

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MINUTES
January 11, 2024
Community Room, Heritage Bank, N.A., Willmar and Via ZOOM Video Conference

Joint Operations

Board Present: Art Benson, Jesse Gislason, Les Heitke Noah Hultgren, Kelly TerWisscha and Mary Warszynski

Absent: Abdulcadir Gaal

Joint Powers

Board Present: Julie Asmus (via Zoom), Corky Berg, Vicki Davis, Steve Gardner, Roger Imdieke and Doug Reese (via Zoom)

Guests: Leslie Valiant, Willmar City Administrator; and Christopher Corbett, Willmar Planning and Development Director

Staff: Aaron Backman, Executive Director; Kelsey Olson, Marketing & Communications Specialist; and Tanna Stucky, Child Care Community Coordinator

Media: Jennifer Kotila, West Central Tribune

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc.

President Art Benson called the meeting to order at approximately 11:06 a.m. and announced a quorum was present followed by self introductions.

AGENDA—The amount given under item 4a of the Consent Agenda was corrected to \$4,998 for the property/liability insurance.

IT WAS MOVED BY Les Heitke, SECONDED BY Mary Warszynski, to approve the Agenda as emailed and the following revised Consent Agenda:

CONSENT AGENDA

- Approve:**
1. Minutes of December 14, 2023
 2. Financial reports as of December 31, 2023
 3. Addition of Patrick Gilmore to the Marketing and Public Relations Committee
 4. Payment of the following:
 - a. Minnesota Counties Intergovernmental Trust for insurance property/liability/cyber/duty \$4,998 and workers compensation \$433
 - b. \$6,250 (quarterly payment) to the Willmar Lakes Area Convention & Visitors Bureau

- Accept: Committee/Subcommittee Minutes
1. Agriculture and Renewable Energy Development combined with Industrial Hemp Exploratory Subcommittee 11/13/2023
 2. Broadband and Advanced Technology 12/4/2023
 3. Business Retention and Expansion/Recruitment 9/13/2023
 4. Marketing and Public Relations 11/27/2023

MOTION CARRIED.

Backman provided information on Willmar Indoor Golf & Cages, a new business that recently opened in Uptown Willmar. It has six indoor golf simulators and two full-size batting cages.

EDC Rebranding. Kelsey Olson presented the Brand Guide (see attached) that was approved and is being recommended by the EDC's Marketing and Public Relations Committee. Olson noted the logo with solid color boxes will be used in some marketing materials when the initials or icons would be too small to recognize. She showed examples of marketing materials and spoke on how the colors were selected. The colors compliment logos of other local organizations. She has had conversations with Kyle Box of the City of Willmar as to the new logo being considered by the City of Willmar. It was noted that Regal and Svea are not included in the list of communities served by the EDC in the Brand Guide. Olson will add those two communities to the Brand Guide. Olson will be working with community partners to define the EDC's partnership with those organizations. Olson invited the boards help in identifying the EDC's tangibles (work done), intangibles (feelings) and universal concepts (making dreams come true, supporting innovation, sense of community) and suggested tag lines.

IT WAS MOVED BY Jesse Gislason, SECONDED BY Kelly TerWisscha, to pause the meeting for the Joint Powers Board to convene a special meeting. MOTION CARRIED.

The meeting was paused at approximately 11:15 a.m.

IT WAS MOVED BY Kelly TerWisscha, SECONDED BY Jesse Gislason, to reopen the Kandiyohi County and City of Willmar Economic Development Commission's Joint Operations Board annual meeting. MOTION CARRIED.

The meeting reconvened at approximately 11:57 a.m.

[Julie Asmus, Corky Berg, Vicki Davis, Steve Gardner, Roger Imdieke and Doug Reese were excused from the meeting.]

UNFINISHED BUSINESS

Office Location Update. Backman stated he continues to gather information on potential office space. He informed the board that Leslie Valiant emailed him relative to possibly co-locating in a new Willmar City Hall along with other partners. Backman noted Engan & Associates toured the Elks building. The Elks engaged a contractor to do a walkthrough of the building and it is looking at possibly expanding on the northeast side of the building. Backman is awaiting more information, including a potential cost. Backman stated how remodeling costs are allocated can be negotiated with a potential landlord; typically, leasehold improvements are amortized over time.

NEW BUSINESS

Recognition of Retiring Board Member. Backman stated Kelly TerWisscha has been on this board since January 2015 and cannot be reappointed for another term. TerWisscha spoke as to his time on the board, the different styles of the EDC's Executive Directors and the changes within the county. President Benson presented TerWisscha with a plaque and thanked him for his years of service on this board. Backman informed the board that Veronica Garcia, who is employed by Brunswick and lives in Lake Lillian, is interested in serving on this board and will be recommended to the Joint Powers Board for appointment. Garcia has been asked to submit her information.

Changes to 2024 Budget for Elevate Community Business Academy. Backman reviewed the proposed changes (see attached) noting that the state approved a new grant to the EDC in the amount of \$203,500. Birkeland noted the changes will align with the categories for the state grant.

IT WAS MOVED BY Les Heitke, SECONDED BY Mary Warszynski, to approve the changes as presented relative to the 2024 budget for the Elevate Community Business Academy.
MOTION CARRIED.

ANNUAL MEETING

Regular Board Meeting Date, Time and Location.

IT WAS MOVED BY Jesse Gislason, SECONDED BY Noah Hultgren, to continue meeting on the second Thursday of each month at 11:00 a.m. at the Community Room of Heritage Bank, Willmar, Minnesota.

Election of 2024 Officers. Backman noted that Benson has served as president for two years and, historically, the vice president moves up after that time.

IT WAS MOVED BY Jesse Gislason, SECONDED BY Noah Hultgren, to elect the following slate of officers for 2024: Jesse Gislason, president; Les Heitke, vice president, Mary Warszynski, secretary and Noah Hultgren, treasurer. MOTION CARRIED.

Assignment of Board Members to Standing Committees.

IT WAS MOVED BY Mary Warszynski, SECONDED BY Les Heitke, to appoint the following to serve on the following committees:

Ag Committee—Noah Hultgren
Broadband and Advanced Technology Committee—Jesse Gislason
BRE/R Committee—Les Heitke and Mary Warszynski
Finance Committee—Art Benson
Marketing and Public Relations—Jesse Gislason
Leisure Travel (CVB)—Art Benson

REPORTS

Economic Development Activity. Christopher Corbett reported the City of Willmar issued 1,241 building permits valued at \$60,361,676 or \$625,686.59 in permit fees. He is looking forward to more development in 2024. The City is seeking members for its Planning Commission, which meets the first

and third Wednesday of each month; meetings are open to the public. The Commission's first meeting of the year was held January 3 where it received a presentation by RockStep to subdivide some of its lots around Uptown Mall for redevelopment, including the strip mall on the south side and some of the parking lot. It also received information on a new grocery store will be opening on west Highway 12. The City hopes to receive a draft of the updated Comprehensive Plan by summer, which will cover the next 20 years. The last plan was done in 2009. Corbett stated the Board of Zoning Appeals meets a few times a year and it is looking for six new members. An application form is on the City's website.

Backman noted he has been meeting with Corbett and Chris Frank, Willmar City Planner. He has had some closed sessions with the Willmar City Council in regard to senior housing. He is hopeful there will be one or more projects. The December housing report stated new listings were down 15%; closings on the sale of home were also down; 23 homes were for sale in the City. There was a 1.2 months of supply of single-family homes in the City and 60 homes in the county (a 1.6 month supply). He provided a breakdown by city in the county and communities in the surrounding counties.

Elevate Community Business Academy. Backman announced there have been five cohorts to date with over 50 people graduating; 11 started or expanded a business and they generated \$1.6 million in financing. There is currently a waiting list of 90 people for upcoming classes.

[Kotila left the meeting.]

The next cohort will include a class in Spanish.

Child Care Economic Development Grant. Tanna Stucky reported 34 family providers received grant funds, including the opening of 8 new providers and 7 childcare centers received funds for expansion or renovation resulting in a total of approximately 263 new slots. The EDC applied for grant through the Willmar Area Community Foundation to continue the mentorship program, technical assistance and the Employee Assistance Program. Grants will be awarded sometime in March. Stucky is working with First Children's Finance relative to the Rural Child Care Innovation Program (RCCIP). They will be sending surveys to providers, parents and centers. Backman and Stucky toured the new facility at the Willmar AG Church, which received a forgivable loan to renovate space for infant care, which is in great need.

[Gardner returned to the meeting.]

Stucky has been working with the Willmar AG Church for a while, which has had some staff changes. It is also expanding for toddlers, which is also a need. Stucky will provide the number of slots needed at a future meeting. The RCCIP has indicated 900 slots are needed. Backman noted the mentorship program is being well received. Stucky reported the EDC held a couple of events for the mentorship program, which included dinner and a meet and greet. The program has received very positive feedback.

COMMITTEE REPORTS

Agriculture and Renewable Energy Development. Backman noted the EDC is still interacting with Dun Agro of the Netherlands. In November, Sarah Swedburg, Harold Stanislawski of the Agriculture Utilization Research Institute and two local producers traveled to the Netherlands to visit Dun Agro. Backman believes this showed Dun Agro that Kandiyohi County is serious about wanting a processing facility. He also noted the county's test plots were good.

Broadband and Advanced Technology. Backman noted that several grant applications were submitted to the Office of Broadband Development and the committee is waiting to hear on any awards.

Business Retention and Expansion/Recruitment (BRE). Backman reported the BRE Committee received an update on a state grant given to Ridgewater College for its Commercial Driver's License (CDL) program. It is still negotiating a contract with the state. There were 71 students were in the CDL class with 69 graduating; a number were BIPOC (black, indigenous and people of color).

Finance. No report.

Marketing and Public Relations. Olson reported the new website is moving along. She encouraged the board to provide her with words that describe the work of the EDC for a tagline. She will be working with Executive Pulse on the customer relationship management program.

Leisure Travel. No report.

WHAT'S UP?

- Heitke noted a local screening of a new documentary on the Willmar 8 was shown yesterday by Pioneer PBS and will be shown Sunday on Pioneer PBS TV. This afternoon the Willmar Police Department will host a retirement celebration for its two K-9 officers.
- Gislason reported he resigned from his position as mayor of Spicer as he moved outside the city limits. Alley on Ash continues to be busy.
- Warszynski has had an unusual amount of Spanish-speaking individuals over the past four to six weeks who have interviewed with Employment Plus for positions.
- TerWisscha reported the Simply Shrimp hatchery project is again moving along.
- Benson reported curling is going well and the arena will be packed for the next month and a half; they host an adaptive group today; individuals for open curling have been coming from Cold Spring, Rocori, Montevideo and St. Cloud.

ADJOURNMENT—There being no other business, the meeting was adjourned at approximately 1:15 p.m.

NEXT MEETING—The next meeting is 11:00 a.m., Thursday, February 8, 2024 at the Community Room of Heritage Bank, Willmar.


Mary Warszynski, Secretary

APPROVED: 2/8/2024


Jesse Gislason, President

KANDIYOHI COUNTY ECONOMIC DEVELOPMENT BRAND GUIDE

MISSION

The mission of the Kandiyohi County and City of Willmar Economic Development Commission is to be a catalyst for economic growth of the greater Kandiyohi County area.

VISION

To provide economic development leadership creating growth, prosperity, innovation and international competitiveness to enhance our quality of life.

OUR FOCUS ACTIONS

- Advocacy
- Recruitment & Retention
- Collaboration
- Education & Technical Assistance

TAGLINES & THEMES

FOCUS AREAS

- Industrial development
- Agricultural innovations
- Housing development
- Workforce development
- Childcare creation and retention
- Broadband accessibility
- Elevate Community Business Academy
- Marketing of Kandiyohi County

PRIMARY LOGO: To be used on swag and in cases when small logo use is necessary



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT
BRAND GUIDE

SECONDARY LOGOS



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT



**KANDIYOHI
COUNTY**
ECONOMIC DEVELOPMENT

KANDIYOHI COUNTY
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BRAND GUIDE

SECONDARY LOGOS



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT



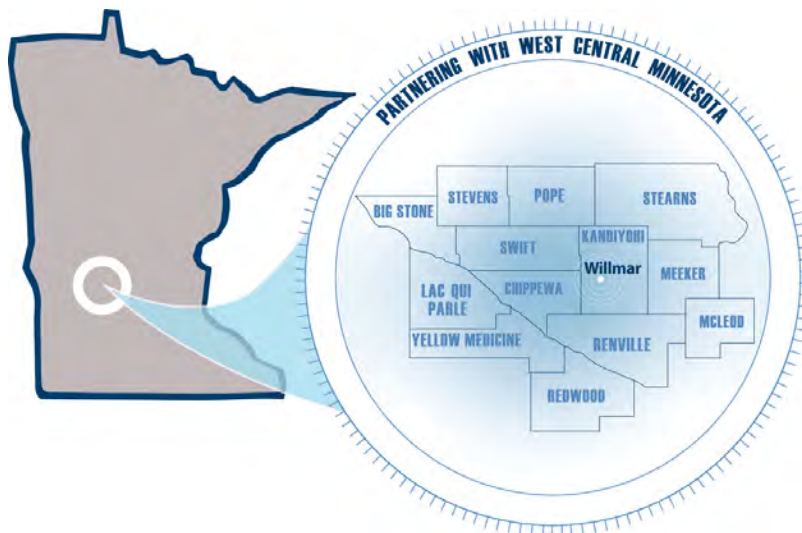
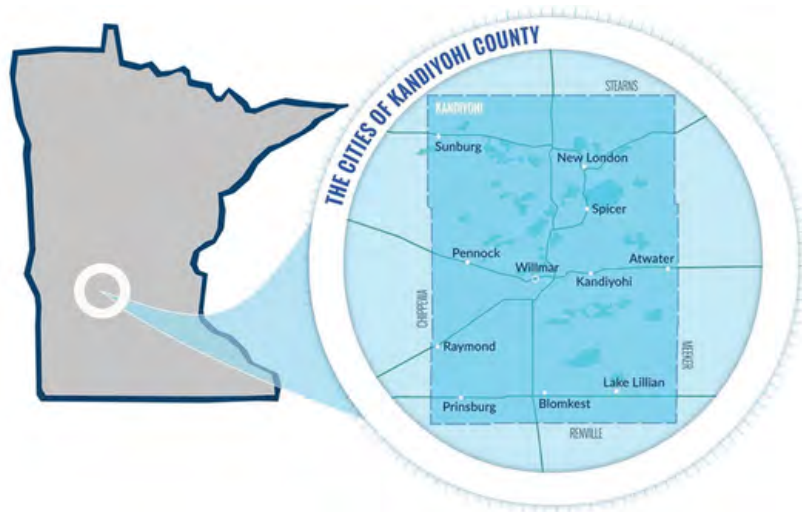
KANDIYOHI
COUNTY
ECONOMIC DEVELOPMENT

KANDIYOHI COUNTY ECONOMIC DEVELOPMENT

ADDITIONAL IMAGES

PROUDLY SERVING THESE COMMUNITIES:

ATWATER | BLOMKEST | KANDIYOHI
LAKE LILLIAN | NEW LONDON | PENNOCK
PRINSBURG | RAYMOND | SPICER
SUNBURG | WILLMAR | 24 TOWNSHIPS



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Height: .4 inches
One space between in document
4 spaces between in InDesign



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Height: .8 inches
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KANDIYOHI COUNTY & CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION

MARKETING CONSISTENCY: OPTION DETERMINED BY AMOUNT OF SPACE AVAILABLE

OPTION #1: BOTH OPTIONS RIGHT JUSTIFIED ON BOTTOM
RIGHT SIDE OF THE DOCUMENT

Contact us:
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OPTION #2

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CONTACT INFORMATION: LEFT JUSTIFIED ON THE BOTTOM
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Executive Director
Aaron Backman
aaron@kandiyohi.com

Business Development Manager
TBD

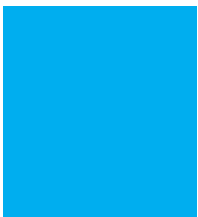
OPTION #3

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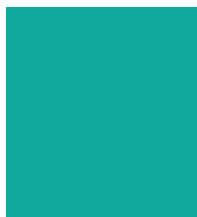
ACCOMMODATION LANGUAGE: ON ONE LINE IF POSSIBLE

Upon request, this information can be made available in an alternative format such as large print, digital, braille, or audio. Requests can be made by contacting the EDC.

PRIMARY COLOR PALLET



#00aeef
RGB 0 174 239
CMYK
69 14 0 0



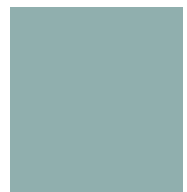
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CMYK
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CMYK
50 0 99 0



##90afae
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CMYK
49 0 27 40

SECONDARY COLOR PALLET



#457D58



#80997a



#f6f6e9

2024 Budget		
REVENUES		
County Tax Levy	\$ 608,056	
Fiscal Agent		
Creating Entrepreneurial Opportunities student loan program	\$ 22,000	
Grants		
McKnight Foundation	\$ 28,900	
MN Department of Agriculture	\$ 5,000	
MN Department of Employment & Economic Development (DEED)		
Child Care Grant	\$ 5,000	
Elevate Community Business Academy	\$ 119,080	
Other Grants	\$ 8,000	
Total Grants	\$ 165,980	\$ 137,080
Insurance dividends	\$ 400	
Interest on investments		
Concorde Bank (Revolving Loan Fund savings account)	\$ 950	
Heritage Bank savings account	\$ 150	
Lake Region Bank - Microenterprise Loan account	\$ 900	
United Prairie Bank \$109,619.23 CD matures October	\$ 250	
Total Interest on investments	\$ 2,250	
Loans		
Microenterprise Loan Fund repayments interest	\$ 700	
Microenterprise Loan Fund closing fees	\$ 200	
Revolving Loan Fund closing fees	\$ 900	
Revolving Loan Fund repayments interest	\$ 6,500	
Total Loans	\$ 8,300	
Other Income		
Elevate Business Academy - Corporate Donations	\$ 10,000	\$ 3,000
Reimbursements, sponsorships and in-kind contributions		
Engineering and Professional Service Reimbursement	\$ 7,000	
Farmtastic	\$ 5,500	
Workforce Events	\$ 3,500	
SWIF Contributions		
Elevate Community Business Academy	\$ 10,000	\$ 41,490
Total Other Income	\$ 36,000	\$ 60,490
TOTAL REVENUES	\$ 842,986	\$ 838,576

2024 Budget		
EXPENSES		
Elevate Community Business Academy		
Advertising	\$ 500	
Copying	\$ 200	
Equipment	\$ —	
Graduation Ceremony		
— Food	\$ 6,100	
— Rental of Facility	\$ 600	
— Speaker	\$ 700	
— Supplies	\$ 600	
Total Graduation Ceremony	\$ 8,000	
Marketing	\$ 1,000	
Mileage/Travel	\$ 500	\$ 1,600
Printing	\$ 300	
Professional Services		
Consultants		\$ 129,270
General Administrative Services	\$ 1,800	\$ 4,100
Program Instructors (3 classes @ 2 instructors each)	\$ 25,000	
Personnel		\$ 5,700
Technical Assistance Contractors	\$ 5,000	
Translation Services	\$ 500	
Total Professional Services	\$ 32,300	
Rental of Facilities for classes	\$ 3,000	
Supplies & Curriculum	\$ 1,500	\$ 22,900
Website	\$ 1,500	
Other	\$ 100	
Total Elevate Community Business Academy	\$ 48,900	\$ 163,570