

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

MINUTES

August 16, 2018

Christianson PLLP, Willmar

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

Excused: Dustin Kotrba and Jon Folkedahl

Absent: Bruce Reuss and Larry Konsterlie

Staff: Connie Schmoll, Business Development Specialist

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

Chairperson Dan Tepfer called the meeting to order at approximately 7:35 a.m.

AGENDA— Chair Tepfer presented the August 16, 2018 agenda. The agenda was approved as emailed.

MINUTES—

IT WAS MOVED BY Rollie Boll, SECONDED BY Dan Lippert, to approve the July 19, 2018 agenda as emailed. MOTION CARRIED.

Kim Larson inquired the attendance status of a member. Schmoll will contact John Harren to recommend a prospect from Willmar Municipal Utilities.

Larson mentioned he has invited Sarah Leshuk of Kandiyohi County Corn & Soybean Growers, to attend a future Ag Committee meeting. Schmoll will invite her to the next Ag Committee meeting.

REPORTS—

Ag Marketing and Event Planning Subcommittee. The Ag Marketing and Event Planning Subcommittee will meet next week to recap the Talent & Technology workshop and review the evaluation summary.

2018 Talent & Technology Workshop Recap. Schmoll presented an overview of the Talent & Technology workshop and reported it was a successful event. She distributed the attendance list (see attached). There were 59 with 53 attending, which includes 28 from sponsors. Boll inquired if there was feedback on the online registration system. Schmoll shared initially a fee of \$3 per

registrant was charged; however, this was eliminated and they are working on returning that fee to those who were charged. She felt it was beneficial to have both options of online credit card registration and direct calls to the EDC office to send a check. A discussion was held regarding attendance fees versus sponsorship fees. Chair Tepfer felt attendance fees should be charged; committee members concurred. Committee members also concurred the advertising methods were excellent. Schmoll reported the EDC's intern posted numerous social media ads; radio ads and newspaper ads were also used. Schmoll inquired if a direct mailing should be considered; committee members concurred. Chair Tepfer suggested to determine the audience type when advertising an event. Schmoll commented direct calls and personal contacts was the most effective. Lippert suggested sending direct mailings approximately 10 days prior to an event. Other suggestions for a future event included:

- Timing of the event
- Clear registration options
- An addition to the evaluation form: How did you find out about the event?
- Print agenda topics on back of name tags
- Include speaker presentation handouts in folders
- Omit advertising flyers in folders
- Discussed speakers' presentation information. Audiences prefer specific information.

Boll inquired if attendees took advantage of the reduced golf rate. Schmoll was not aware of anyone who golfed and commented if the option is offered again, golf teams would be formed.

Graue acknowledged the great work of the Ag Marketing and Event Planning Subcommittee on planning the successful event. The next Ag Committee agenda will include discussion for a future event. Schmoll welcomed committee members sending suggestions for a future event prior to Monday when the Ag Marketing & event Planning Subcommittee will meet.

UNFINISHED BUSINESS

trū™ Shrimp. A site visit is being planned for EDC staff and a Kandiyohi County Commissioner. Schmoll will give a report at a future Ag meeting.

Simply Shrimp. Chair Tepfer talked with Paul Damhof of Simply Shrimp regarding the recent grant which was received. He mentioned the marketing of trū™ Shrimp versus Simply Shrimp. Damhof is looking at fresh market versus the trū™ Shrimp frozen product which is distributed by other avenues. There does not seem to be any competition in their markets.

NEW BUSINESS

Proposed 2019 Ag Budget. Schmoll distributed the approved 2019 EDC Ag Committee budget (see attached) as approved by the EDC Joint Operations Board and the EDC Joint Powers Board. Schmoll noted the proposed Industrial Hemp Value-Added Study of \$5,000 was approved and commented this will enable the Ag Committee to work with partners to study the value of the industrial hemp, i.e., products etc. Chair Tepfer commented the 2019 budget is approximately \$2,000 less than the 2018 budget and that Marketing and Professional Services amounts were omitted in order to budget for the Industrial Hemp Value-Added Study. A discussion was held regarding the \$7,000

budgeted for Ag events and felt an event is self-sustained and suggested it not be included as a budget item. Boll will visit with Aaron Backman. Schmoll commented the Ag Marketing costs, other than the event, were moved to the Marketing Committee expense line. The Ag Committee will prepare a list of future funding proposals at a future meeting.

NEW BUSINESS

Ag Tour or other event for committee members. Chair Tepfer suggested Ag Committee members participate in tours of various new business operations, i.e., Simply Shrimp, Lettuce Abound, etc.

Larson inquired how the Ag Committee plans to raise funds for the Industrial Hemp Value-Added Study. Schmoll stated funds will come through grants, etc. Larson shared Hultgren Farms has planted 40 acres of organic industrial hemp and Larson's son and Noah Hultgren will be attending a class in Wisconsin regarding how to harvest the crop. Harvest may begin on September 15th; Ag Committee members voice interest in a tour of the Hultgren's hemp crop. Larson will ask Hultgren for permission and send the details to Schmoll, who will email the information to Ag Committee members. The Ag Committee concurred to visit the industrial hemp harvest on September 15th, if approved, and visit the other new businesses later this year/winter. Larson suggested inviting a representative from the Soybean Association to a future Ag Committee meeting to discuss available projects. Schmoll suggested inviting Shannon Schlep of AURI to a future Ag Committee meeting to present information on industrial hemp.

AG/RENEWABLE ENERGY COMMUNITY EVENTS/PROJECTS. Larson encouraged Ag Committee members to attend the Ag & Animal Science Conference on Tuesday, September 25th, 7:30 a.m.-2:30 p.m. at the MinnWest Technology Campus. Schmoll will send out the flyer to committee members.

Chair Tepfer shared Connexus Energy of Ramsey, Minnesota is working on a battery energy storage facility and felt it would be an interesting business to visit. A suggestion was made to invite a Connexus Energy representative to a future Ag Committee meeting.

Keith Poier reported someone is working on a 24-7 solar battery operation for vehicles that use DC power that converts to AC power. When the facility is operational, Poier suggested the Ag Committee plan a visit.

Poier mentioned a settlement award given to an individual who has glyphosate cancer and mentioned a report that found glyphosate (Roundup) in a number of popular breakfast foods and cereals marketed to children. Poier feels this may affect other agriculture products. Larson encouraged committee members to talk to legislators to support research dollars for chemicals.

ADJOURNMENT—There being no other business, the meeting was adjourned at approximately 9:10 a.m.

NEXT MEETING—The next regular committee meeting is **7:30 a.m., September 20, 2018** at Christianson PLLP, 302 Fifth Street SW, Willmar.



	Proposed 2019	As of 6/30/2018	2018 Budget	2017 Actuals
REVENUES				
Ag Events Sponsorships/Fundraising/Fees	\$ 7,000	\$ 6,144	\$ 1,000	\$ 750
Grants	\$ 5,000	\$ -	\$ -	\$ -
Total Revenues	\$ 12,000	\$ 6144	\$ 8500	\$ 15,750

	Proposed 2019	As of 6/30/2018	2018 Budget	2017 Actuals
COMMITTEE EXPENSES				
Agriculture and Renewable Energy Development				
Ag Producer BRE Survey		\$ -		\$ 5,622
Annual Ag Workshop				
Event Center and Fees	\$ 1,100			
Food	\$ 900			
Marketing	\$ 3,000			
Speaker	\$ 2,000			
Total Annual Ag Workshop Total	\$ 7,000			
Conferences/Seminars/Trainings	\$ 1,100	\$ 754	\$ 1,100	\$ 1,229
Industrial Hemp Value-Added Study	\$ 5,000			
Marketing	\$ -	\$ 805	\$ 1,500	\$ 949
Meals/Meeting Refreshments	\$ 600	\$ 388	\$ 600	\$ 525
Mileage/Travel	\$ 1,200	\$ 569	\$ 1,200	\$ 1,181
Professional Services				
General Administrative Services	\$ 2,000	\$ 1,434	\$ 2,000	\$ 4,635
Professional Services - Other	\$ -	\$ 548	\$ 1,000	\$ 380
Supplies (office or program)	\$ 250	\$ -	\$ 250	\$ 26
Total Ag Committee Expenses	\$ 17,150	\$ 4,498	\$ 7,650	\$ 14,547

EDC Ag/Renewable Energy 2018 Workshop Attendance

	Last Name	First Name	Business
1	Haefner	Kristie	Christianson PLLP
2	Henke	Mike	Mike Henke, Inc.
3	Mangen	Lyle	CNH Industrial
4	Mastey	Mike	Ridgewater College
5	Fettig	Karissa	AgCountry FCS
6	Hebrink	Ross	AgCountry FCS
7	Just	Jim	AgCountry FCS
8	Madsen	John	AgCountry FCS
9	McNamara	Terry	Central Counties Cooperative
10	Karl	Brad	Central Counties Cooperative
11	Slinden	Joel	Central Counties Cooperative
12	Schroeder	Justin	Central Counties Cooperative
13	Bjornberg	Nick	Kandiyohi Co. Corn & Soybean Growers
14	Hultgren	Noah	Kandiyohi Co. Corn & Soybean Growers
15	Leshuk	Sarah	Kandiyohi Co. Corn & Soybean Growers
16	Tepfer	Ben	Kandiyohi Co. Corn & Soybean Growers
17	Allen	Ryan	MWTC (Upper Midwest Management)
18	Carlson	Leon	MWTC (Upper Midwest Management)
19	Schrupp	Joanna	MinnWest Technology Campus
20	DeRoo	Sara	Christianson PLLP
21	Cooreman	Keith	Christianson PLLP
22	Crowley	Kevin	Heritage Bank
23	Weeks	Russ	Heritage Bank
24	Haug	Butch	Haug Implement
25	Knudsen	Cal	Haug Implement
26	Tepfer	Dan	Kandiyohi Power Cooperative
27	Gjerde	Paul	Kandiyohi Power Cooperative
28	Warner	Ken	Willmar Chamber of Commerce
29	Ampe	Chuck	Ampe Farms
30	Anez	Kami	Anez Consulting
31	Backman	Aaron	EDC Executive Director
32	Baumann	Jeff	Anez Consulting
33	Boike	Justin	
34	Boll	Rollie	EDC Ag Committee/Board
35	Collins	Nathan	Collins Family Farms
36	Geselius	Jean	Conway Deuth & Schmiesing
37	Grussing	Mitch	
38	Halliday	Jami	Life-Science Innovations

39	Halvorson	Jason	
40	Hass	Suzanne	Allstate Insurance Company
41	Kutzke	Mike	Ridgewater College
42	Larson	Kim	Larson Farms
43	Lilleberg	Kristi	Lilleberg Farms GP
44	Lind	Doug	Ridgewater College
45	Lippert	Dan	Lippert Farms
46	Lippert	Kim	Lippert Farms
47	Lorang	Tom	Ridgewater College
48	Nelson	Jeremiah	Harvest Bank
49	Ostvig	Michael	CNH Industrial
50	Romain	Sam	Romain Berg
51	Schmidt	Jon	Data Success, Inc.
52	Schmoll	Connie	EDC Business Dev. Specialist
53	Schoenfeld	Kami	Ridgewater College
54	Sholing	Steph	Anez Consulting
55	Soderholm	John	SCORE
56	Szczesniak	Travis	Arnold's of Willmar, Inc.
57	TerWisscha	Gary	
58	VanDerBill	Andy	VanDerBill Farms, LLC
59	Youngren	Dean	Youngren Dairy Farms
	Did not attend		