

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
BUSINESS RETENTION AND EXPANSION/RECRUITMENT (BRE/R) COMMITTEE
MINUTES
December 7, 2018
EDC Board Room**

Present: Sam Bowen, Jim Ellingson, Les Heitke, Roger Imdieke, Les Nelson and Dan Tempel

Excused: Ranae Rahn and Kelly TerWisscha

Absent: Dean Steinwand

Guest: Jennifer Mendoza, CLUES Navigator

Staff: Aaron Backman, Executive Director and Connie Schmoll, Business Development Specialist

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

Chair Sam Bowen called the meeting to order at approximately 9:07 a.m.

AGENDA—Chair Bowen presented the Agenda.

IT WAS MOVED BY Les Nelson, SECONDED BY Les Heitke, to approve the Agenda.
MOTION CARRIED.

MINUTES—

IT WAS MOVED BY Les Heitke, SECONDED BY Les Nelson to approve the November 2, 2018, Minutes as emailed. MOTION CARRIED.

REPORTS/PROJECT UPDATES

November Business Visits/Tours. Backman reported his attendance at the following:

- Housing Subcommittee meeting held on November 5th with Samuel Herzog, a developer from Fergus Falls, is seeking to build a \$30 million, 72-unit housing complex on the northwest side of Willmar off of County Road 5. He plans to construct other units in the future. The City of Willmar has begun the process to annex a total of 85 acres into the City of Willmar for this project and other land for the upcoming Ziegler project.
- Shared the large flat screen television has been transferred from the former WAM-

BC office to EDC Board Room to aid in presentations and meetings.

- Backman shared the WAM-BC transfer of loans is nearing completion. Jennifer Mendoza mentioned she was contacted by a person interested in starting a childcare center. Mendoza will send the contact information to Connie Schmoll.
- Bruce Peterson, Planner and Development Director with the City of Willmar, has given his resignation notice effective the end of January 2019. Backman is hopeful the city will begin the hiring process soon.
- Industrial Summit in Golden Valley on November 15th and reported there were interesting topics, i.e., trucking stats, the need to construct additional regional distribution centers. By 2040, it is estimated the tonnage hauled by trucks will increase by 80% in Minnesota. The need for charging stations as electric trucks is on the horizon.
- New Welders Meet & Greet on November 19th at Ridgewater College.
- BNSF Holiday Express on November 30th. Approximately 40 people from the area were invited to ride the train which traveled east of Willmar and back. Lunch was served in the dining car.
- MAPCED quarterly meeting on December 3rd. The MAPCED meeting was held in conjunction with the Association of Minnesota Counties (AMC) Annual Convention. Backman reported there were good presentations regarding Opportunity Zones, broadband, legislative updates, etc.
- DI Labs, appreciation event on December 6th. DI Labs is a 3D printing business and reported they have the largest 3D printers in Minnesota. They are one of two finalists for a project that would keep two of their machines running for one year. The company is growing at 20% a year and soon will need a larger facility. Backman is interested in keeping the company in Kandiyohi County.

Schmoll reported her attendance at the following:

- Continues to work on broadband and childcare.
- Recently reviewed the Simply Shrimp Study which showed capacity to expand the facility. They applied for a \$90,000 grant and were awarded a \$707,000 grant. Christianson PLLP will help Simply Shrimp in funding for expansion.
- Facilitated meetings in Lake Lillian to start another restaurant; they are looking at a cooperative-type model.
- Attended New London EDA meeting; they are looking to start a food coop.
- Involved in AgProfessionals group. An Agcellence Banquet is scheduled for February 1, 2019 at the Willmar Conference Center (see attached). Schmoll will email the flyer to the BRE Committee.
- An Ag Career Expo is in progress at Ridgewater College today. There are approximately 50 vendor booths and is a great opportunity to secure summer employment for students.
- Attended Opportunity Zones Sessions, which is a program for investors to invest in low-income urban and rural communities nationwide.
- Received inquiries from companies of interest in applying for investment funds from the West Central Angel Fund.

CLUES UPDATE—

Diverse CNA Program. Mendoza, CLUES Navigator, reported 10 students graduated from the second cohort; eight are certified with the majority of students working in the CNA role. Mendoza has reached out to the first cohort to hold a reunion in January 2019 to gather information if additional training is needed.

Mendoza shared the CNA students prefer a graduation ceremony with photographs and a potluck meal. The Welding students prefer pizza and soft drinks.

Mendoza will prepare a summary of income stats for both the CNA and Welding classes when the November numbers are available.

Diverse Welding Program. Mendoza reported 13 students began the program; however, two have left. Testing will be conducted on December 21st. Mendoza shared lockers were provided to the students by CLUES. Applications are open for the second Welding cohort. Hours of the training will be 8:00 a.m.-4:00 p.m. Mendoza shared they are discussing if an evening class is warranted for those who are currently employed and want to further expand their training.

New Welders Meet and Greet. Two Welders Meet and Greet sessions were held on November 13 and 19, 2018 at Ridgewater College. Mendoza reported two employers attended the session as they had available positions. Notice of the Meet and Greet sessions was sent to several employers in the area.

UNFINISHED BUSINESS

Neighborhood Development Center (NDC) Update. Backman shared a meeting was held on November 16th at the EDC office with representatives from NDC to discuss the program, which is a 12-week training for new low-income entrepreneurs. The applicants go through a training module and most do not have the funds to pay for training; however, some scholarship options are available. NDC has been working with similar programs in St. Cloud and Duluth, however, these are slightly different models. Schmoll shared she is reviewing and evaluating the program. Additional staff may be needed to assist in working with business prospects under this program.

Rural Child Care Innovative Program. Schmoll reported child care surveys were sent to parents and employers with approximately 1,200 surveys returned. Ninety people attended a community conversation on November 16th at the Kandiyohi County Health and Human Services Building. Schmoll shared the attendees discussed solutions to address the need for additional child care in the community. Heitke mentioned a child care facility was located at Ridgewater College approximately 15 years ago. Chair Bowen suggested Heitke make contacts to determine the reason it is no longer in operation.

[Dan Tempel was excused from the meeting]

West Central Job Fair Update. Chair Bowen reported the 2019 West Central Job Fair is scheduled for Tuesday, March 26th, Noon-5:30 p.m. at Ridgewater College gymnasium. He shared a detailed timeline and is hoping to secure 75-80 vendors. Chair Bowen shared a detailed timeline (see attached). Backman commented it would be beneficial if other radio stations could assist with marketing of the job fair. Discussion was held.

[Roger Imdieke was excused from the meeting.]

NEW BUSINESS

Regional Workforce and Employer Strategy Summit. Chair Bowen reported the summit is a Minnesota Department of Employment and Economic Development (DEED) event and is geared for businesses. Ridgewater College and the EDC are sponsors. The summit is scheduled for Tuesday, January 8, 2019, 8:30 a.m.-Noon. DEED will send the announcement/flyer in the near future.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 10:25 a.m.

NEXT MEETING—The next regular committee meeting is **9:00 a.m., January 4, 2019**, in the EDC Board Room.

Job Fair Partner/Planning Meeting 11/26/2018

Timelines for specific tasks!!

- 11/26/2019** Confirm E-mail Contacts for Partners/additions or corrections
- 11/26/2019** Confirm Brochure, Ad, Registration, Invite
- 11/26/2019** Confirm info on Political Type signs
- 11/26/2019** Confirm times of Job Fair on March 26th 2019
- 1/15/2019** EDC order from Red Star Job Fair Registration, Brochure, Ad, Invite
- 1/15/2019** Check on public Transportation to and from Ridgewater College
- 1/15/2019** Outreach! Church Bulletins,
- 2/01/2019** Clients receive registration forms in our billing
- 2/04/2019** Order cookies and beverage for Vendors
- 2/05/2019** E-mail Sponsors registration forms
- 2/07/2019** Advertising for Job Fair vendors KDJS-AM/105.7/K95.3/KRVY-FM
- 2/07/2019** E-mail vendors registration forms
- 2/07/2019** Website Post of registration forms
- 2/11/2019** Facebook boost for Vendors
- 2/23/2019** Newspaper Advertising begins 2/23 until 3/26 with 9 ads total
- 2/23/2019** Follow-up with vendors from 1st e-mailing
- 2/25/2019** On Campus signs- Black 4 x 6', and Black Teepee
- 2/25/2019** In Progress weekly review begins
- 2/27/2019** Partnership meeting if needed?
- 3/04/2019** In progress review to partners
- 3/11/2019** In progress review to partners
- 3/11/2019** Signs at MN West, Ridgewater, St Cloud, Alex Tech, Hutch, Marshall
- 3/11/2019** Recruitment Radio Ads on Morris, Monte, Hutch, New Ulm, Willmar
- 3/18/2019** Facebook boost for Job Seekers
- 3/18/2018** In Progress review
- 3/18/2019** Vendor Specific Commercials begin 3/26/2019(30 each Vendor)
- 3/25/2019** In Progress review
- 3/25/2019** Signs, Where do we park? Where do we enter?
- 3/26/2019** Political Type signs up in AM and Down in PM
- 3/26/2019** Verify floor setup and sign tables for specific vendors
- 4/09/2019** After Action Review of 3/26/2019

2019 Evening of Agcellence Banquet

Friday, February 1, 2019

Willmar Conference Center
(240 23rd Street SE, Willmar)

Ag Professionals, formerly the West Central Ag Sales Association, exists to promote careers in agriculture. For the past 35 years, association members have given scholarships to students committing to agriculture-related education paths. In 2019, Ag Professionals will be recognizing leaders in agriculture, awarding scholarships to second-year students in agriculture-related programs and presenting awards to organizations promoting careers in agriculture.

Join us for this evening of
Celebrating Opportunities in Agriculture



Tom Haag, Keynote

Fourth-Generation Farmer
Minnesota Corn Growers
Association, Past President
National Corn Growers
Association Board



Jeff Stewart

Linder Farm Network
Regional Marketing
Specialist
35-Year Broadcasting
Industry Veteran



Joe Gill

KASM 1150-AM Radio
Farm Director and Traffic
Manager
National Association of
Farm Broadcasting
Regional Vice President

5:00-6:00 p.m.	Social Hour
6:00-6:30 p.m.	Keynote Speaker
6:30-8:00 p.m.	Dinner and Mixer
8:00-8:50 p.m.	Awards Presentation

\$30 per person

RSVP by January 15, 2019, at 320-235-7370 or online at the link below:

<https://www.eventbrite.com/e/2019-evening-of-agcellence-banquet-tickets-52688717372>