

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
DOING BUSINESS AS KANDIYOHI COUNTY ECONOMIC DEVELOPMENT (KCED)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
MINUTES
April 11, 2024
EDC Office, Willmar and Via ZOOM Video Conference

Present: Abdulcadir Gaal, Jesse Gislason, Les Heitke (via Zoom), Noah Hultgren and Mary Warszynski

Excused: Art Benson, Veronica Garcia and Tanna Stucky

Ex Officio: Christopher Corbett, Planning and Development Director, City of Willmar

Guest: George “Corky” Berg, Joint Powers Board Liaison

Staff: Aaron Backman, Executive Director; Michelle Marotzke, Business Development Manager (via Zoom) and Kelsey Olson, Marketing & Communications Specialist (via Zoom)

Media: Jennifer Kotila, West Central Tribune

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

President Jesse Gislason called the meeting to order at approximately 11:08 a.m. and announced a quorum was present.

AGENDA—Added to Agenda under New Business was item 1a, grant request by the city of Regal.

IT WAS MOVED BY Mary Warszynski, SECONDED BY Abdulcadir Gaal, to approve the revised Agenda and the following Consent Agenda:

CONSENT AGENDA

Approve: 1. Minutes of March 14, 2024
2. Financial reports as of March 31, 2024

Accept: Committee/Subcommittee Minutes

1. Agriculture and Renewable Energy Development 2/15/2024
2. Broadband and Advanced Technology 3/4/2024
3. Marketing and Public Relations 2/26/2024

MOTION CARRIED.

UNFINISHED BUSINESS

EDC Office Location Options. Backman informed the board that the Joint Powers Board held a special meeting yesterday and discussed the office location. The Joint Powers Board ratified this board's motion to enter into a ten-year lease at Appletree Square with a review in five years. Backman negotiated the proposed management fee to zero for the first five years. Corky Berg noted the Willmar representatives on the Joint Powers Board believe the city will find a new location before the end of a ten-year lease, which is the reason for reviewing the Appletree Square lease at the end of five years and possibly renegotiating it at that time. The EDC will pay \$40,000 for leasehold improvements at Appletree Square. Backman informed Dion Warne of Willmar Ten Investors and the Elks about this decision and he also spoke with the contractor, TerWisscha Construction, which indicated it would take 120 days to remodel the space.

Executive Director Review Committee. Backman reported that the Joint Powers Board selected DDA Human Resources, Inc. to conduct the search for a new Executive Director. The board reviewed the Timeline (see attached) received from DDA today. The Review Committee will meet on April 18 with the DDA representative to approve the position profile and Timeline. Backman is hoping to have 8-12 semi-finalists with five final candidates to interview. He believes it is reasonable for the EDC to pay for a candidate's travel expenses. The board discussed Backman's involvement in the process. He indicated he is not inclined to be involved in the interview process as he does not want to unduly influence the board's decision. Warszynski noted the board needs to trust the process.

NEW BUSINESS

City of New London Grant Request. Backman reminded the board of the funds received from the former Willmar Area Development Corporation, which the board determined should be used for economic development purposes to assist communities in amounts up to \$2,000. The first community approved was the city of Atwater to demolish an abandoned house for a stormwater pond and in February, the board approved funding to the city of Pennock for professional services related to a watermain looping project. New London is requesting \$2,000 toward professional services with Southwest Minnesota Housing Partnership for a proposed housing project. Backman provided information on the proposed project (see attached).

IT WAS MOVED BY Abdulcadir Gaal, SECONDED BY Mary Warszynski, to approve funding of up to \$2,000 to the city of New London toward professional services with Southwest Minnesota Housing Partnership for a proposed housing project to be paid from the Countywide Business Development/Engineering and Other Professional Services/Countywide line of the budget, upon receipt of a paid invoice. MOTION CARRIED.

City of Regal Grant Request. Backman noted the city of Regal is requesting \$2,000 to go toward electrical components for its baseball lighting project (see attached). Berg noted this is a good example of how the KCED is serving all communities in the county.

IT WAS MOVED BY Les Heitke, SECONDED BY Abdulcadir Gaal, to approve funding of up to \$2,000 to the city of Regal for its baseball lighting project to be paid from the Countywide Business Development/Engineering and Other Professional Services/Countywide line of the budget, upon receipt of a paid invoice. MOTION CARRIED.

Certificate of Deposit Maturing April 18, 2024. Because of the timing of when the KCED receives its levy funds from the county, Backman recommends \$80,000 of the current Certificate of Deposit (CD) be reinvested for a short period and the remaining funds be deposited in the KCED's savings account. In looking at the interest rate comparison chart (see attached), Backman recommends that \$40,000 be invested in a three-month CD with Concorde Bank at 5.10% interest and \$40,000 be invested in a six-month CD with United Prairie Bank at 5.12% interest. When asked if money market accounts had been considered, Backman indicated he believes CDs offer the KCED a better rate of return.

IT WAS MOVED BY Abdulcadir Gaal, SECONDED BY Mary Warszynski, to cash in the Certificate of Deposit in Account No. 2349295 at Citizens Alliance Bank in the approximate amount of \$115,935.57 and to reinvest \$40,000 in a three-month Certificate of Deposit with Concorde Bank at approximately 5.10% interest and \$40,000 in a six-month Certificate of Deposit with United Prairie Bank at approximately 5.12% interest with the remainder to be deposited in the savings account. MOTION CARRIED.

REPORTS

Economic Development Activity. Christopher Corbett reported in March his department issued 43 permits and the comprehensive plan is moving forward and they are looking for volunteers for a stakeholder committee. Staff is using an internal rough draft of the plan and building upon it, which will be updated by a consultant. President Gislason stated the city of Spicer just completed its comprehensive plan with the assistance of Mid-Minnesota Development Commission. Corbett noted Michelle Marotzke will be participating in the process. The plan will guide future development and include a land use plan for future growth and possible annexation. Corbett's department continues to look for two residents at large to assist with the plan. Berg indicated his interest in participating. Corbett noted mobility will be included. The city of Willmar received a \$200,000 grant last year from the U.S. Highway Administration for a multimodal transportation plan and safe streets for all. They are looking at a network of roads and trails that will run parallel to the citywide comprehensive plan and will be an appendix to the plan. Corbett announced the Planning Commission approved a conditional use permit for Rendezvous, a new business in town, and United Community Action Partnership's (UCAP) rezoning for Seventh Street and Willmar Avenue. UCAP will speak on the unhoused at Willmar's Mayor Breakfast.

Marotzke gave an update on 6th Street Logistics, a freight company specializing in live haul and refrigerated trucking, located just outside Willmar. She is assisting them with a possible expansion. Tuesday Marotzke attended AURI's New Uses Forum and is looking at what could be brought to Kandiyohi County. Additional information on her activities is in her written report (see attached).

Backman reported he presented to the Governor's Council on Freight relative to the Willmar Wye along with District 8 representatives of the Minnesota Department of Transportation.

Elevate Community Business Academy. Marotzke reported there are 16 English students and 5 in the Spanish class. The course is halfway through; tonight will begin week seven and there are six classes left. Graduation will be held May 17 at Ridgewater College or possibly a different location. The board will receive an invite. Sarah Swedburg has asked if she may extend her contract another three months to assist Marotzke. Backman will be meeting with Swedburg in this regard, as well as relative to childcare.

Child Care. Marotzke contacted the state on the status of the grant application and was informed the state hopes to have the grants awarded in the beginning of May. Backman noted the KCED applied for \$600,000 for new childcare facilities at Prairie Woods Environmental Learning Center and the city of Atwater. The state could approve less than the amount requested, and if that was done, the KCED would divide the funds received equally between the two projects. Marotzke reported one year ago there were 880 slots needed and now the need is greater than 1,400 for infants through school age. The need has shifted somewhat as preschool is now provided. First Children's Finance shared it is impressed with the number of providers who have more than 25 years of experience, but that also indicates there may be several retirements coming up. Marotzke reported Tanna Stucky has been very busy connecting with providers. A mentor/mentee dinner was held Tuesday night, which went very well.

COMMITTEE REPORTS

Agriculture and Renewable Energy Development. Noah Hultgren reported Mike Reese of the West Central Research and Outreach Center gave a report on using wind turbines to create ammonia for fuel, energy and drying grains, which would drive down the carbon footprint by 90%. Backman noted it is looking at constructing a facility in Morris. Marotzke noted the committee's regular meeting is next week.

Industrial Hemp Subcommittee. Hultgren reported the subcommittee has not met.

Broadband and Advanced Technology. Marotzke reported a Digital Opportunities Committee was created with 12 individuals from throughout the county, who did outreach and surveys on connectivity, access and use for the county. Minnesota's Digital Opportunity Plan was recently approved. The KCED Broadband and Advanced Technology Committee discussed creating a county plan to address gaps. Marotzke noted there is Tax Increment Financing (TIF) and broadband legislation moving forward that any grants awarded over \$100,000 will require projects to adhere to prevailing wage requirements. Marotzke has spoken with Rep. Dave Baker and Senator Andrew Lang in this regard, as well as with Nathan Zacharias, Technology Policy Analyst with the Association of Minnesota Counties. Backman indicated such legislation would increase costs by at least eight to nine percent for each project. The developer for Block 25 Lofts stated its project would not have happened if prevailing wage was required for TIF projects. Backman has been focusing on the TIF issue and forwarded it to state economic development organizations. Marotzke has been focusing on this as to broadband projects. Rep. Baker indicated to Marotzke he was not aware of what this legislation meant for Kandiyohi County.

Business Retention and Expansion/Recruitment (BRE). Backman reported the committee has job fairs coming up and Ridgewater College continues to work on its Commercial Driver's License program.

Finance. Backman reported staff is working with several businesses.

Marketing and Public Relations. Kelsey Olson reported the landing page mockup of the website has been reviewed by the committee. She finished her content writing and Redwood Valley Technical Solutions is working on its portion. Olson noted the site will be easy to navigate. She is looking for individual stories by people who moved here and had no connection to the area and an individual who was raised here and never left the county. The spring newsletter was emailed and had a construction theme. She connected Regal with the city of Atwater as to its community fundraising efforts. Olson continues to work on getting ExecutivePulse organized. She is supporting the marketing for the upcoming International Festival. The 7th Annual Student Job Fair & Career Expo at the Willmar High School will be held April 26; over 20 businesses are registered. Southwest Initiative Foundation is providing transportation funding for other schools to attend. Other schools participating are New London-Spicer, Atwater-Cosmos-Grove City, Community Christian School, Maynard-Clara City-Raymond, DREAM Academy, Central Minnesota Christian School, a home school group, Kerkhoven-Murdock-Sunburg and Willmar Area Learning Center. Next year she hopes schools that border Kandiyohi County can also participate. Additional information is included on her written report (see attached).

Leisure Travel. No report.

[Gaal was excused from the meeting.]

WHAT'S UP?

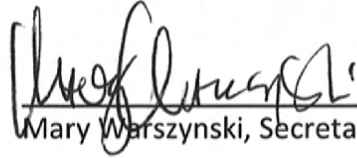
- Corbett is excited to do the city's planning and development work and is proud of his team; he is trying to enjoy neighboring cities and find a way to support the region.
- Warszynski noted work at Employment Plus is going well; she is working with a couple of nonprofits that are seeking Executive Directors.
- Hultgren is thankful for the rain and snow and hopes to start planting next week.
- Jennifer Kotila noted that tomorrow is her two-year anniversary with the West Central Tribune.
- Berg stated he has been very involved in committee work for the county.
- Heitke noted his rehabilitation at Bethesda is going well and he is not sure when he will be released.
- Gislason reported Alley on Ash's bowling season has two weeks remaining.

ADJOURNMENT—There being no other business,

IT WAS MOVED BY Mary Warszynski, SECONDED BY Noah Hultgren, to adjourn the meeting.
MOTION CARRIED.

The meeting was adjourned at approximately 12:56 p.m.

NEXT MEETING—The next meeting is 11:00 a.m., Thursday, May 9, 2024 at the Community Room of Heritage Bank, Willmar.



Mary Warszynski, Secretary

APPROVED: 5/9/2024



Jesse Gislason, President

TIMELINE FOR EDC EXECUTIVE DIRECTOR SEARCH

This timeline is tentative. The final timeline will be set after the Board's decision to proceed. The dates highlighted in yellow indicate require Board participation.

ITEM	TASK	COMPLETION DATE
Decision by Board to proceed		March 14, 2024
Information gathering	<ul style="list-style-type: none"> ▪ Gather all pertinent background information ▪ Gather salary information and review job description ▪ Meet with staff, stakeholders, and each member of the Board 	March 27, 2024
Professional position profile	Develop position profile and advertisement	April 11, 2024
Approve position profile	Review Committee approves profile and hiring timeline	April 18, 2024
Candidate recruitment	<ul style="list-style-type: none"> ▪ Post position immediately upon approval of profile ▪ Comprehensively advertise ▪ Email and phone calls to prospective candidates 	April 19, 2024- May 19, 2024
Screening of applicants	DDA will review and rank applicants based on job related criteria and select semifinalists	May 20, 2024
Personality Index	DDA will administer a work-related personality index to all semifinalists	June 3, 2024
Video interview	Each semifinalist will complete a video interview	June 3, 2024
Selection of finalists	<ul style="list-style-type: none"> ▪ Board selects finalists for interviews ▪ DDA will notify candidates not selected as finalists 	June 10, 2024 Special Meeting
Background check of all finalists	Includes: <ul style="list-style-type: none"> ▪ Criminal background: county, state, national ▪ Sex offender registry ▪ Social Security number verification ▪ Education verification ▪ Credit check 	July 2, 2024
Reference check on all finalists	DDA will conduct reference checks with current and former employers on all finalists	July 2, 2024
Intellect profile	DDA will administer an intellect profile measuring verbal reasoning, mathematical and logical reasoning, and overall mental aptitude.	July 2, 2024
Finalist packet	DDA will provide the Board information including: <ul style="list-style-type: none"> ▪ Summary of references ▪ Results of background checks ▪ Personality index reports ▪ Video interview ▪ Resumes, etc. 	July 2, 2024
Interviews	DDA will prepare all interview materials and be present at all interviews and other functions. It is recommended that Board interviews be at a special meeting	July 8, 2024 Special Meeting
Decision	Board will select candidate for offer	July 8, 2024
Offer and agreement	DDA will negotiate agreement with selected candidate	July 15, 2024
Projected start date	New Executive Director begins	August 2024

Aaron Backman

From: Aaron Backman
Sent: Monday, March 18, 2024 10:13 AM
To: admin@citynl.com
Subject: RE: Funding

Hi Trudie,

This activity will work. Is this for the site near the new SWWC school? I will bring it up at the next Joint Ops Board meeting which is scheduled for April 11th.

Aaron A. Backman
Executive Director
Kandiyohi County and City of Willmar Economic Development Commission
222 20th Street SE | P.O. Box 1783 | Willmar, MN 56201
Office 320-235-7370 | Cell 320-894-5284 | Toll free 866-665-4556
aaron@kandiyohi.com | www.kandiyohi.com

From: admin@citynl.com <admin@citynl.com>
Sent: Monday, March 18, 2024 10:05 AM
To: Aaron Backman <aaron@Kandiyohi.com>
Subject: Funding

We finally have a proposal with SWMHP, for some technical assistance on our housing planning. We are requesting the \$2,000 in funding to use toward this project.

Call if you need further information, please feel free to call.

Trudie Guptill
City Admin./Clerk/Treas.
City of New London
PO Box 252
New London, MN 56273
320-354-2444 phone
320-354-4001 fax

From: Jen Theneman <JenT@swmhp.org>
Sent: Friday, March 8, 2024 9:37 AM
To: admin@citynl.com
Subject: Initial Technical Assistance Proposal - SWMHP

Hi Trudie,

Attached is the initial proposal for services that the EDA could choose from. If you have any questions prior to or after your EDA meeting on 3/13, please let me know.

Attn: Trudie Guptill
Administrator, City of New London
admin@citynl.com
March 8, 2024

Contact: Jen Theneman
507-836-1610
jent@swmhp.org

Overview

Jen Theneman from the Southwest Minnesota Housing Partnership (SWMHP) met with Trudie Guptill, Jeff Vetsch and members of the Kandiyohi EDA in late February to discuss potential routes of partnership. Several opportunities are outlined below that encompass community priorities like **architectural renderings of a potential site plan** that could be used in community meetings for visioning future uses of the area, community engagement and/or convening stakeholders to discuss options and priorities, **creating a housing action plan** to guide next steps, and exploring funding options.

SWMHP Technical Assistance Services:

- A. Community Engagement** – Collaborating with and gathering input from project neighbors and community stakeholders is an important step in the real estate development process. The SWMHP team can plan, organize, and facilitate small group meetings, workshops, and community partner convenings to gather critical data to help guide and develop your project by understanding the desires and needs within your community.
- B. Site/Building Assessment** – SWMHP Construction Staff can assess your development site and suggest the best future use based on your desires, local development regulations, and community input. If a building exists, the Construction team can provide a complete Capital Needs Assessment to determine the best future use.
- C. Design and Architectural Renderings** – SWMHP Partnership Design can create parcel concept design work for the project to help visualize it and meet guidelines for funding application submittals, soliciting developers, or viewing at a meeting for community members.
- D. Developer Engagement** – The SWMHP Team can communicate project vision, scope of work, and specifications in a Request for Proposal package to share with local or regional developers interested in supporting your vision. We could also help to navigate proposal communications and responses.
- E. Funding Research and Grant/Application Submissions** – Our team has extensive knowledge of a variety of funding resources that could support your project. We can provide complete funding research, grant writing, and application services, as well as compliance services once awarded.
- F. Construction Management** – SWMHP can manage all of the steps of the development project from determining the general contractor to Certificate of Occupancy to ensure a quality, streamlined development process and final product.
- G. Owner's Representative Services** – In the event that the City wants to be the developer of a single-family or multifamily project, our team can provide representation services to work on

behalf of the City in the development process. This helps to supplement and extend City staff's capacity to provide new housing options in a way they wouldn't otherwise be able to.

Service Fee

SWMHP will charge an hourly rate of \$100.00 per hour for any of the services listed above. A not-to-exceed limit will be determined once the scope of work has been established. As the technical assistance will support known and unknown activities, such as application to future-announced funding opportunities, a contract amendment or separate engagement contract may be required. Other typical charges include mileage reimbursement for in-person events, printing and/or mailing charges.

SWMHP staff to be included

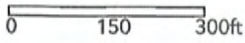
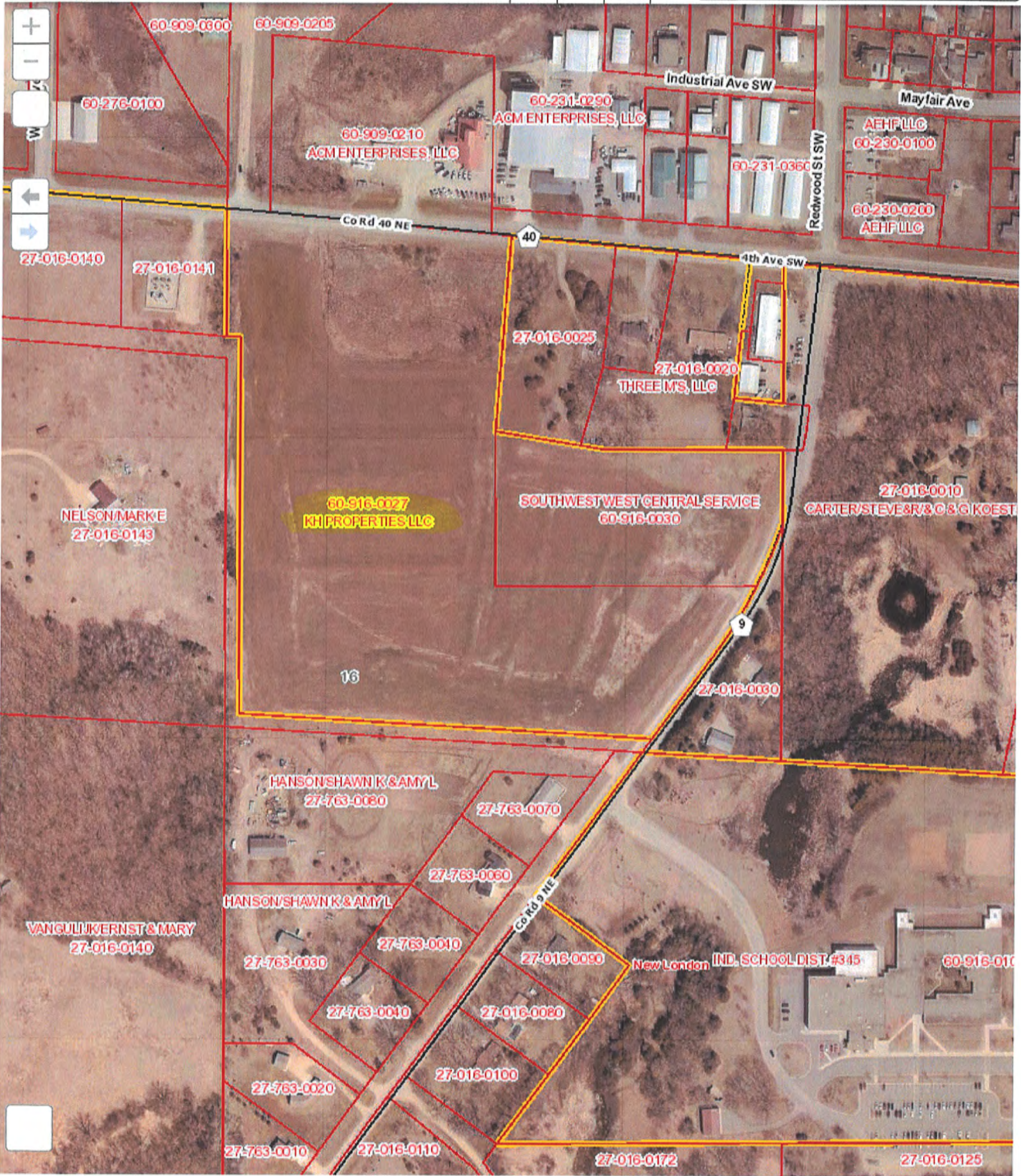
James Arentson joined the Southwest Minnesota Housing Partnership in 2015 as an Enterprise Rose Fellow, a fellowship program focused on building capacity and leadership for affordable housing and community development across the nation. Previously, James worked with a variety of architectural firms designing and managing a diverse range of residential, commercial, religious, educational, and government projects. James' passion for both housing and community development motivated him to work with SWMHP, where his responsibilities include predevelopment evaluations and concept design for SWMHP projects, support for SWMHP's Partnership Art Initiative and direction of Partnership Design, LLC.

Jasmine Frias, Real Estate and Community Development Officer, joined SWMHP in January of 2021. Jasmine has a Master of Science in Urban & Regional Planning and Bachelor of Arts in Environmental Planning and Policy. Her experience in grant writing, housing strategy planning, and community engagement best practices comes as a great asset to the organization.

Jen Theneman, Director of Real Estate and Community Development, joined SWMHP in August 2022. Jen was a leader in for-profit companies prior to 13 years in non-profit leadership roles, including 7 years focused on sheltering, transitional, and permanent housing solutions. Experienced in business management, grant writing/execution, communications, strategy, project management and community partnerships, Jen manages collaboration with partners to develop impactful housing.

Jesse Schott, Director of Construction Services, joined the partnership in 2014. Jesse brings 20 years of architectural experience to SWMHP from working with local architectural firms as a project manager. In his time at SWMHP he has managed dozens of new construction and rehabilitation projects including single-family homes, multifamily units, and commercial buildings.

Thank you for considering our proposal and we look forward to partnering with your community!



Aaron Backman

From: larry fleck <lffleck7@gmail.com>
Sent: Friday, April 5, 2024 3:29 PM
To: Aaron Backman; lffleck7@gmail.com
Subject: Re: LETTER FROM LARRY FLECK CITY CLERK

CITY OF REGAL

14451 HWY 55 NE
BELGRADE, MN 56312

4-5-2024

Aaron, Thank you for your help with our project!

The City of Regal, with the help from Regal Youth baseball a501(c) non-profit, have taken on the Regal Baseball Lighting Project. This is a major undertaking, as the POP of Regal is around 34. But when it comes to baseball, We think bigger. Last year we had 5 different age group teams, and over 95 players. In Regal it cost nothing to play, and everything is volunteer.

The city is seeking the \$2000.00 dollar help, that the Kandiyohi County Economic Development has to offer. We would use this to help pay for the electrical components of this project. Keller electric is the local contractor, and has also played his little league career on our fields. By adding lights, we are adding more playing times for our kids, and not cramping pop-up field.

Thank You Again, and if you need anymore info, please contact me.

Warm regards,

Larry Fleck
CITY OF REGAL
Larry Fleck—City Clerk 320-243-4810
lffleck7@gmail.com

From: Aaron Backman <aaron@Kandiyohi.com> sent: Thursday, April 4, 2024 10:20 AM
To: Kelsey kelsey@kandiyohi.com; lffleck7@gmail.com
Subject: RE: Regal

Hi Kelsey / Larry:

Yes, I believe this City Of Regal project would qualify for the funding that we have for helping the smaller communities outside of Willmar. Larry, for qualifying projects, we can provide up to \$2,000 on a reimbursement basis. Give me a call and we can talk about your lighting project further.

Aaron Backman

Keller Electric, LLC
P.O Box 176
Paynesville, MN 56362
Kellerelectricmn@gmail.com



INVOICE

KELLER ELECTRIC

RESIDENTIAL | COMMERCIAL | SERVICE

320.428.8917 | PAYNESVILLE, MN

Bill to: City of Regal, 2024 Baseball Lighting Project (Partial Invoice)

INVOICE #:	Date:	Due Date:	ENCLOSED:
1397	03/26/24	04/30/24	

ELECTRICAL:	DESCRIPTION:
Services	New 600 amp service for City of Regal Baseball Field for light project 2024 <ul style="list-style-type: none">• 1 - 600 AMP CT Cabinet• 1 - 600 AMP disconnect and housing• 12 - 100 AMP breakers• 600' quad 4 main service direct burial wire• 1 - main distribution panel for new service

Balance Due: \$7,500.00

Thank you for your business

Mike (320) 428-8917



29 Wilson Avenue NE
P.O. Box 1087
St. Cloud, MN 56302
Office Phone: 320-252-3000
Cell Phone: 320-293-4012
nateb@weidnermech.com



**CD Interest Rate Comparison for \$80,000
CD with Citizens Alliance Bank
matures 4/18/2024**

	3 months	6 months
Bremer Bank	5.00%	5.00%
Citizens Alliance Bank	1.90%	0.95%
Concorde Bank	5.10%	4.96%
Heritage Bank	N/A	5.00%
Lake Region Bank	N/A	4.50%
United Prairie Bank	N/A	5.12%

12 -month rate is 4.79%

Per United Prairie Bank, interest rates for CDs have been fluctuating 3-5 basis points. UPB will honor the rate given above or higher, if it is higher at the date it is renewed.

Citizens Alliance has "special rates" for 4 months at 5.050% or 7 months at 5.0%.

TO: Joint Operations Board

FROM: Michelle Marotzke
Business Development Manager

DATE: April 11, 2024

RE: Update

Economic Development Activity—I attended the Area Development Site Selectors conference on March 18-20 and made connections with site selectors and developers who might be interested in coming to Kandiyohi County, the rail park had high interest from some that I spoke with. I am working on a potential LOI with a Willmar company seeking to expand their operations.

Elevate—Last week was “spring break” for the English class. No issues to note, students are doing well.

Child Care Program—We received updated information from First Children’s Finance, their latest data shows that there are 1,046 Birth to 5 spots needed in Kandiyohi County. When you add in the school age group, there are more than 1,400 slots needed. The DEED grant for the Atwater and Prairie Woods Environmental Learning Center projects was submitted on time. No timeframe for announcements.

Ag and Renewable Energy—I attended the AURI New Uses Forum in Mankato on Tuesday, 4/9. There were several speakers from organizations that could be a fit for Willmar’s Industrial Park. I plan to follow up in the coming weeks.

Broadband – Minnesota’s Digital Opportunity Plan was approved by NTIA (Department of Commerce) in late March. According to their press release, “the program aims to ensure that all people and communities have the skills, technology, and capacity needed to reap the full benefits of our digital economy.” The Broadband Committee is discussing creating a county-specific plan and waiting for more information from the Office of Broadband Development as they continue to develop their programs.

Finance—We are providing technical assistance to some potential loan applicants. The April meeting was cancelled as the projects are not ready for consideration.



KANDIYOHI COUNTY ECONOMIC DEVELOPMENT

Joint Operations Board Update

4.11.2024

Marketing Projects

- The website is undergoing review of the mock-up landing page. Some edits have already been applied but overall and an easy to navigate, short and clear landing page has been accomplished.
- All website content pages have been completed, with the exception of several pages that RVTS is writing.
- The spring newsletter was published with a theme of “Local Lumber and Construction” and included a “Splash Pad Story and Community Construction” from Atwater where the community raised all funds and installed a splash pad completely independently. Interviews for the newsletter also came from Former Spicer Mayor, Denny Baker, City of Spicer of City Administrator, Jen Beckler, and City of New London Administrator/Clerk/Treasurer, Trudie Guptil, Shawn Oman of Perkins Lumber and Richard Rooney and Jeff Monson from Monson Lumber.
- New swag options have been reviewed and quotes collected to be shared with the MPR Committee.
- Community Success Stories are being collected for the website. We are still in need of a story of an individual/s who are from here and decided to make Kandiyohi County their permanent place of residence. This person would preferably be a business owner or active in their community.
- Meetings with our core community partners have been conducted to create unified statements that describe their partnership with KCED.
- The International Festival poster was created by KCED along with other marketing materials. This saved them a portion of their budget that could be applied elsewhere.
- Digital launch of the KCED name and logo!

Trainings:

- EDAM, Emerging Professionals: Building Your Toolbox: Leveraging Strategic Marketing Ideas in Economic Development

Outreach:

- Connecting via email and phone to every city and township to collect profiles for each community for the website.
- Talking to Atwater residents and sharing their story
- Attended the Kandiyohi (City) Community Club to learn about their upcoming Kandi is Dandi festival.
- Attended the New London Chamber meeting and will support the organization of Water Days as the Chamber has taken this planning over.

Other Projects:

- Continued support of PWELC in the creation of their preschool.
- Executive Pulse continues to be organized for full potential use.
- Daily marketing supports and responses are met upon request, including check-ins and conversations with Michelle to understand her needs and educate her on marketing at KCED.
- Part of the planning of the upcoming "Jobs and Career Fair" at the Willmar High School. We are again supporting accesses for students throughout greater Kandiyohi to this event by coordinating transportation funding provided again by SWIF.
- Support International Festival Planning.