the Highway 23 Coalition has been supportive of an improved I-94/MN23 Interchange project, an important safety project near Waite Park. MnDOT District 3 is now in the process of moving up this project, if possible, from 2020 to this year. The Coalition appreciates District 3's efforts in this regard.





# Highway 23 Corridor

## 2019 Priority Projects



**CSAH 55 Overpass**  
 Est. Cost \$7.8 Million  
 Requested \$3.9 Million  
 Co. Match \$3.9 Million

**4-Lane Extension**  
 Est. Cost \$27 Million  
 4.5 miles

**Intersection Safety Study**  
 Est. Cost \$100,000

**Roundabout + 4-Lane Flexibility Study**  
 Est. Cost \$2 Million

Highway 23 Coalition has 100+ members, including 64 businesses, 14 cities & 10 counties fully supporting the effort to fill the gaps in four-lane access.



# Highway 23 Projects

highway23coalition.com

## Outreach

▶ The Highway 23 Coalition has expanded its coverage to 14 cities and 10 counties and now covers from I-90 in Southwest MN to I-35 in Northeast MN. The Coalition has over 100 business, government, and organizational members.

## Effectiveness

▶ The Highway 23 Coalition is appreciative of the Corridors of Commerce funding that was approved for the two four-lane gaps between Willmar and I-94 during the last legislative session. Bidletting for the North Gap is scheduled for November 2021 with construction in 2022 and 2023. Bidletting for the South Gap is projected for December 2022 with construction in 2023 and 2024.

In addition, the Highway 23 Coalition has been supportive of an improved I-94/MN23 Interchange project, an important safety project near Waite Park. MnDOT District 3 is now in the process of moving up this project, if possible, from 2020 to this year. The Coalition appreciates District 3's efforts in this regard.

## Promoting Safety, Mobility & Growth

▶ The Highway 23 Coalition has identified four project priorities for 2019 and we are returning to DC to learn the best strategy to fund these projects:

- Construction of a Roundabout in the City of Foley at Highway 23 and 8th Avenue (near Foley Public Schools) and the undertaking of a four lane feasibility study that would encompass Hwy 23 from Foley to Milaca. This study would determine the best route for a four-lane road.
- Construction of a CSAH 55 Overpass that would connect to the new Interchange at Hwy 23 and County Road 5. This bridge over the BNSF railroad would tie into the new Willmar Railroad Wye project with a direct connection to the City's Industrial Park.
- Undertaking an Intersection Safety Study at Highway 23 and Highway 7 in Clara City. This study would determine what changes could be made to enhance safety at this intersection. The Coalition's Board approved providing \$5,000 toward the local match required by MnDOT. Chippewa County and the City, both members of the Coalition, would match the contribution.
- Construction of a four-lane extension of Highway 23 north from the City of Marshall to the City of Green Valley, a distance of 4.5 miles. This project would continue the four-lane infrastructure on the Hwy 23 Corridor and bring it closer to connecting with Highway 212.