

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB) MEETING
MINUTES
May 12, 2016
EDC Office, Willmar

Present: Donna Boonstra, Robert Carlson, Gary Gilman, Linda Kacher and Kelly TerWisscha

Ex Officio: Bruce Peterson and Doug Reese

Absent: Art Benson and Rollie Boll

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

Media: Carolyn Lange, West Central Tribune

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

President Robert Carlson called the meeting to order at approximately 11:02 a.m. Added to the Consent Agenda under Approve Payment of Bills was item f. Invoice No. 1063 from Glacial Lakes Environmental Consulting, Inc. for \$2,900 as budgeted under Professional Services and removed from the Consent Agenda were the Minutes of April 14, 2016 and the Profit & Loss Statement from the Financial reports.

IT WAS MOVED BY Linda Kacher, SECONDED BY Kelly TerWisscha, to approve the Agenda and revised Consent Agenda. MOTION CARRIED.

CONSENT AGENDA—

- Approve:
1. Financial reports as of April 30, 2016, excluding the Profit & Loss Budget Performance
 2. Payment of bills
 - a. Invoice No. KCED0316 from REDstar for \$1,923.75 from the Marketing Committee's budget
 - b. Invoice from MVTV Wireless for \$3,747 from the Blandin WiFi grant funds
 - c. Invoice No. workup-5-2016 188 from WORKUP for \$3,150 for founding membership from May through December 2016
 - d. Invoice from Big River Group, LLC for \$2,200 as budgeted under Office Expenses
 - e. Network break sponsor for Ag & Animal Science Conference 2016 for \$2,000 as budgeted under Sponsor Fees
 - f. Invoice No. 1063 from Glacial Lakes Environmental Consulting, Inc. for \$2,900 as budgeted under Professional Services

3. Removal of committee members
 - a. Justin Mattern, Mike Malone, Jean Marthaler and Paul Smith from the Broadband and Advanced Technology Committee
 - b. Donnel Williamson from the Agriculture and Renewable Energy Development Committee

Accept: Committee/Subcommittee Minutes

1. Agriculture Investment Planning Subcommittee 4/7 and 19/2016
2. Broadband and Advanced Technology 4/4/2016
3. Marketing and Public Relations 3/28/2016
4. Leisure Travel 4/4/2016

Items Removed from Consent Agenda. Following discussion,

IT WAS MOVED BY Linda Kacher, SECONDED BY Gary Gilman, to amend the April 14, 2016 minutes under Unfinished Business, 2016 revised budget, third sentence to read: Backman requested the EDC approve Health Savings Accounts (HSA) to allow the EDC to contribute the difference from what the EDC pays for health insurance each month (\$850) and the amount of his premium (\$756.19) and to allow Schmoll to contribute to the HSA, if she chooses.

MOTION CARRIED.

IT WAS MOVED BY Kelly TerWisscha, SECONDED BY Linda Kacher to approve the Profit & Loss Budget Performance as of April 30, 2016 as presented. MOTION CARRIED.

REPORTS

Willmar. Bruce Peterson reported the City of Willmar continues to work with Dooley's Petroleum on its project in the Willmar Industrial Park; a hearing will be held June 6; they hope to close on the real estate the same week and begin construction on three different buildings. Dooley's will bring 35 employees and will have two years to demonstrate compliance with its goals under the Willmar Industrial Park Write-Down Policy. A retail business broke ground next to Slumberland Furniture for an 8,000 square foot building; another business is considering a project north of Running's. The Railroad Wye project continues to move forward; the City recently approved plans for two single-story, 10-unit assisted living facilities in Trentwood and recently has written 8-10 permits for new homes. The Willmar Airport Commission would like to build another T-hangar and changes are being planned for the Willmar Airport. Pat Curry is leading the 10-year anniversary celebration for the airport. Peterson estimated approximately 170 residential lots are available within the City, but some are for patio size homes. Aaron Backman reported at least one offer was received for the Bethesda Heritage Center building, but was rejected, and overall, 12 parties have approached Bethesda about the building. Backman has spoken to some Twin Cities developers about the building.

Willmar Industrial Park. Backman reported the Shovel-Ready Certification process is moving forward. The Phase 1 environmental site assessment is complete and Backman showed a map of where 12 soil borings were done. There will be two separate ALTA surveys, one for Willmar

Industrial Park 4th Addition and one for the additional property. Backman hopes to receive all reports by the end of May and to submit the application by mid-June with anticipated approval by the state in July.

BNSF Railway Wye Project. Backman distributed a map prepared by Bolton & Menk, Inc. showing options for road changes and rail access to the Willmar Industrial Park (see attached).

Kandiyohi County CEO Student Loan Program Update. Backman reported the CEO students will hold their annual trade show Monday, May 16, from 4:30-6:30 p.m. at the MinnWest Technology Campus Auditorium. The EDC hosted the students this week where they heard economic development updates from Backman, Connie Schmoll and Peterson. Backman selected two CEO students, Char Ammermann and Chloe Halvorson, to receive EDC passes at WORKUP for three months. Those passes will be made available to other students in the future. Backman noted one CEO student plans to deliver fuel to boaters on Green Lake this summer.

MinnWest Technology Campus. Backman reported he and Schmoll continue to meet with Joanna Schrupp; they met with representatives of AURI (Agricultural Utilitization Research Institute) about having a potential wet lab on the MinnWest Technology Campus (MWTC). Schmoll stated it was a good networking session where each learned about what each other is doing. Backman met with Dr. Speer of Speer Medical Technologies, who will move into MWTC in June and does research for cancer treatments, and recommended grants for which he may be eligible; met with a prospect from the Twin Cities on possible locations in either MWTC or the Willmar Industrial Park; and toured Bethesda, Ridgewater College, Life-Science Innovations (LSI) and LSI's research and development facility.

Other. Schmoll reported the gas station/convenience store is now open in Lake Lillian and the City was grateful for the assistance it received from the EDC; the store is still waiting for its food license. Schmoll visited with Elsie Kashmark of Peaceful Thymes Gifts & Garden Center, who now has added groceries to her store and will be starting full payments on her loan with the EDC in May; Kashmark indicated she is not afraid of the Dollar Store that is coming into the Atwater community. Schmoll also visited with Mark Bonnema, who is doing very well with his new hardware store in Spicer.

UNFINISHED BUSINESS

2016 revised budget. Backman reported the Joint Powers Board adopted the revised budget (see attached), which includes the Blandin Foundation grants and increase to Schmoll's salary. Backman stated a final decision has not been made as to the EDC having an Assistant Director, but a smaller amount for the position was left as a placeholder in the 2016 budget.

Followup of Strategic Planning Retreat. Backman referred to the information from the Planning Retreat held April 21, 2016 at Prairie Woods Environmental Learning Center (see attached). At the Joint Powers Board meeting, a proposed Vision Statement was preliminarily adopted stating, "The EDC becomes renowned for economic development leadership for the Willmar Lakes Area. That leadership leads to economic growth and prosperity, promotes innovation and international competitiveness, and enhances quality of life." The Mission Statement has not changed at this

time. Backman presented six additional Vision Statement proposals (see attached). Following extensive discussion,

IT WAS MOVED BY Linda Kacher, SECONDED BY Kelly TerWisscha, to recommend the Kandiyohi County and City of Willmar Economic Development Commission Joint Powers Board adopt the following Vision Statement:

To provide visionary economic development leadership creating growth, prosperity, innovation, international competitiveness, and enhanced quality of life.

MOTION CARRIED.

The board reviewed the Benchmarks for the five priorities selected at the planning retreat:

1. Broadband: Schmoll noted the Benchmarks for Broadband are already being worked on by the Broadband and Advanced Technology Committee. The committee is looking at working with other providers that can deploy the project in rural Kandiyohi County as Federated Telephone Cooperative is unable to do so in the immediate future. New Ulm Telco is interested in installing fiber in the Willmar Industrial Park and CenturyLink is putting in fiber nodes and increasing ability to extend DSL service.
2. Transportation Infrastructure: Peterson believes the Railroad Wye is to be fully operational by 2020 (not 2019) and construction will take several years as they first need to address environmental reviews. It was recommended the last bullet point under Section 1 be changed to read: Increase operations at Willmar Municipal Airport by 25% by 2020. Board members noted several area businesses are interested in commercial flights from Willmar. Kelly TerWisscha recommended it would be best to secure better van service to MSP as landing fees from Willmar are high.

[Chairperson Carlson was excused from the meeting. Vice Chair Kacher took over the meeting.]

3. Industrial Park Development: It was recommended the second bullet point under Section 1 be changed to read: Prepare development and finance plans for proposed Willmar Rail Park by 2019 and to change the third bullet point under Section 2 to read: Seek BNSF Shovel-Ready Certification for the Willmar Rail Park by the end of 2020.
4. Expand Funding Options for Businesses: Gilman stated the Finance Committee discussed holding a finance seminar for local lenders as has been done in the past.
5. Marketing & Public Relations. The EDC will continue to market its programs and activities through its website, newsletter and social media sites.

The board will discuss how these benchmarks will be accomplished with the EDC's current committee structure at a future board meeting.

NEW BUSINESS—

Participation and Start-Up Costs for Creating Angel Investment Fund. Backman reviewed information and the EDC's efforts on formation of a local Ag Investment Fund (see attached) and requested the EDCOB consider providing \$3,000 to \$5,000 toward the cost of securing the professional guidance necessary to successfully launch this Angel Investment Fund. Initial costs for

this effort are projected at \$15,000. Discussion was held on the EDC being a partner with or without contributing financially toward creation of the fund. Schmoll stated approximately \$9,000 has been received from interested investors for the first phase. Backman believes it is important to show the EDC's support for a rural, local fund by contributing some dollars, noting that 90% of the state's Angel Tax Credits have gone to the Twin Cities area.

IT WAS MOVED BY Gary Gilman, SECONDED BY Kelly TerWisscha, to approve \$3,000 from the Kandiyohi County and City of Willmar Economic Development Commission's Countywide Business Development line of the 2016 budget toward the cost of securing professional guidance necessary to successfully launch an Ag Investment Fund. MOTION CARRIED.

COMMITTEE REPORTS

Finance. Backman informed the board of a motion made by the Finance Committee to REDstar Creative, Inc. that needs board ratification.

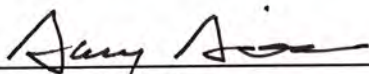
IT WAS MOVED BY Gary Gilman, SECONDED BY Kelly TerWisscha, to ratify the Kandiyohi County and City of Willmar Economic Development Commission Finance Committee's approval of a five-year \$30,000 loan under the Revolving Loan Fund Program to REDstar Creative, Inc. at 5.5% interest with the option of the borrower making interest-only payments for up to six months and the loan to be closed within 90 days of this board's approval. MOTION CARRIED.

NEXT MEETING—The next board meeting is **11:00 a.m., Thursday, June 9, 2016**, in the EDC's board room, 222 20th Street SE, Willmar.

ADJOURNMENT—There being no further business,

IT WAS MOVED, SECONDED AND CARRIED to adjourn the meeting.

The meeting was adjourned at approximately 1:14 p.m.

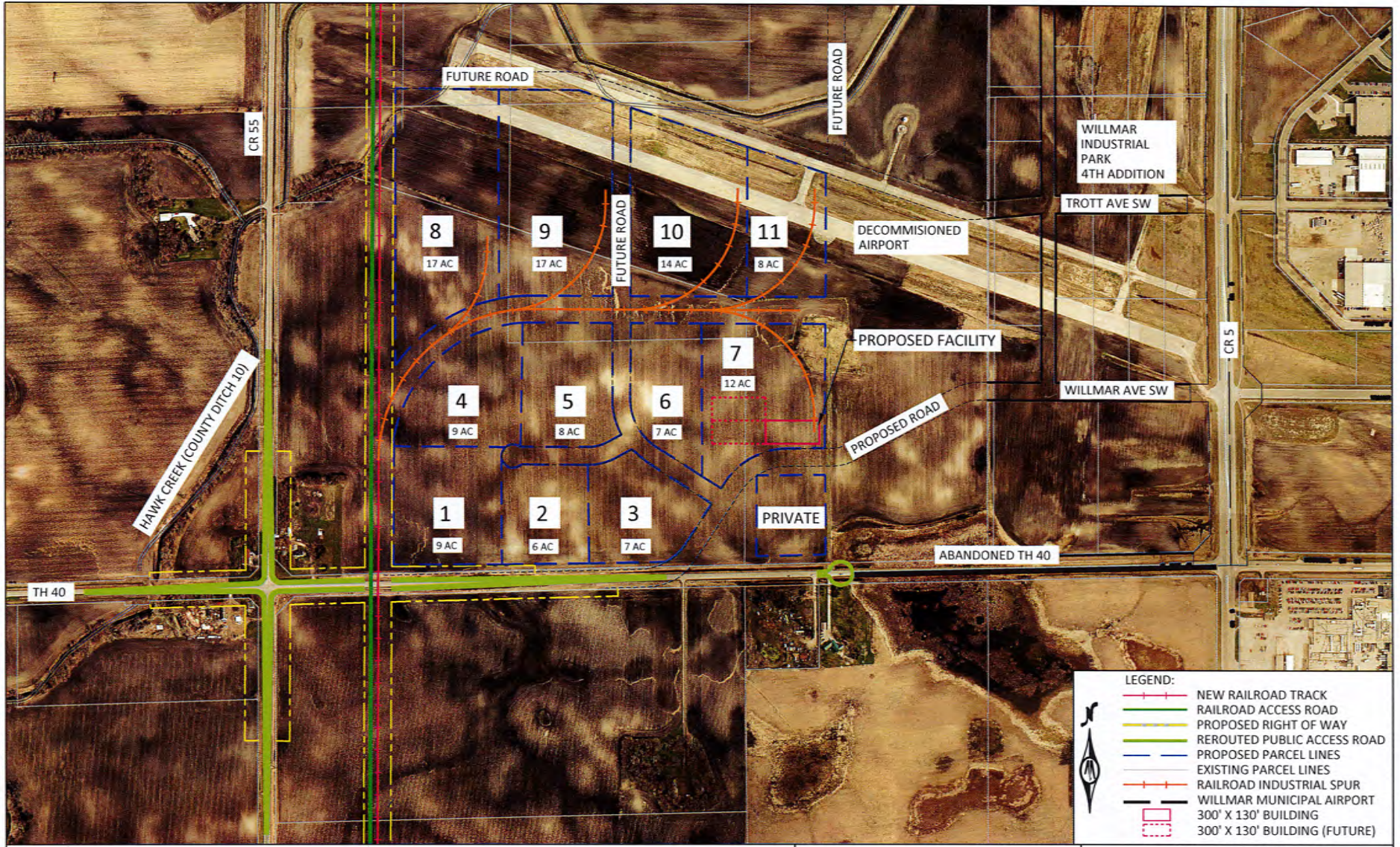


Gary Gilman, Secretary

APPROVED: 6/9/2016:



Robert Carlson, President



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- LEGEND:**
- NEW RAILROAD TRACK
 - RAILROAD ACCESS ROAD
 - PROPOSED RIGHT OF WAY
 - REROUTED PUBLIC ACCESS ROAD
 - PROPOSED PARCEL LINES
 - EXISTING PARCEL LINES
 - RAILROAD INDUSTRIAL SPUR
 - WILLMAR MUNICIPAL AIRPORT
 - 300' X 130' BUILDING
 - 300' X 130' BUILDING (FUTURE)

CITY OF WILLMAR, MINNESOTA
WILLMAR INDUSTRIAL PARK RAIL ACCESS OPTION 2
WILLMAR RAIL PARK

May 4, 2016 OPTION 2

**Kandiyohi County City of Willmar Economic Development Commission
2016 Amended Budget**

Date Printed: 5/3/2016

Joint Powers Board adopted 10/22/2015
Joint Powers Board amended 4/28/2016

	2016
REVENUES	
County Tax Levy	\$ 477,750
Loans	
ELGP loan application fees	\$ 200
Revolving Loan Fund application fees	\$ 820
Revolving Loan Fund filing fee reimbursements	\$ 80
Revolving Loan Fund repayments interest	\$ 6,870
Insurance dividends	\$ 1,300
Interest on investments	
Citizens Alliance Bank 36-month CD \$100,000 at 1.05% matures 9/20/2016	\$ -
Concorde Bank (Revolving Loan Fund savings account)	\$ 100
Heritage Bank savings account	\$ 120
North American State Bank 12-month CD \$103,030.10 at .5% matures 4/14/2016	
North American State Bank 23-month CD \$102,221.82 at 1% matured 2/21/2016	\$ 1,983
US Bank CD (Tourism Development Account) at .690% matures 2/20/2018	\$ -
Blandin Foundation HackFest Grant No. G-2015-04910	\$ 10,000
Blandin Foundation HackFest Grant matching contribution by EDC	\$ 2,320
Blandin Foundation WiFi Grant No. G-2015-05319	\$ 7,722
Blandin Foundation WiFi Grant matching contributions	\$ 2,000
Blandin Foundation Broadband Feasibility Study Grant	\$ 25,000
Creating Entrepreneurial Opportunitites student loan program	\$ 30,000
Other Income	
Reserve Fund	\$ 64,286
Refunds and reimbursements	\$ -
Total Revenues	\$ 630,551
EXPENSES	
Revolving Loan Fund Expenses	
Economic Development Community Contributions	
Blandin Foundation HackFest grant partial match	\$ 2,320
Blandin Foundation WiFi grant partial match	\$ 2,000
Sponsor Fees	
Animal Science Conference	\$ 2,000
U of M Technology Showcase	\$ 500
Vision 2040	\$ 2,500
Other	\$ 1,500
Total Economic Development Community Contributions	\$ 10,820
Other Expenses:	
Joint Operations Board (includes meals/administrative time)	\$ 3,000
Joint Powers Board (includes meals/administrative time)	\$ 1,000
SCORE (cell phone and email account)	\$ 825
Other operating expenses	\$ 1,254
Total Other Expenses	\$ 6,079
Countywide Business Development	
Creating Entrepreneurial Opportunitites Program (2014-2016)	\$ 1,000
TIGER II Grant - Willmar Industrial Park	\$ 35,000
Shovel-Ready Certification Program - Willmar Industrial Park	\$ 3,250
Miscellaneous countywide business development	\$ 6,000
Total Countywide Business Development	\$ 45,250

**Kandiyohi County City of Willmar Economic Development Commission
2016 Amended Budget**

Date Printed: 5/3/2016

Joint Powers Board adopted 10/22/2015
Joint Powers Board amended 4/28/2016

	2016
COMMITTEE EXPENSES	
Agriculture and Renewable Energy Development	
Conferences/Seminars/Trainings	\$ 1,800
Marketing	\$ 200
Meals/Meeting Refreshments	\$ 350
Mileage/Travel	\$ 400
Program administration	
Professional Services	
General Administrative Services	\$ 2,500
Professional Services - Other	\$ 1,000
Supplies (office or program)	\$ 250
Telephone/Telecommunications	
Total Ag Committee Expenses	\$ 6,500
Broadband and Advanced Technology	
Conferences/Seminars/Trainings	
Feasibility study administration	\$ 3,500
Feasibility study grant funds to Kandiyohi County	\$ 21,500
Marketing	\$ 190
Meals/Meeting Refreshments	\$ 1,200
Mileage/Travel	\$ 1,000
Professional Services	
General Administrative Services	\$ 880
Professional Services - Other	\$ 1,000
Supplies (office or program)	
Website development grants	
Total Broadband and Advanced Technology Committee Expenses	\$ 29,270
Business Retention and Expansion/Recruitment	
Conferences/Seminars/Trainings	\$ 1,050
Marketing	\$ 200
Meals	\$ 200
Mileage/Travel	\$ 1,000
Professional services	
General administrative services	\$ 2,200
Professional services - Other	\$ 500
Supplies (office or program)	\$ 200
Total BRE/R Committee Expenses	\$ 5,350
Finance	
Conferences/Seminars/Trainings	
Marketing	
Meals	\$ 500
Professional services	
General administrative services	\$ 650
Legal services	\$ 350
Supplies (office or program)	
Total Finance Committee Expenses	\$ 1,500
Marketing and Public Relations	
Meals	800
Media	1,600
Memberships	
Printing, copying and publishing	8,000
Professional services	
General administrative services	1,600
REDstar Creative	11,000
Professional services - other	
Special projects	2,000
Total Marketing and Public Relations Committee Expenses	25,000
Tourism/Leisure Travel	
CVB Tourism Partnership Agreement	\$ 34,000
Mileage/Travel	\$ 400
Total Tourism/Leisure Travel Committee	\$ 34,400
Total Committee Expense	\$ 102,020

**Kandiyohi County City of Willmar Economic Development Commission
2016 Amended Budget**

Date Printed: 5/3/2016

Joint Powers Board adopted 10/22/2015
Joint Powers Board amended 4/28/2016

	2016
EMPLOYEE COMPENSATION	
Executive Director	
Director's salary	\$ 98,000
Director's auto allowance (\$525 per month)	
Director's health insurance (\$850 p/mo.)	\$ 8,500
Director's payroll taxes (FICA = 6.20%; Medicare = 1.45%)	\$ 7,497
Director's pension (PERA) employer rate is 7.5%	\$ 7,350
Total Executive Director's Compensation	\$ 121,347
Assistant Director	
Assistant Director's salary	\$ 17,667
Asst Director's health insurance	\$ 2,250
Asst Director's payroll taxes	\$ 1,352
Assistant Director's PERA	\$ 1,325
Total Assistant Director's Compensation	\$ 22,594
Business Development Specialist's position	
Business Development Specialist's salary	\$ 61,583
Business Development Specialist's health insurance	\$ 10,200
Business Development Specialist's payroll taxes	\$ 4,711
Business Development Specialist's PERA	\$ 4,619
Total Business Development Specialist's Compensation	\$ 81,113
Accrued vacation and sick expense	
Executive Director	\$ 10,734
Business Development Specialist	\$ 4,431
Employee workers' compensation insurance	\$ 896
Total other employee compensation	\$ 16,061
Total Employee Compensation	\$ 241,115
ADMINISTRATIVE EXPENSES	
MCIT property/casualty insurance	\$ 2,997
Meals not for a committee	\$ 2,500
Memberships, dues, subscriptions	
Subscriptions	\$ 400
EDAM membership	\$ 310
MAPCED membership	\$ 395
Local organizations	\$ 525
Community Venture Network (CVN)	\$ 2,125
MN DEED Marketing Partnership dues	\$ 625
WORK UP membership 5/2016-5/2017	\$ 5,400
Moving Expenses Executive Director	\$ 874
Professional services:	
Accountant fees	\$ 1,000
Auditor	\$ 7,000
Bookkeeping fees	\$ 6,000
Executive Director search firm	\$ 8,727
Legal fees	\$ 2,000
Seminars and promotions	\$ 2,000
Travel, conference, school	\$ 16,800
Total Administrative Expenses	\$ 59,678

**Kandiyohi County City of Willmar Economic Development Commission
2016 Amended Budget**

Date Printed: 5/3/2016

Joint Powers Board adopted 10/22/2015
Joint Powers Board amended 4/28/2016

	2016
OFFICE EXPENSES	
Cleaning person	\$ 2,600
Depreciation - furniture and equipment	
Equipment maintenance and rental	
Software (Synchronist annual fee \$1,200)	\$ 1,100
Toshiba digital color copier lease	\$ 1,667
Equipment maintenance and rental - other	\$ 2,250
Furniture and equipment	\$ 2,000
Office equipment and miscellaneous	\$ 3,000
Postage, mailing service	\$ 500
Printing, copying and publishing	\$ 2,500
Professional services:	
General administrative	\$ 57,800
Planning session facilitator	\$ 2,220
Website hosting and maintenance	\$ 450
Engineering and other professional services	\$ 9,500
Rent and storage unit	\$ 22,200
Rent (water cooler, post office box)	\$ 200
Supplies	\$ 4,000
Telephone/Telecommunications	\$ 5,880
Other expenses	
Total Office Expenses	\$ 117,867
BLANDIN WIFI GRANT EXPENSES	
Willmar Civic Center	
Routers (5 @ \$ approximately \$700 each)	\$ 3,500
Data service for three years (7 x \$480 x 3)	\$ 4,222
Total WiFi Expenses	\$ 7,722
BLANDIN HACKFEST GRANT EXPENSES	
Application development	\$ 5,500
2016 Hackfest	\$ 4,500
IT	
Marketing	
Meals and refreshments	
Meeting space	
Transportation	
Post hackfest events	
Total HackFest Expenses	\$ 10,000
CREATING ENTREPRENEURIAL OPPORTUNITIES STUDENT LOAN EXPENSES	\$ 30,000
Advertising/Promotions	
Dinner Event and Silent Auction	
Advertising	
Decorations	
Conference Center	
Meals/Meeting refreshments	
Postage	
Supplies	
Other	
Total CEO Loan Expenses	\$ 30,000
TOTAL PROGRAM EXPENSES	\$ 630,551



**Kandiyohi County & City of Willmar EDC
Spring 2016 Planning Retreat • April 21, 2016
Session Results**

Recent Successes & Issues	1
Vision, Mission, & Priorities	2
Types of Future Work	3
<u>Benchmarks for New Priorities</u>	
• Broadband	4
• Transportation Infrastructure	5
• Industrial Park Development	6
• Expand Funding Options for Businesses	7
• Marketing & Public Relations	8
Session Evaluations	9



**Kandiyohi County & City of Willmar EDC
Spring 2016 Planning Retreat • April 21, 2016
Recent Successes & Issues**

Step #1: Write items for your new Vision here.

In five years, we will have developed, delivered, & be recognized for... (key phrases)

- International economic competitiveness
- Leadership
- Promotion
- Facilitate & collaborate business relationships
- Regional economic leader
- Quality of life & access to outdoors

Step #2: Write your organization's new Mission here.

We will deliver our Vision by using these ideas & actions: (key phrases)

- Catalyst
- Economic growth & prosperity
- Great Willmar Lakes area
- Provide resources needed to achieve vision
- "Center of the wheel" for collaboration between EDC, City County, business leaders, etc.

Step #3: Identify between 4 & 6 Priorities.

- 1) **Broadband**
- 2) **Transportation Infrastructure & all aspects, including Hwy 23 & rail spur**
- 3) **Industrial Park Development**
- 4) **Expand funding options for businesses**
- 5) **Public relations, marketing & business relations**

(Also - Attracting talent, MinnWest Tech Campus, & Support Ag-related business development)



Kandiyohi County & City of Willmar EDC
Spring 2016 Planning Retreat • April 21, 2016
Three Types of Future Work

Implementing

(Priorities - Few Items)

Reviewing

(Items to Study)

Considering

(Other Items)

1) Broadband

* Potential broadband partners
& funding

* Review our technology

**2) Transportation
Infrastructure**

* Transportation - Arrange a
meeting of the Hwy 23
lobbying group

* Workforce development

**3) Industrial Park
Development**

* Our budget anticipating our
future work

* Continue to broaden &
diversify our regional
economy

**4) Expand Funding
Options for Businesses**

* Identify Focus for Ag
Committee

* Housing & Redevelopment

**5) Marketing & Public
Relations**

* Review & update
structure & committees

* Employee Manual review &
update



Kandiyohi County & City of Willmar EDC 2016 Plan **Benchmarks: Broadband**

1) What do we want to accomplish? (*New Goal*)

Expand a robust high-speed broadband network, utilizing fiber to the premise (FTTP) networks wherever possible and a mix of other communication technologies where fiber is not possible, to attain broadband access to every home, farm and business in Kandiyohi County.

2) What should be done to begin? (*Data Needed or Action Steps*)

- Complete the Kandiyohi County Broadband Feasibility Study.
- Continue to identify specific needs for broadband access and speed including current and future communication needs.
- Advocate for state and federal legislative action that secures helpful policies and adequate funding to support robust high-speed broadband development.
- Identify and secure funding sources to proceed with implementation of broadband in Kandiyohi County.
- Secure partnership with one or more broadband provider(s) to move forward with broadband network deployment in Kandiyohi County.

3) What should we see happening w/in 90 days? (*Benchmarks*)

- Completion of the Kandiyohi County Broadband Feasibility Study and a full report provided to the Kandiyohi County Board of Commissioners.
- A provider or providers will begin planning for a shovel-ready broadband deployment project for Kandiyohi County.
- A grant writer will be secured to begin to draft a Border to Border grant application.



Kandiyohi County & City of Willmar EDC 2016 Plan **Benchmarks: Transportation Infrastructure**

1) What do we want to accomplish? (New Goal)

- Completion of MN Hwy 23 four-lane corridor between St. Cloud and Willmar; including the two gaps north of New London by 2024.
- Implementation of the Railroad Wye on the west side of Willmar bypassing the downtown and installation of rail spur to Willmar Rail Park by 2019.
- Improvements to US Hwy 12 in Willmar, inc. the realignment for the Wye project and enhancements to Hwy 12 thru Downtown Willmar.
- Increase arrivals/departures to Willmar Municipal Airport by 25% by 2020.

2) What should be done to begin? (Data Needed or Action Steps)

- Work with MnDOT, City, County, BNSF & other stakeholders to help facilitate the process; Travel to St. Paul and other locations as needed.
- Explore funding options for undertaking the rail spur project, inc. state funding such as Greater MN Business Development Public Infrastructure (BDPI) or Transportation Economic Development (TED) grants, and federal funding such Economic Development Administration (EDA) Public Works and Economic Adjustment grants.
- Make investments in support of long-term, collaborative regional approaches, such as being active in the Hwy 23 Corridor Group.
- Recruit business prospects interested in locating at Willmar airport or industrial park.

3) What should we see happening w/in 90 days? (Benchmarks)

- Interact with the Railroad Wye stakeholders to understand the parameters and timelines of the project, funding needs, and what additional funding may be required; pursue funding on behalf of City as needed.
- In early June a group of 10+ area reps will be flying to D.C. to meet with FHA and elected officials to seek additional federal funding for the Wye project, CR5/55 overpass, Hwy 23, etc.
- Continue discussions with business prospects regarding the status of the Railroad Wye Project and rail spur.



Kandiyohi County & City of Willmar EDC 2016 Plan **Benchmarks: Industrial Park Development**

1) What do we want to accomplish? (*New Goal*)

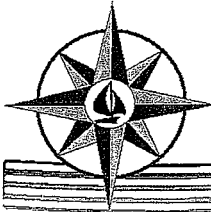
- Sell one-third of all buildable lots in the Third and Fourth Additions of the Willmar Industrial Park by 2020 and have facilities constructed on those lots within 18 months of sale.
- Engineer plans for proposed Willmar Rail Park by 2018.
- Identify potential sites and seek City Council approvals to establish a new industrial park in the City of New London and/or City of Spicer by 2017.

2) What should be done to begin? (*Data Needed or Action Steps*)

- Complete State of MN Shovel-Ready Certification Program for Fourth Addition of the Willmar Industrial Park by July of 2016.
- Develop marketing plan and materials for Willmar Industrial Park by October of 2016.
- Seek BNSF Shovel Ready Certification for the Willmar Rail Park by the end of 2019.
- Work with Regional Econ. Dev. Mgr. for BNSF to market the availability of railroad-served industrial park to industry; and continue to work with prospects in Minnesota interested in rail access.
- Support additional funding for rail and road components of Railroad Wye & Rail Park.
- Assist cities outside of Willmar to review and inventory their industrial properties, and to assess options to expand their industrial parks.

3) What should we see happening w/in 90 days? (*Benchmarks*)

- Ensure that contractors complete Phase I Environmental Site Assessment (ESA) report, Geotechnical report, and final ALTA Survey by the end of May 2016.
- Fill out and submit Shovel-Ready Certification application to DEED by mid-June 2016.
- Working with City staff, continue to refine layout options for the proposed Willmar Rail Park.
- Introduce Marketing Committee to industrial park marketing needs; and develop marketing pieces.
- Review Willmar Wye schedule; participate in weekly Wye Partners conference calls; and support the implementation of the railroad bypass project.



Kandiyohi County & City of Willmar EDC 2016 Plan Benchmarks: Expand Funding Options for Businesses

1) What do we want to accomplish? (*New Goal*)

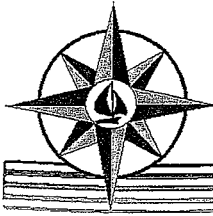
- Expand funding options for local businesses and entrepreneurs.

2) What should be done to begin? (*Data Needed or Action Steps*)

- Collect details about the funding options that are currently available to businesses and entrepreneurs in the Willmar lakes area.
- Research and pursue additional loan funds to expand the EDC portfolio for small business financing.
- Research and seek advice on appropriate and effective guarantee level for business gap funding provided by the EDC.
- Continue the planning process for an Ag Investment Group.

3) What should we see happening w/in 90 days? (*Benchmarks*)

- A list of current local funding options will be created and available for distribution as needed.
- An application seeking up to \$230,000 will be created to pursue a Rural Business Development Grant (RBDG) through USDA. The grant will require an \$80,000 match from the EDC. This new \$310,000 revolving loan fund would be used to assist small and emerging businesses with less than 50 employees and less than \$1 million in revenues.
- A final decision will be reached about the level of guarantee the EDC will provide for the Loan Guarantee Program.
- Local investors will have secured funds and enlisted a consultant for forming the Ag Investment Group.



Kandiyohi County & City of Willmar EDC 2016 Plan **Benchmarks: Marketing & Public Relations**

1) What do we want to accomplish? (*New Goal*)

- Maintain strong public relations with business and community representatives of the Willmar Lakes area.

2) What should be done to begin? (*Data Needed or Action Steps*)

- Conduct regular visits with local manufacturing businesses, retail and service industries, workforce and education representatives and government officials to identify critical needs and offer assistance as appropriate.
- Market the EDC through the EDC's website, newsletter and social media sites; local cable TV channels, newspapers and radio; and by placing news items in the Chamber Advantage.
- Collaborate with MWTC for targeted business recruitment events and activities including joint membership with Community Venture Network (CVN).
- Support efforts to develop, engage, expand and promote WORKUP, a co-working facility, and the Mid-Central Research and Outreach Center (MCROC), a regional Extension Office for the University of Minnesota and a bio-science research laboratory.

3) What should we see happening w/in 90 days? (*Benchmarks*)

- Successful completion of the shovel-ready certification Application and once approved by the State of MN, incorporate the designation on the EDC's website and marketing pieces.
- As broadband milestones are met, issue press releases and hold press events.
- Participate in monthly the radio program, "Open Mic" on radio station KWLM.
- Participate in the Ag & Animal Science Conference at MWTC, including setting up an EDC Agriculture and Renewable Energy Committee booth.



**Kandiyohi County & City of Willmar EDC
Spring 2016 Planning Retreat • April 21, 2016
Joint Operations Board & Joint Powers Board
Session Evaluation**

1) What was good & productive about this session?

- Interactive and we got to play cards
- Discussion and ideas on what the Kandiyohi EDC should focus on
- There was good discussion and good facilitation
- I liked the format
- Everyone is providing input and direction
- This was a good exchange of ideas
- This flowed smoothly
- Establishing 5 major goals
- Participation by everyone
- The frank discussions
- The collaborative decision making
- The knowledge and attitude of Mr. Miles
- The open sharing of ideas
- The developed focus
- The free exchange of ideas

2) What was your biggest discovery?

- We agree more than we disagree
- The thoughts from each person were similar but strongly different at times
- We're able to reach consensus
- The different ideas when everyone suggested, but we came together
- The clear mission and visions
- How much alike we all are
- The common goals
- The 5 priorities to implement
- I was interested by the Boards interest in restructuring
- We have more in common than what we may have believed

3) How would you improve this session?

- Maybe some coffee?
- All of the things seemed good so nothing at this time
- Have a monthly session in a year
- Keep having them in the same location
- This felt rushed
- More time to complete the process
- No suggestions – I liked the setting and format
- Full attendance

4) What type of follow-up would be best for you?

- Email notes and sit-down with both of the Boards
- Sit down with Aaron and staff for a “one on three” meeting
- A written report
- A paper report
- A summary and continual progress on developing goals, mission, vision, etc.
- A concise, written report
- A summation of accommodation based on the exercises

Aaron Backman

Subject: FW: Proposed Vision Statement for EDC

To EDC Board Members:

Here are six additional Vision Statements for the EDC. (The original that I sent you last week is at the bottom.) I've arranged them by word count.

#1:
To become renowned for economic development leadership that creates growth, prosperity, innovation, international competitiveness, and enhanced quality of life for the Willmar Lakes Area. [24]

#2:
To serve the Willmar Lakes Area with inspired leadership that leads to economic growth, prosperity, innovation, international competitiveness, and enhanced quality of life. [23]

#3:
To build a vibrant, prosperous community through inspired leadership that leads to economic growth, innovation, international competitiveness, and enhanced quality of life. [22]

#4:
To build a legacy of economic development leadership that leads to growth, prosperity, innovation, international competitiveness, and enhanced quality of life. [21]

#5:
To provide visionary economic development leadership that leads to growth, prosperity, innovation, international competitiveness, and enhanced quality of life. [19]

#6:
To be West Central Minnesota's Business Hub by providing visionary economic development leadership. [13]

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The EDC becomes renowned for economic development leadership for the Willmar Lakes Area. That leadership leads to economic growth and prosperity, promotes innovation and international competitiveness, and enhances quality of life.

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Request for EDC Support Ag Investment Fund Formation

Local investment by high net-worth individuals is a helpful tool for economic development. A local investment fund is attractive for recruiting entrepreneurs and business start-ups and supporting business expansions. The EDC is fortunate to have secured the interest of at least 8 individuals that meet the criteria to be accredited investors. They have expressed a desire to be part of a group to create such a fund. Initial discussions of the group started with a focus on value-added agriculture and renewable energy projects. Now interest has expanded to allow for a portion of the Ag Investment Fund to be used for non-ag related projects.

Angel Capital Group, LLC (ACG), has been identified as a firm to provide professional consultation for formation of the group. A contract for the consultation services requires a commitment for the first phase of services and fees totaling \$15,000. The second and third phases of contracted services would be decided on based on the outcome of the prior phases. If all phases are completed the costs would total \$30,000 for ACG services, \$10,000 for legal fees and an estimated \$5,000 for consultant travel and related expenses for a total of \$45,000.

A group leader has emerged. This person is currently contacting all interested individuals to request an initial investment to secure the consultant for the first phase. The fund, if successful, may eventually make a return of such fees to those who invest at this early stage.

Establishing an Angel Investment Fund in Kandiyohi County was one of the top 2015 EDC objectives. As a project planned and promoted by the EDC's Agriculture and Renewable Energy Committee, it is important to show our financial support. I am requesting that the EDC consider providing \$3,000 to \$5,000 toward the cost of securing the professional guidance that is necessary to successfully launch the fund. If the entire amount is not needed for the first phase, it could be used at later time as needed.