

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
AGRICULTURE AND RENEWABLE ENERGY DEVELOPMENT (AG) COMMITTEE AND
INDUSTRIAL HEMP EXPLORATORY SUBCOMMITTEE COMBINED MEETING
MINUTES**

November 13, 2023

EDC Board Room, Willmar, and Via Zoom Video Conference

Ag Committee

Present: Rollie Boll, Kevin Halvorson, Erik Hatlestad (via Zoom), Dustin Kotrba, Kim Larson, Dan Lippert, Keith Poier (via Zoom), Nate Reuss and Dan Tepfer

Absent: Noah Hultgren and Larry Konsterlie

Industrial Hemp Exploratory Subcommittee

Present: Kevin Halvorson, Kim Larson, Bob Meyerson, Keith Poier (via Zoom), Harold Stegeman and Janette Wertish (via Zoom)

Absent: Larry Konsterlie and Jordan Zeller

Media: Levi Jones, West Central Tribune (via Zoom)

Staff: Sarah Swedburg, Business Development Manager

Secretarial: Diane Beck, Legal & Administrative Services, Inc.

Ag Committee Chairperson Kevin Halvorson called the combined meeting of the Ag Committee and Industrial Hemp Exploratory Subcommittee to order at approximately 9:00 a.m.

AGENDA—

IT WAS MOVED BY Dustin Kotrba, SECONDED BY Rollie Boll, to approve the Agenda as emailed. MOTION CARRIED.

MINUTES—Chair Halvorson presented the Agriculture and Renewable Energy Development Committee minutes of July 20, 2023 and September 21, 2023.

IT WAS MOVED BY Rollie Boll, SECONDED BY Dan Tepfer, to approve the Minutes of the July 20, 2023 Agriculture and Renewable Energy Development Committee meeting as emailed. MOTION CARRIED.

[Erik Hatlestad joined the meeting via Zoom and Harold Stegeman joined the meeting.]

IT WAS MOVED BY Rollie Boll, SECONDED BY Nate Ruess, to approve the Minutes of the September 21, 2023 Agriculture and Renewable Energy Development Committee meeting as emailed. MOTION CARRIED.

Subcommittee Chairperson Harold Stegeman presented the Industrial Hemp Exploratory Subcommittee Committee minutes of September 11, 2023.

IT WAS MOVED BY Kevin Halvorson, SECONDED BY Kim Larson, to approve the Minutes of the September 11, 2023 Industrial Hemp Exploratory Subcommittee meeting as emailed. MOTION CARRIED.

UNFINISHED BUSINESS

2024 Ag Goals. The committee reviewed the 2024 6- and 12-month Goals (November 2023-November 2024). One suggestion was to add the following as #4 under Ongoing: Continue to build a relationship with Dun Agro to explore industrial hemp opportunities.

IT WAS MOVED BY Dustin Kotrba, SECONDED BY Dan Tepfer, to approve the Agricultural and Renewable Energy Development Committee 2024 Goals with the addition of the following Goal 4 under Ongoing: Continue to build a relationship with Dun Agro to explore industrial hemp opportunities. MOTION CARRIED.

NEW BUSINESS

Farmtastic brainstorming session. Swedburg mentioned since the contract by the Stingers was prepared, costs have risen. Future sponsorships will aide in covering the cost increase. Swedburg will attend an external planning meeting tomorrow with Ridgewater College, Willmar Lakes Area Chamber of Commerce Agri-Business Committee, Kandiyohi County Corn and Soybean Growers for the Farmtastic event next summer. The Kandiyohi County Corn and Soybean Growers were previously the leaders of Farmtastic and approached the Ag Committee to take over the event as a neutral party and to enlist various commodity groups to assist with the event. The event will be similar to those in the past and based on agriculture education for students and families. The goal is to enlist six to eight commodity groups to lead and hold agricultural activities for one to two hours prior to a Stingers game; sponsorships will also be secured. There will be 300 free tickets given out targeting youth groups in the community, i.e., YMCA, etc.; free food will be included for each ticket holder. The event will be held on a weekday evening game possibly in late July or early August and held on the Kandiyohi County Corn and Soybean Growers night.

Swedburg asked for comments on the following questions that will be presented at tomorrow's meeting:

1. When you think of the goal of us hosting/leading the 2024 Farmtastic event at the Stingers, what comes to mind?

- Agricultural awareness and promotion in Kandiyohi County.
2. Who should be involved in activity booths?
 - FFA, 4-H, EDC Ag Committee, Kandiyohi County Corn and Soybean Growers, Farmers Union, Farm Bureau, Ag educators (Ridgewater College Agriculture Department and public schools), turkey growers, University of Minnesota Extension, AURI (hemp related), USDA, Ag in the classroom, organic farmers, MNyou Youth Garden, Farm to Table (school district program)
 3. What does a successful 2024 Farmtastic event mean to you in a few words?
 - Communication, participation, exposure.
 4. What hurdles might we face?
 - Giveaways were discussed. Swedburg believes the booths will provide giveaways. The EDC has a small budget and could provide a few giveaways. It was suggested that a drawing be held for a larger prize.
 5. How do we measure a successful event?
 - Every ticket given away
 - Organic reach on social media
 - Feedback from those running activity booths
 - Listening to conversations of participants
 - Overall Stingers event
 - Sponsorship opportunities

Swedburg shared she and Kelsey Olson, EDC Marketing and Communications Specialist, will be putting together a business plan for the event. She will share information from today's meeting with the external planning committee and report to this committee in December.

2023 Budget. Swedburg reviewed the committee's 2023 budget and expenditures. She noted the \$1,300 for a POS system for the New London Food Co-Op approved in 2022 was just paid last month and the contribution to Ultimate Ag for a farm succession education event did not materialize. Currently there is approximately \$2,400 left in the 2023 budget.

Swedburg highlighted the flyer (see attached) she emailed last night regarding a free Farm Succession Education Event co-hosted by the EDC and Thrivent Community - Redwood Financial Advisors on December 5, 2023, at Max's Grill in Olivia. Two identical sessions will be held, one at 4:30 p.m. and one at 6:45 p.m. with dinner. Ultimate Ag reached out to Swedburg about co-sponsoring this event. During dinner, there will be an ambiguous loss session (the emotional side of farm succession or losing a loved one). Last year, this committee sponsored this event at the \$250 level; this year, the EDC was asked to consider a \$500 sponsorship, which would be paid to Ultimate Ag (David and Samantha Nelson) as speakers for the event. Swedburg noted the committee's budget would cover \$500. Following discussion, the committee approved sponsoring at the \$250 level. Stegeman suggested that if Ridgewater College's Ag Department hosts a similar event, this committee sponsor it at \$250. Swedburg will research a similar event at Ridgewater College.

Other. Stegeman inquired if a representative will attend the 2024 NoCo Hemp Expo in Estes Park, Colorado, April 11-13, 2024? Swedburg commented this will be discussed at a future subcommittee meeting.

Swedburg presented a 2024 budget request from Chris Radel of Kandiyohi Power for the Healthy Earth, YMCA Healthy Kids Day and Community Eco Fair to be held at the Willmar Civic Center in April 2024. The event will focus on sustainability and various entities will be involved in the event. They would like to create an annual environmental award (to be named) and asked if this committee would consider a sponsorship of \$250 and be the namesake for the annual environmental award. Farms, individuals or businesses would be eligible to receive the award. The goal for attendance is 300 adults and 300 children. It was noted this could be the Ag Committee's opportunity to use the sponsorship as a promotion for the Farmtastic event. A discussion was held on the parameters and details of the event; Swedburg will check on the criteria, parameters, and decision information. The topic will be discussed further at the December meeting.

Swedburg encouraged the committee to think of opportunities to expend the its remaining budget of approximately \$2,000, i.e., educational events, etc. and report back at the December meeting.

REPORTS

Industrial Hemp Exploratory Subcommittee. Swedburg mentioned the subcommittee met in October. They continue to build relationships with Dun Agro. She and other representatives will leave for the Netherlands tomorrow to tour its manufacturing facility and meet with farmers/growers. She shared the itinerary for the visit. She will check if there are other production plants to visit in the Netherlands.

Swedburg announced the airport is not available to store hemp bull. If committee members know of a large storage facility, contact her.

North Central Regional Food District Center. Reuss shared there are no updates at this time. The mission statement and value mapping will be shared at the next meeting. He is interested in receiving feedback of value mapping from committee members at the December meeting.

Other. Stegeman commented on the reconstruction of the Jennie-O kill plant and inquired if hemp could be incorporated for bedding. Swedburg noted additional data is needed on bedding before continuing a discussion of using hemp; she will bring up this issue while meeting with Dun Agro.

[Levi Jones and Erik Hatlestad were excused from the meeting.]

Ag and renewable energy opportunities.

- Farm Succession Education Event at Max's Grill, December 5, 2023.
- Tour of Willmar Poultry's new hatchery Thursday, November 16, 2023, hosted by the Chamber's Agri-Business Committee. No registration is required.
- MN Ag Expo, Mankato, January 17-18, 2024.

- Ridgewater College Ag Career Fair and Trade Show, December 1, 2023, 8:30 a.m.-Noon. Swedburg will attend the event, which is at no charge, and have EDC and Ag flyers available. If a committee member would like to attend, they should contact her.

[Chair Halvorson was excused from the meeting.]

Larson mentioned he and Keith Poier visited Northern Crops Institute in Fargo, North Dakota, and the soybean crushing facility at the Ag Innovation Campus in Crookston. He invited Jennie-O and Willmar Poultry representatives, but they were unable to attend. Larson recently was contacted by the CFO at Willmar Poultry, who would like to meet with him and Poier to obtain information on the soybean crushing facility.

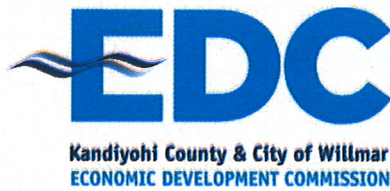
ADJOURNMENT—There being no other business,

IT WAS MOVED BY Kim Larson, SECONDED BY Dan Tepfer, to adjourn the meeting.
MOTION CARRIED.

The meeting was adjourned at approximately 10:15 a.m.

NEXT MEETINGS

- The next **Industrial Hemp Exploratory Subcommittee meeting is 9:00 a.m., Monday, December 11, 2023** at the EDC Board Room and via ZOOM video conference.
- The next **Ag Committee meeting is 7:30 a.m., Thursday, December 21, 2023**, at the EDC Board Room and via Zoom video conference.



Agriculture and Renewable Energy Committee

2024 Goals

Mission: To sustain, identify and develop agriculture, agribusiness and renewable energy opportunities.

Objective: Target activities that leverage Kandiyohi County's assets in agriculture, with a special emphasis on Ag business, manufacturing, bioscience, technology, renewable energy and research.

6 Months (November 2023 – May 2024)

1. Review and spend full 2023 budget
2. Scheduled Ag Committee meeting presenters for the next twelve months
3. Host a series of educational sessions in partnership with the Willmar Lakes Area Chamber of Commerce Agribusiness Committee. Ideas include Zak Rada; Midwest Low Carbon Fuel Standards; IJJA/IRA listening/learning sessions
4. Work with the EDC's Marketing & Communications Specialist to establish a marketing plan for the Industrial Hemp/EDC Ag Committee

12 Months (November 2023 – November 2024)

1. With partners, such as the Willmar Lakes Area Chamber of Commerce Agribusiness Committee, Ridgewater, and the Kandiyohi County Corn and Soybean Growers, host our first "Farmtastic" Event at the Stingers (July 2024).
2. Continue Partners in Ag Innovation Conference in partnership with the MinnWest Technology Campus (June 2024)
3. Sponsor one AURI event

Ongoing

1. Make connections and be ambassadors for Kandiyohi County Agriculture as members of this committee
2. Play an active role in the North Central Regional Food District Center
3. Continue to explore soy crush opportunities

Harvesting the Past, Cultivating the Future: A Farm Succession Event & Dinner

Join us for an educational event focused on navigating the complexities of passing on your family farm. Discover the key strategies for a seamless transition of assets to ensure a prosperous future for generations to come. Our expert speakers, David and Samantha Nelson, are certified farm succession coordinators deeply rooted in the farming community. They are dedicated to guiding you and your family towards a successful farm transfer.

Between the two identical information sessions, we invite you to enjoy dinner with us. Additionally, during dinner, we offer a unique breakout session dedicated to exploring the topic of ambiguous loss, providing you with a deeper understanding.

Let us help you leave your legacy!

Learn more at ultimateag.online/legacy.

Questions?

Call 507-637-8139.

Our hosts

Thrivent Community – Redwood Financial Advisors
Pages of our Communities
Kandiyohi County & City of Willmar - EDC



Event details

Farm Succession Education Event

Tuesday, December 5

Two identical sessions available.

4:30 p.m. & 6:45 p.m.

Dinner and optional breakout session will be provided for everyone in between the information sessions.

Max's Grill

2425 W. Lincoln Ave.
Olivia, MN 56277

Reserve your spot

Register today at
bit.ly/farmlegacy
or scan the QR code.
RSVP by Nov 22.



Scan to
register.



Kandiyohi County & City of Willmar
ECONOMIC DEVELOPMENT COMMISSION

2024 & 2026 Salute to Agriculture Nights
-Two-year Partnership-

Presented on October 6, 2023





The Willmar Stingers and the Northwoods League are proud to bring good, wholesome family entertainment at affordable prices to the Willmar Lakes Area. The Northwoods League is the largest summer collegiate league in the country comprised of twenty-two teams in states of North Dakota, Minnesota, Indiana, Illinois, Iowa, Wisconsin, Michigan and the country of Canada. The teams are comprised of top collegiate student athletes from across the nation and North America.



Each team is operated similarly to a professional minor league team, providing players an opportunity to play under the same conditions using wooden bats, minor league specification baseballs, experiencing overnight road trips, and playing nightly before fans in a stadium.

The Willmar Stingers and the Northwoods League are dedicated to developing collegiate players from strong baseball programs and bringing fun-filled family atmosphere, along with great competition, to the nearly 40,000 fans visiting Bill Taunton Stadium each season for Stingers games.

Since the inaugural Stingers season of 2010, our fan base is comprised of people within a 45-mile radius of Willmar. With a nightly average of 1,000+ people packing the stands of Bill Taunton Stadium, roughly 45% of the fans come from a non-Willmar zip code each summer.

STINGERS SOCIAL MEDIA REACH



FACEBOOK
5,488 LIKES



TWITTER
2,950 FOLLOWERS



INSTAGRAM
1,130 FOLLOWERS

Thank you in advance for reviewing this document and for being a part of building a community-based ball club of which the Willmar Lakes Area can be proud of.

2024 Season is presented by:



J.D. KREPS
FINANCIAL GROUP INC.

320-222-2010

PO Box 201 Willmar, MN 56201

www.willmarstingers.com

Proud Member of the Northwoods League





Salute to Agriculture Night

The Kandiyohi County & the City of Willmar Economic Development Commission will be the presenting sponsor of a Salute to Agriculture Night during the 2024 and 2026 Willmar Stingers seasons. The Salute to Agriculture Night will provide a community event that promotes and educates Agriculture to families in West Central Minnesota. As the presenting sponsor, the Kandiyohi County & City of Willmar Economic Development Commission will receive the following:



The event will take place during a to-be determined Willmar Stingers game at Bill Taunton Stadium in conjunction with the annual Kandiyohi County Corn & Soybeans Growers Night.

The Salute to Agriculture Night will feature a pre-game Agriculture Education event giving families an opportunity to visit various agriculture stations from 6pm to 7pm. The stations could feature booths on biodiesel, farm-to-table, Ag careers, livestock and interactive games for families to enjoy. The entire picnic area and front entrance will be reserved for this event. The night will continue with the Stingers game that will feature Ag related themes, public address announcements and Ag games between innings.

Event Tickets

The Stingers organization will distribute 300 pre-game event tickets (that include the Stingers game) on behalf of the Kandiyohi County & City of Willmar EDC. The tickets will be distributed to organizations and families around West Central Minnesota. The tickets could include promotional materials and/or other information from partners of the Salute to Agriculture Night.

Hospitality

The Stingers will provide a ballpark style meal and bottle of water to all fans attending the Pre-Game Salute to Agriculture Night. The meal and beverage could be a part of one of the farm-to-table booths. A minimum of 400 meals would be available.

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Promotion & Advertising

West Central Tribune

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via a minimum of three full-color ads in the West Central Tribune. The ads will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Lakeland Broadcasting

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via a minimum of 60 :30-second ads on the stations owned by Lakeland Broadcasting. The 30-second ads will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Stingers Direct Email

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted to the entire Stingers email database each season of the agreement. The Stingers email database contains over 5,000 Stingers fans and sponsors. The email will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Stingers social media

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via the Stingers social media platforms prior to the event. The marketing campaign will include the Stingers Facebook, Twitter & Instagram and will all feature the Kandiyohi County & City of Willmar EDC as the presenting sponsor of the event.

Pocket Schedule

The Salute to Agriculture Night presented by the Kandiyohi County & City of Willmar EDC will be promoted in the Stingers official pocket schedule. A minimum of 50,000 schedules will be printed and distributed throughout West Central Minnesota.

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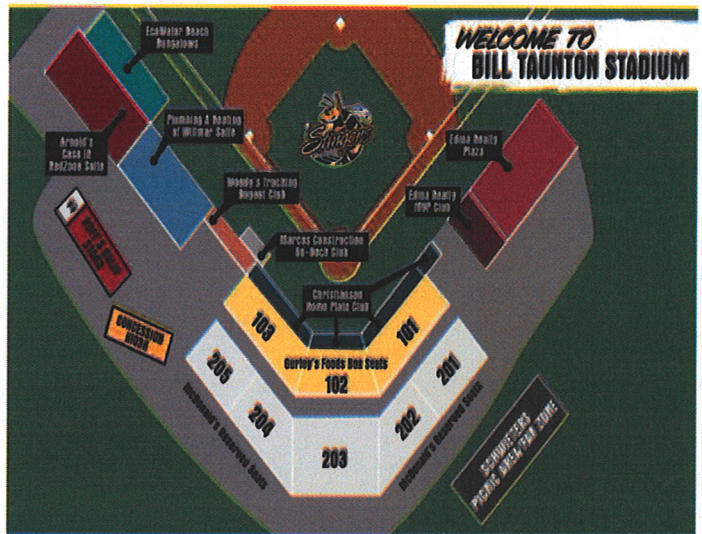


Outdoor Suite

***Arnold's Red Zone Suite or Edina Realty Plaza**

The Kandiyohi County & City of Willmar EDC will receive 35 suite tickets for the Salute to Agriculture Night each season of the agreement.

A suite ticket entitles the holder to unlimited Wick's Meat Shoppe cheese burgers, burgers, brats, hot dogs, signature Green Mill pasta, chips, soft drinks, water and beer/wine for purchase during the entire game in an exclusive area on the Arnold's Case IH Suite or the Edina Realty Plaza.



Total Investment

By packaging all the elements provided in this proposal, the total investment required from Kandiyohi County & City of Willmar Economic Development Commission for the above community education initiative package is \$7,350.00 per year for the 2024 season and 2026 season.

***Option B**

Kandiyohi County & City of Willmar EDC could choose *NOT* to include the outdoor suite and the total investment would be \$6,350.00 per year for the 2024 and 2026 season.

**The Stingers will purchase the newspaper ads, radio ads, meals, water and distribute the tickets.*

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