

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT POWERS BOARD MEETING  
MINUTES  
July 22, 2021  
Via ZOOM Video Conference**

Present: Julie Asmus, George (Corky) Berg, Marv Calvin, Vicki Davis, Steve Gardner (via Zoom) and Roland (Rollie) Nissen

Staff: Aaron Backman, Executive Director and Sarah Swedburg, Business Development Manager

Guest: Connie Schmoll (via Zoom)

Media: Shelby Lindrud, West Central Tribune

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

Chairperson Rollie Nissen called the meeting to order at approximately 11:35 a.m.

**AGENDA**—Added to the Agenda under New Business was the 2020 audit.

IT WAS MOVED BY Marv Calvin, SECONDED BY Julie Asmus, to approve the revised Agenda. All present voted in favor by roll call.

**MINUTES**—

IT WAS MOVED BY Vicki Davis, SECONDED BY Julie Asmus, to approve the Minutes of the April 22, 2021 meeting as emailed. All present voted in favor by roll call.

**TREASURER'S REPORTS**—Aaron Backman reviewed the most recent financial reports of June 30, 2021 informing the board that the loan to Historic 313 was recently paid in full. Discussion was held on the status of the Willmar Child Care Center.

IT WAS MOVED BY Marv Calvin, SECONDED BY Vicki Davis, to file the financial reports as of April 30, May 31 and June 30, 2021, subject to audit. All present voted in favor by roll call.

**UNFINISHED BUSINESS**—

**Ridgewater College Surplus Property.** Backman noted he has contracted with a business to maintain the property. The property has been shown to several developers, but no action has yet resulted. The Joint Operations Board is hoping there will be a mixed-use development of

the property. Several developers are also interested in the Renaissance Zone in downtown Willmar.

## **NEW BUSINESS**

**Executive Director's Annual Review and Bonus.** Chair Nissen reported he, Julie Asmus, Kelly TerWisscha and Art Benson reviewed a compilation of the performance review forms completed by 9 out of 12 board members. Approximately 60% indicated Backman exceeds expectations and 40% indicated he meets expectations. Mayor Calvin thanked Backman on behalf of the City of Willmar for his work with the EDC. Backman provided information on the work he and staff did in the past year during the pandemic.

IT WAS MOVED BY Corky Berg, SECONDED BY Vicki Davis, to receive the review committee's report and approve a \$10,000 bonus be paid to the Executive Director from reserves; the 2021 budget be revised to include this bonus and to increase the Executive Director's payroll taxes by \$3,198 and PERA contribution by \$650; and he receive a two percent increase to his salary in 2022. All present voted in favor by roll call.

**2020 Audit.** Backman informed the board that Westberg Eischens was at the EDC office this week performing field work for the audit of the EDC's 2020 financials. Backman has responded to the Office of the State Auditor and Kandiyohi County relative to use of CARES Act funds. A Schedule of Expenditures of Federal Awards still needs to be completed for Westberg Eischens. Kandiyohi County has requested a copy of the EDC's 2020 audit when it is received.

**2022 Proposed Budget.** Backman presented the 2022 proposed budget (see attached) with a proposed levy increase of 4.1% (\$556,000) and total revenues of \$656,975 and total expenditures of \$652,657. Sarah Swedburg reported Southwest Initiative Foundation (SWIF) has agreed to contribute \$20,000 in 2022 for the Elevate program, but other financial sponsors will also be sought. She and Scott Marquardt will also be seeking state funding for the program. Backman informed the board he is no longer the treasurer for the Highway 23 Coalition. Backman addressed questions by board members relative to funding for Vision 2040 and the Highway 23 Coalition and total employee compensation of approximately 50% of the budget.

[The agenda was taken out of order.]

**Marketing and Communications Specialist Position.** Backman noted that at the boards' strategic planning session a suggestion was voiced to hire an individual to handle the EDC's marketing. As a result of that suggestion and a review of staff's current workload and the budget, a job description was developed with the assistance of the Marketing and Public Relations Committee and approved by the Joint Operations Board. Backman proposes this new employee be hired by this fall. The board reviewed the job description with requirements, expectations and proposed salary and related (see attached). Under Minimum Requirements, it was suggested to add "or equivalent" to the first bullet and to change the wording for the

second bullet. Backman addressed questions by board members relative to the amount of time the individual would work remotely.

IT WAS MOVED BY Marv Calvin, SECONDED BY Julie Asmus, to approve hiring a Marketing and Communications Specialist and ratify the job description with requirements, expectations and proposed salary and related. All present voted in favor by roll call.

IT WAS MOVED BY Marv Calvin, SECONDED BY Steve Gardner, to ratify and approve the 2022 budget as proposed. All present voted in favor by roll call.

[Schmoll joined the meeting.]

## REPORTS

**Broadband and Advanced Technology.** Connie Schmoll gave a presentation on the work she is doing on broadband projects in several townships in the county (see attached). Schmoll noted the American Rescue Plan Act (ARPA) is making it possible to do more projects. Schmoll highlighted the following projects:

- Federated Telephone Cooperative covers Arctander, Dovre, Mamre and St. Johns Townships at a cost of \$9,786,007 and will serve 667 locations. The Broadband and Advanced Technology Committee contested 681 locations that are included in the Rural Digital Opportunity Fund (RDOF) project awarded to LTD Broadband, which the state approved being included in Federated's project.
- Federated Telephone Cooperative is also looking at a project in 2022 for Colfax, Lake Andrew and Norway Lake Townships.
- The Broadband Committee is also looking at a National Telecommunication and Information Administration (NTIA) grant application for all seven townships.
- Charter has requested funds for projects it plans for New London Township.
- Arvig is looking at doing a \$1 million project in the City of Prinsburg.
- Vibrant Broadband is considering a fiber wireless project in the southeast part of the county at a cost of \$3,750,000.

[Schmoll was excused from the meeting.]

## RATIFY ACTIONS OF THE JOINT OPERATIONS BOARD

IT WAS MOVED BY Marv Calvin, SECONDED BY Steve Gardner, to ratify and approve the following actions by the Joint Operations Board:

- A five-year \$19,500.00 loan to Hteh H. Rue and Ya Chaw, doing business as Chaw's Asian Market, under the Kandiyohi County and City of Willmar Economic Development Commission's Microenterprise Loan Fund Program at 4.25% interest with a second security position in equipment contingent upon the business receiving a loan from Southwest Initiative Foundation.

- A 10-year \$45,000.00 loan to Amin Grocery, LLC under the Kandiyohi County and City of Willmar Economic Development Commission’s Revolving Loan Fund Program at 4.5% interest, subject to a second mortgage in the real estate and building and contingent upon receiving funding from the Co-Op Credit Union and Southwest Initiative Foundation.
- Adopt the suggested changes to the EDC’s Pandemic Plan (see attached) and that the Plan be included in the Policies and Procedures Manual.
- Ratify the following changes to the Employee Handbook:

#### IV. PERSONNEL

##### A. DEFINITIONS.

4. **Full-time Employee** means an employee who works at least ~~40~~ **32 or more** hours per week on a regular basis.
8. **Hourly Rate of Pay** means an employee’s annual salary divided by 2080 hours (**if 40 hours per week**) or **1664 hours (if 32 hours per week)** and rounded to the nearest whole cent.

##### I. EMPLOYEE INSURANCE.

1. Employees working ~~40~~ **32** hours or more per week shall be provided group medical insurance. The EDC will pay a percentage of the premium for single coverage for the employee as determined annually. An employee may at his/her option purchase additional or dependent coverage through payroll deductions. Temporary full-time employees shall not receive health coverage.
- Amend the 2021 budget to add \$2,100 under Office Expenses/Equipment maintenance and rental/Technology maintenance contract for server and computers and reduce the Marketing and Public Relations Committee/REDstar Creative/General Marketing line by \$2,100 to offset the increase to Office Expenses/Equipment maintenance and rental/Maintenance contract for server and computers.

All present voted in favor by roll call.

#### REPORTS CONTINUED

**Economic Development Activity.** Swedburg reported on her attendance at the Consultants Forum Workshop in Detroit, Michigan (see attached).

**Elevate Business Academy.** Swedburg reported they are moving forward with classes to be held this fall. Informational meetings will be held in August and classes will be held Thursday evenings beginning September 15 through December 9, 2021 with the week of Thanksgiving

week off. Classes will be held at The Goodness. She is currently working on marketing the upcoming classes. Swedburg reported she has been participating in a training program that has been held twice a week in July.

#### COMMITTEE HIGHLIGHTS

**Agriculture and Renewable Energy Development.** Swedburg invited board members to attend the Partners In Ag Innovation Conference on July 29<sup>th</sup> from 7:30 a.m. to 12:45 p.m. The conference will be hybrid at the MinnWest Technology Campus (MWTC). Swedburg stated the next site selector meeting she will attend with MWTC will be by Community Venture Network and will include a presentation by a bioplastics company. The Industrial Hemp Exploratory Subcommittee toured Hemponix, formerly Lettuce Abound.

**Business Retention and Expansion/Recruitment (BRE).** Backman reported the BRE Committee created two subcommittees, Workforce Development and Business Support. The Workforce Development Subcommittee met at Ridgewater College and is working on exposing high school students to local businesses and planning a workforce summit. The subcommittee toured the CDL training simulator. The Business Support Subcommittee will meet this Friday and will focus on a virtual job fair and working with business that received CPR and MPR grants.

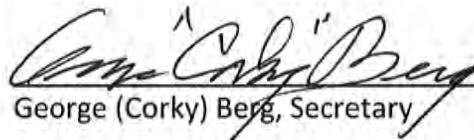
**Finance.** Backman reported the committee will meet next Tuesday where they will review a couple of loans.

**ADJOURNMENT**—There being no further business,

IT WAS MOVED BY MARV CALVIN to adjourn the meeting.

The meeting was adjourned at approximately 1:31 p.m.

**NEXT MEETING**—The next board meeting is **11:30 a.m., Thursday, October 28, 2021** at the EDC Office and via ZOOM video conference.

  
George (Corky) Berg, Secretary

APPROVED: 10/28/2021:

  
Rollie Nissen, Chairperson

|   | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019       |
|---|-------------------------|----------------------------|-------------------------|------------------------|-------------------|
| <b>REVENUES</b>   |                         |                            |                         |                        |                   |
| County Tax Levy   | \$ 556,000              | \$ 306,046                 | \$ 534,000              | \$ 534,000             | \$ 531,596        |
| Creating Entrepreneurial Opportunities student loan program         | \$ 28,000               | \$ 16,040                  | \$ 28,000               | \$ 28,000              | \$ 30,947         |
| Grants  |                         |                            |                         |                        |                   |
| Kandiyohi County for MN Pandemic Relief Grant (MPR)                 | \$ -                    | \$ 848,437                 | \$ 749,194              |                        |                   |
| State of MN Grant for Hemp Study                                    | \$ -                    |                            | \$ 5,000                | \$ 5,000               |                   |
| USDA Grant for Hemp Study   | \$ -                    |                            | \$ 15,000               | \$ 15,000              |                   |
| USDA Grant for Simply Shrimp  | \$ -                    | \$ -                       | \$ -                    | \$ -                   | \$ 107,550        |
| Other Grants (e.g. ARP, USDA, etc.)                                 | \$ 25,000               |                            | \$ 10,000               | \$ 6,500               | \$ -              |
| Insurance dividends   | \$ 1,000                | \$ -                       | \$ 600                  | \$ 1,000               | \$ 701            |
| Interest on investments   |                         |                            |                         |                        |                   |
| Bremer Bank - WAMBC   | \$ -                    | \$ -                       | \$ -                    | \$ 150                 | \$ 6              |
| Concorde Bank (Revolving Loan Fund savings account)                 | \$ 800                  | \$ 515                     | \$ 600                  | \$ 600                 | \$ 601            |
| Heritage Bank savings account                                       | \$ 1,500                | \$ 102                     | \$ 1,400                | \$ 1,500               | \$ 2,417          |
| Lake Region Bank - Microenterprise Loan account                     | \$ 75                   | \$ 41                      |                         |                        | \$ 10             |
| United Prairie Bank \$104,592.73 CD @ 1.5% matures 10/12/2019       | \$ -                    | \$ -                       | \$ -                    | \$ 1,062               | \$ 1,480          |
| United Prairie Bank \$75,000 CD @ 1.75% matures 5/22/2020           | \$ 1,300                | \$ -                       | \$ 1,300                | \$ 1,300               | \$ 2,416          |
| Loans   |                         |                            |                         |                        |                   |
| ELGP loan application fees  | \$ 200                  | \$ -                       | \$ 200                  | \$ 200                 | \$ -              |
| Microenterprise Loan Fund (WAM-BC) repayments interest              | \$ 700                  | \$ 478                     | \$ 516                  | \$ 500                 | \$ 688            |
| Microenterprise Loan Fund application fees                          |                         | \$ 215                     |                         |                        |                   |
| Revolving Loan Fund application fees                                | \$ 600                  | \$ -                       | \$ 300                  | \$ 600                 | \$ 580            |
| Revolving Loan Fund filing fee reimbursements                       | \$ 300                  | \$ -                       | \$ -                    | \$ 300                 | \$ 310            |
| Revolving Loan Fund repayments interest                             | \$ 5,000                | \$ 4,166                   | \$ 7,967                | \$ 9,376               | \$ 10,065         |
| Other Income  |                         |                            |                         |                        |                   |
| Elevate Business Academy - Corporate Donations                      | \$ 16,000               | \$ -                       | \$ -                    |                        |                   |
| Elevate Business Academy - SWIF Contribution                        | \$ 20,000               | \$ 11,390                  | \$ 28,503               |                        |                   |
| Refunds, reimbursements and in-kind contributions (incl. Hwy 23)    | \$ 500                  | \$ 577                     | \$ 500                  | \$ 1,500               | \$ 5,680          |
| Retail Business Design Workshops                                    | \$ -                    |                            | \$ -                    | \$ -                   | \$ 13,625         |
| Sale of Property  | \$ -                    | \$ -                       | \$ 65,000               |                        |                   |
| <b>TOTAL REVENUES</b>   | <b>\$ 656,975</b>       | <b>\$ 1,188,006</b>        | <b>\$ 1,448,080</b>     | <b>\$ 606,588</b>      | <b>\$ 708,671</b> |
| <b>EXPENSES</b>   |                         |                            |                         |                        |                   |
| <b>CREATING ENTREPRENEURIAL OPPORTUNITIES STUDENT LOAN EXPENSES</b> |                         |                            |                         |                        |                   |
| Advertising/Promotions  | \$ 250                  | \$ -                       | \$ 250                  | \$ 150                 | \$ -              |
| Bank Fees   | \$ -                    | \$ -                       | \$ -                    |                        | \$ 17             |
| Dinner Event and Silent Auction                                     |                         |                            |                         |                        |                   |
| Advertising   | \$ 700                  | \$ 710                     | \$ 250                  | \$ 1,400               | \$ 397            |
| Decorations   | \$ 2,000                | \$ 1,917                   | \$ 2,000                | \$ 2,100               | \$ 2,337          |
| Entertainment   | \$ 500                  | \$ -                       | \$ 500                  | \$ 800                 | \$ 400            |
| Event Food and Beverages  | \$ 9,000                | \$ 585                     | \$ 9,000                | \$ 11,000              | \$ 12,897         |
| Silent Auction/Other  | \$ -                    | \$ 3,867                   | \$ -                    | \$ 150                 | \$ 130            |
| Equipment   | \$ -                    | \$ -                       | \$ 2,500                | \$ 7,500               | \$ -              |
| Loan write-off  | \$ 1,200                |                            |                         |                        | \$ 15,711         |
| Meals/Meeting refreshments  | \$ 1,500                | \$ 1,139                   | \$ 1,500                | \$ 2,000               | \$ 2,516          |
| Memberships/Dues  | \$ 1,000                | \$ 603                     | \$ 300                  | \$ 300                 | \$ 944            |
| Miscellaneous   | \$ 1,500                | \$ 1,012                   | \$ 1,500                | \$ 1,500               | \$ 2,634          |
| Scholarships  |                         | \$ -                       | \$ 1,000                | \$ 1,000               | \$ -              |
| Supplies  | \$ 500                  | \$ 308                     | \$ -                    | \$ -                   | \$ -              |
| Transportation/Travel   | \$ 200                  | \$ 79                      | \$ 200                  |                        | \$ -              |
| <b>Total CEO Loan Expenses</b>                                      | <b>\$ 18,350</b>        | <b>\$ 10,220</b>           | <b>\$ 19,000</b>        | <b>\$ 27,900</b>       | <b>\$ 37,984</b>  |

|   | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019       |
|---|-------------------------|----------------------------|-------------------------|------------------------|-------------------|
| <b>CPR Grant Program</b>                                    |                         |                            |                         |                        |                   |
| Administrative Expenses                                     |                         |                            |                         |                        |                   |
| Accountant  | \$ -                    | \$ 2,300                   | \$ 2,300                |                        |                   |
| Consultant fees   | \$ -                    | \$ 861                     | \$ -                    |                        |                   |
| General administrative services                             | \$ -                    | \$ 24                      | \$ -                    |                        |                   |
| Supplies  | \$ -                    | \$ 25                      | \$ -                    |                        |                   |
| Other eligible expenses                                     | \$ -                    | \$ 2                       | \$ -                    |                        |                   |
| <b>Total CPR Grant Program</b>                              | <b>\$ -</b>             | <b>\$ 3,213</b>            | <b>\$ 2,300</b>         |                        |                   |
| <b>MPR Grant Program</b>                                    |                         |                            |                         |                        |                   |
| Business grants   | \$ -                    | \$ 789,500                 | \$ 700,000              |                        |                   |
| Nonprofit grants  | \$ -                    | \$ 54,243                  | \$ 40,500               |                        |                   |
| Administrative expenses                                     |                         |                            |                         |                        |                   |
| Consultant fees   | \$ -                    | \$ 2,324                   | \$ 8,400                |                        |                   |
| General administrative services                             | \$ -                    | \$ 1,093                   | \$ 294                  |                        |                   |
| Supplies  | \$ -                    | \$ 491                     | \$ -                    |                        |                   |
| <b>Total MPR Grant Program</b>                              | <b>\$ -</b>             | <b>\$ 847,650</b>          | <b>\$ 749,194</b>       |                        |                   |
| Loan Program Expenses                                       |                         |                            |                         |                        |                   |
| Loan write-offs and allowance                               | \$ 5,000                | \$ 0                       | \$ 15,000               | \$ 750                 | \$ 2              |
| Micro Loan Program Expenses                                 | \$ -                    | \$ -                       | \$ 200                  |                        | \$ (55)           |
| Other   |                         | \$ -                       |                         |                        | \$ 40             |
| <b>Total Loan Program Expenses</b>                          | <b>\$ 5,000</b>         | <b>\$ 0</b>                | <b>\$ 15,200</b>        | <b>\$ 750</b>          | <b>\$ (13)</b>    |
| <b>Board Expenses</b>                                       |                         |                            |                         |                        |                   |
| Joint Operations Board (includes meals/administrative time) | \$ 2,500                | \$ 1,605                   | \$ 2,900                | \$ 3,000               | \$ 3,813          |
| Joint Powers Board (includes meals/administrative time)     | \$ 2,000                | \$ 950                     | \$ 2,200                | \$ 2,200               | \$ 2,197          |
| Other   | \$ -                    | \$ -                       | \$ -                    | \$ -                   | \$ 40             |
| <b>Total Other Expenses</b>                                 | <b>\$ 4,500</b>         | <b>\$ 2,555</b>            | <b>\$ 5,100</b>         | <b>\$ 5,200</b>        | <b>\$ 6,050</b>   |
| <b>Countywide Business Development</b>                      |                         |                            |                         |                        |                   |
| BUILD (TIGER II) Grant - Willmar Industrial Park            | \$ 15,000               | \$ 5,650                   | \$ 35,000               | \$ 35,000              | \$ -              |
| CEO Student Program Administration                          | \$ 250                  | \$ -                       | \$ 200                  | \$ 500                 | \$ 220            |
| Countywide business development                             | \$ 6,000                | \$ -                       | \$ 6,000                | \$ 6,000               | \$ 900            |
| Purchase of Land from State of MN                           | \$ -                    | \$ 2,294                   | \$ 62,050               | \$ -                   | \$ -              |
| Mowing/Maintenance of Lot                                   | \$ 2,000                | \$ 950                     |                         |                        |                   |
| Retail Business Development Workshops                       |                         |                            |                         |                        | \$ 13,746         |
| Retail Business Design Follow-up Meetings                   | \$ 200                  | \$ -                       | \$ 200                  |                        |                   |
| Startup Bootcamp Scholarships                               | \$ 900                  | \$ -                       | \$ 1,800                |                        |                   |
| USDA Grant Simply Shrimp                                    | \$ -                    | \$ -                       | \$ -                    | \$ -                   | \$ 107,550        |
| <b>Total Countywide Business Development</b>                | <b>\$ 24,350</b>        | <b>\$ 8,894</b>            | <b>\$ 105,250</b>       | <b>\$ 41,500</b>       | <b>\$ 122,416</b> |
| <b>Economic Development Community Contributions</b>         |                         |                            |                         |                        |                   |
| Sponsor Fees  |                         |                            |                         |                        |                   |
| Ag & Animal Science Conference (See Ag Committee)           | \$ -                    |                            | \$ -                    | \$ -                   | \$ -              |
| U of M Technology Showcase                                  | \$ -                    |                            | \$ -                    | \$ 500                 | \$ -              |
| Vision 2040   | \$ 2,000                | \$ -                       | \$ 2,000                | \$ 2,000               | \$ 2,000          |
| <b>Total Economic Development Community Contributions</b>   | <b>\$ 2,000</b>         | <b>\$ -</b>                | <b>\$ 2,000</b>         | <b>\$ 2,500</b>        | <b>\$ 2,000</b>   |
| <b>Elevate Business Academy</b>                             |                         |                            |                         |                        |                   |
| Advertising   | \$ 1,400                | \$ -                       | \$ 1,900                |                        |                   |
| Copying   | \$ 240                  | \$ -                       | \$ 240                  |                        |                   |
| Equipment   | \$ 500                  | \$ 539                     |                         |                        |                   |
| Graduation Ceremony   |                         | \$ 648                     |                         |                        |                   |
| Marketing   | \$ 1,250                | \$ 7,453                   | \$ 5,960                |                        |                   |
| Mileage/Travel  | \$ 175                  | \$ 64                      | \$ 138                  |                        |                   |
| Printing  | \$ 125                  | \$ -                       | \$ 125                  |                        |                   |
| Program Facilitators  | \$ 22,500               | \$ 5,860                   | \$ 10,240               |                        |                   |

|   | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019     |
|---|-------------------------|----------------------------|-------------------------|------------------------|-----------------|
| <b>Staff - Time Invest</b>  |                         |                            |                         |                        |                 |
| Administrative assistance   | \$ 900                  | \$ 271                     | \$ 960                  |                        |                 |
| Planning meetings/preparation                                     | \$ 800                  | \$ 185                     | \$ 1,008                |                        |                 |
| Post-training advocacy  | \$ 850                  | \$ -                       | \$ 720                  |                        |                 |
| Training & coordinating   | \$ 6,900                | \$ -                       | \$ 6,912                |                        |                 |
| <b>Total Staff - Time Investment</b>                              | <b>\$ 9,450</b>         | <b>\$ 457</b>              | <b>\$ 9,600</b>         |                        |                 |
| Translation services  | \$ 300                  | \$ -                       | \$ 300                  |                        |                 |
| Other   |                         | \$ 100                     |                         |                        |                 |
| <b>Total Elevate Business Academy</b>                             | <b>\$ 35,940</b>        | <b>\$ 15,121</b>           | <b>\$ 28,503</b>        |                        |                 |
| <b>COMMITTEE EXPENSES</b>   |                         |                            |                         |                        |                 |
| <b>Agriculture and Renewable Energy Development</b>               |                         |                            |                         |                        |                 |
| Conferences/Seminars/Trainings (including Industrial Hemp)        | \$ 2,000                | \$ 973                     | \$ 2,000                | \$ 2,000               | \$ 440          |
| Industrial Hemp Value-Added Study                                 | \$ -                    | \$ -                       | \$ 20,000               | \$ 25,000              | \$ -            |
| Willmar Bioenergy Project Economic Impact Analysis                | \$ 5,000                |                            |                         |                        |                 |
| Marketing   |                         |                            |                         |                        | \$ 60           |
| Meals/Meeting Refreshments  | \$ 400                  | \$ 39                      | \$ 500                  | \$ 600                 | \$ 512          |
| Mileage/Travel  | \$ 1,000                | \$ 482                     | \$ 1,200                | \$ 1,200               | \$ 1,220        |
| Partners in Ag Innovation Conference Sponsor & Marketing          | \$ 1,500                | \$ 1,005                   | \$ 1,500                | \$ 1,500               | \$ 2,000        |
| Professional Services   |                         |                            |                         |                        |                 |
| General Administrative Services                                   | \$ 1,300                | \$ 500                     | \$ 1,500                | \$ 2,000               | \$ 3,998        |
| Other   |                         | \$ 475                     |                         |                        |                 |
| Supplies (office or program)                                      | \$ 250                  | \$ 570                     | \$ 200                  | \$ 250                 | \$ -            |
| <b>Total Ag Committee Expenses</b>                                | <b>\$ 11,450</b>        | <b>\$ 4,044</b>            | <b>\$ 26,900</b>        | <b>\$ 32,550</b>       | <b>\$ 8,229</b> |
| <b>Broadband and Advanced Technology</b>                          |                         |                            |                         |                        |                 |
| Conferences/Seminars/Trainings                                    | \$ 800                  | \$ -                       | \$ 800                  | \$ 500                 | \$ 1,172        |
| Marketing   | \$ 600                  | \$ -                       | \$ 1,000                | \$ 1,000               | \$ -            |
| Meals/Meeting Refreshments  | \$ 800                  | \$ -                       | \$ 1,000                | \$ 1,000               | \$ 1,785        |
| Mileage/Travel  | \$ 1,200                | \$ 125                     | \$ 1,000                | \$ 800                 | \$ 1,782        |
| Postage   | \$ 500                  | \$ -                       | \$ 300                  | \$ 500                 | \$ 528          |
| Printing, copying & publishing                                    | \$ 500                  | \$ -                       | \$ 500                  | \$ 500                 | \$ -            |
| Professional Services   |                         | \$ -                       |                         |                        |                 |
| General Administrative Services                                   | \$ 1,000                | \$ 740                     | \$ 1,000                | \$ 1,000               | \$ 2,387        |
| Total Professional Services                                       | \$ 1,000                | \$ 740                     | \$ 1,000                | \$ 1,000               | \$ 2,387        |
| <b>Total Broadband and Advanced Technology Committee Expenses</b> | <b>\$ 5,400</b>         | <b>\$ 865</b>              | <b>\$ 5,600</b>         | <b>\$ 5,300</b>        | <b>\$ 7,654</b> |
| <b>Business Retention and Expansion/Recruitment</b>               |                         |                            |                         |                        |                 |
| Childcare Initiative  | \$ 500                  | \$ -                       | \$ 1,200                | \$ 1,000               | \$ 1,881        |
| Conferences/Seminars/Trainings                                    | \$ -                    | \$ -                       | \$ 500                  | \$ 650                 | \$ 45           |
| Grants  | \$ 10,000               | \$ 7,500                   | \$ 10,000               | \$ 6,500               | \$ 10,000       |
| <b>Highway 23 Coalition</b>                                       |                         |                            |                         |                        |                 |
| Conferences/Seminars/Trainings                                    | \$ -                    | \$ -                       | \$ 150                  | \$ 200                 | \$ -            |
| General Administrative Services                                   | \$ 700                  | \$ 1,113                   | \$ 600                  | \$ 2,000               | \$ 1,540        |
| Meals/Meeting Refreshments  | \$ -                    | \$ -                       | \$ -                    | \$ 200                 | \$ 43           |
| Mileage/Travel  | \$ 200                  | \$ 12                      | \$ 200                  | \$ 1,000               | \$ 2,332        |
| Supplies  | \$ 200                  | \$ 540                     | \$ -                    |                        | \$ (51)         |
| <b>Total Highway 23 Coalition</b>                                 | <b>\$ 1,100</b>         | <b>\$ 1,666</b>            | <b>\$ 950</b>           | <b>\$ 3,400</b>        | <b>\$ 3,864</b> |
| Marketing   | \$ 500                  | \$ 574                     | \$ 500                  | \$ -                   |                 |
| Meals/Meeting Refreshments  | \$ -                    | \$ -                       | \$ -                    | \$ 200                 | \$ 66           |
| Mileage/Travel  | \$ 500                  | \$ 99                      | \$ 1,000                | \$ 800                 | \$ 1,320        |
| Printing, copying & publishing                                    | \$ 150                  | \$ -                       | \$ 150                  | \$ 150                 | \$ -            |



|  | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019       |
|--|-------------------------|----------------------------|-------------------------|------------------------|-------------------|
| <b>Professional Services</b>                                     |                         |                            |                         |                        |                   |
| General administrative services                                  | \$ 1,500                | \$ 820                     | \$ 1,500                | \$ 1,500               | \$ 1,940          |
| Professional services - Other                                    | \$ 100                  | \$ -                       | \$ 100                  | \$ 100                 | \$ -              |
| <b>Total Professional Services</b>                               | <b>\$ 1,600</b>         | <b>\$ 820</b>              | <b>\$ 1,600</b>         | <b>\$ 1,600</b>        | <b>\$ 1,940</b>   |
| Supplies (office or program)                                     | \$ 100                  | \$ -                       | \$ 100                  | \$ 200                 | \$ -              |
| Workforce Development (Job Fair, CLUES, etc.)                    | \$ 2,500                | \$ -                       | \$ 3,000                | \$ 2,500               | \$ 4,611          |
| <b>Total BRE/R Committee Expenses</b>                            | <b>\$ 16,950</b>        | <b>\$ 10,658</b>           | <b>\$ 19,000</b>        | <b>\$ 17,000</b>       | <b>\$ 23,726</b>  |
| <b>Finance</b>   |                         |                            |                         |                        |                   |
| Marketing  | \$ 100                  | \$ -                       | \$ 100                  | \$ 100                 | \$ -              |
| Meals/Meeting Refreshments                                       | \$ 500                  | \$ -                       | \$ 500                  | \$ 500                 | \$ 315            |
| Mileage/Travel   | \$ 50                   | \$ 16                      | \$ 50                   | \$ 50                  | \$ 334            |
| Professional services  |                         |                            |                         |                        |                   |
| General administrative services                                  | \$ 1,500                | \$ 934                     | \$ 1,300                | \$ 1,000               | \$ 1,419          |
| Legal services   | \$ 400                  | \$ -                       | \$ 400                  | \$ 400                 | \$ -              |
| <b>Total Professional Services</b>                               | <b>\$ 1,900</b>         | <b>\$ 934</b>              | <b>\$ 1,700</b>         | <b>\$ 1,400</b>        | <b>\$ 1,419</b>   |
| SCORE (cell phone and email account; moved to Finance Committee) |                         |                            |                         |                        |                   |
| Telephone/Telecommunications                                     | \$ -                    | \$ -                       | \$ -                    | \$ 850                 | \$ 783            |
| Mileage/Travel   | \$ -                    | \$ -                       | \$ -                    | \$ 200                 |                   |
| <b>Total SCORE</b>   | <b>\$ -</b>             | <b>\$ -</b>                | <b>\$ -</b>             | <b>\$ 1,050</b>        | <b>\$ 783</b>     |
| <b>Total Finance Committee Expenses</b>                          | <b>\$ 2,550</b>         | <b>\$ 950</b>              | <b>\$ 2,350</b>         | <b>\$ 2,250</b>        | <b>\$ 2,851</b>   |
| <b>Marketing and Public Relations</b>                            |                         |                            |                         |                        |                   |
| Meals/Meeting refreshments                                       | \$ 600                  | \$ -                       | \$ 800                  | \$ 800                 | \$ 797            |
| Media  | \$ 700                  | \$ 225                     | \$ 700                  | \$ 700                 | \$ 540            |
| Mileage/Travel   | \$ 100                  | \$ 7                       | \$ 100                  | \$ 100                 | \$ 50             |
| Printing, copying & publishing                                   |                         |                            |                         |                        | \$ 640            |
| Advertisements   | \$ 800                  | \$ 311                     | \$ 1,500                | \$ 800                 | \$ 2,307          |
| Special projects   | \$ -                    | \$ -                       | \$ -                    | \$ -                   | \$ 13,750         |
| Professional services  |                         |                            |                         |                        |                   |
| General administrative services                                  | \$ 2,000                | \$ 1,862                   | \$ 1,800                | \$ 1,800               | \$ 1,694          |
| REDstar Creative   |                         |                            |                         |                        |                   |
| Digital Media/Social Media                                       | \$ -                    | \$ 113                     | \$ 4,500                | \$ 6,000               | \$ 6,651          |
| Marketing materials  |                         |                            |                         |                        | \$ 2,467          |
| General Marketing  | \$ 800                  | \$ 551                     | \$ 4,100                | \$ 6,200               | \$ 7,692          |
| E Newsletters  | \$ -                    | \$ -                       | \$ 2,500                | \$ 3,500               | \$ -              |
| Website  | \$ -                    | \$ -                       | \$ 2,000                | \$ 1,500               | \$ 1,221          |
| Other  | \$ -                    | \$ -                       | \$ 1,500                | \$ 500                 | \$ 429            |
| <b>Total REDstar Creative</b>                                    | <b>\$ 800</b>           | <b>\$ 664</b>              | <b>\$ 14,600</b>        | <b>\$ 17,700</b>       | <b>\$ 18,459</b>  |
| <b>Total Professional Services</b>                               | <b>\$ 2,800</b>         | <b>\$ 2,526</b>            | <b>\$ 16,400</b>        | <b>\$ 19,500</b>       | <b>\$ 20,153</b>  |
| <b>Total Marketing and Public Relations Committee Expenses</b>   | <b>\$ 5,000</b>         | <b>\$ 3,068</b>            | <b>\$ 19,500</b>        | <b>\$ 21,900</b>       | <b>\$ 38,237</b>  |
| <b>Tourism/Leisure Travel</b>                                    |                         |                            |                         |                        |                   |
| CVB Tourism Partnership Agreement                                | \$ 34,000               | \$ 34,000                  | \$ 34,000               | \$ 34,000              | \$ 34,000         |
| Meals/Meeting refreshments                                       | \$ 100                  | \$ -                       | \$ 100                  | \$ 100                 | \$ 64             |
| Mileage/Travel   | \$ 100                  | \$ -                       | \$ 100                  | \$ 100                 | \$ 92             |
| Other  |                         |                            |                         |                        |                   |
| <b>Total Tourism/Leisure Travel Committee</b>                    | <b>\$ 34,200</b>        | <b>\$ 34,000</b>           | <b>\$ 34,200</b>        | <b>\$ 34,200</b>       | <b>\$ 34,156</b>  |
| <b>Total Committee Expenses</b>                                  | <b>\$ 75,550</b>        | <b>\$ 53,585</b>           | <b>\$ 107,550</b>       | <b>\$ 113,200</b>      | <b>\$ 114,854</b> |

|   | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019       |
|---|-------------------------|----------------------------|-------------------------|------------------------|-------------------|
| <b>EMPLOYEE COMPENSATION</b>  |                         |                            |                         |                        |                   |
| <b>Executive Director</b>   |                         |                            |                         |                        |                   |
| Director's salary   | \$ 119,034              | \$ 58,350                  | \$ 116,700              | \$ 116,700             | \$ 113,300        |
| Director's bonus  |                         |                            | \$ 10,000               |                        |                   |
| Director's health insurance   | \$ 14,000               | \$ 7,002                   | \$ 14,000               | \$ 14,000              | \$ 11,262         |
| Director's payroll taxes (FICA = 6.20%; Medicare = 1.45%)             | \$ 9,106                | \$ 12,108                  | \$ 12,128               | \$ 8,930               | \$ -              |
| Director's pension (PERA) employer rate is 7.5%                       | \$ 8,928                | \$ 4,376                   | \$ 9,403                | \$ 8,753               | \$ 8,497          |
| <b>Total Executive Director's Compensation</b>                        | <b>\$ 151,068</b>       | <b>\$ 81,836</b>           | <b>\$ 162,231</b>       | <b>\$ 148,383</b>      | <b>\$ 133,060</b> |
| <b>Business Development Manager's position</b>                        |                         |                            |                         |                        |                   |
| Business Development Manager's salary                                 | \$ 75,200               | \$ 31,667                  | \$ 80,333               | \$ 75,000              | \$ 73,000         |
| Business Development Manager's health insurance                       | \$ 5,800                | \$ 6,202                   | \$ 9,081                | \$ 14,000              | \$ 11,262         |
| Business Development Manager's payroll taxes                          | \$ 5,739                | \$ 9,125                   | \$ 6,146                | \$ 5,739               | \$ -              |
| Business Development Manager's PERA                                   | \$ 5,625                | \$ 3,209                   | \$ 6,025                | \$ 5,625               | \$ 5,475          |
| <b>Total Business Development Specialist's Compensation</b>           | <b>\$ 92,364</b>        | <b>\$ 50,203</b>           | <b>\$ 101,584</b>       | <b>\$ 100,364</b>      | <b>\$ 89,737</b>  |
| <b>Marketing &amp; Communications Specialist</b>                      |                         |                            |                         |                        |                   |
| Marketing & Communications Specialist's salary                        | \$ 49,920               |                            |                         |                        |                   |
| Marketing & Communications Specialist's health insurance              | \$ 10,000               |                            |                         |                        |                   |
| Marketing & Communications Specialist's payroll taxes                 | \$ 3,820                |                            |                         |                        |                   |
| Business Development Manager's PERA                                   | \$ 3,744                |                            |                         |                        |                   |
| <b>Total Marketing &amp; Communications Specialist's Compensation</b> | <b>\$ 67,484</b>        |                            |                         |                        |                   |
| <b>Accrued vacation and sick expense</b>                              |                         |                            |                         |                        |                   |
| Executive Director  | \$ 8,000                | \$ -                       | \$ 8,000                | \$ 8,000               | \$ -              |
| Business Development Manager  | \$ 4,000                | \$ -                       | \$ 4,000                | \$ 4,000               | \$ -              |
| Marketing & Communications Specialist                                 | \$ 3,000                | \$ -                       |                         |                        |                   |
| <b>Total accrued vacation and sick expense</b>                        | <b>\$ 15,000</b>        | <b>\$ -</b>                | <b>\$ 12,000</b>        | <b>\$ 12,000</b>       | <b>\$ -</b>       |
| Employer payroll tax expense  |                         | \$ 8,420                   |                         | \$ 14,028              | \$ 14,067         |
| Employee workers' compensation insurance                              | \$ 1,000                | \$ 520                     | \$ 800                  | \$ 1,000               | \$ 522            |
| <b>Total other employee compensation</b>                              | <b>\$ 16,000</b>        | <b>\$ 8,940</b>            | <b>\$ 12,800</b>        | <b>\$ 27,028</b>       | <b>\$ 14,589</b>  |
| <b>Total Employee Compensation</b>                                    | <b>\$ 326,916</b>       | <b>\$ 140,979</b>          | <b>\$ 276,615</b>       | <b>\$ 275,775</b>      | <b>\$ 237,386</b> |
| <b>ADMINISTRATIVE EXPENSES</b>  |                         |                            |                         |                        |                   |
| MCIT property/casualty insurance                                      | \$ 3,600                | \$ 3,703                   | \$ 3,500                | \$ 2,800               | \$ 2,043          |
| Meals not for a committee   | \$ 700                  | \$ 1,148                   | \$ 1,000                | \$ 900                 | \$ 1,105          |
| <b>Memberships, dues, subscriptions</b>                               |                         |                            |                         |                        |                   |
| Community Venture Network (CVN)                                       | \$ 2,200                | \$ 2,125                   | \$ 2,200                | \$ 2,200               | \$ -              |
| EDAM membership   | \$ 495                  | \$ 295                     | \$ 495                  | \$ 495                 | \$ 495            |
| Highway 23 Coalition membership                                       | \$ 500                  | \$ -                       | \$ 500                  | \$ 500                 | \$ -              |
| Industrial Hemp Association   | \$ 375                  |                            |                         |                        |                   |
| Local organizations   | \$ 600                  | \$ 550                     | \$ 600                  | \$ 600                 | \$ 525            |
| MAPCED membership   | \$ 350                  | \$ 300                     | \$ 350                  | \$ 330                 | \$ 330            |
| MN DEED Marketing Partnership dues                                    | \$ 700                  | \$ -                       | \$ 700                  | \$ 625                 | \$ 625            |
| MN Rural Broadband Coalition  | \$ 1,000                | \$ 1,000                   |                         | \$ 400                 | \$ 590            |
| Subscriptions   | \$ 2,881                | \$ 1,690                   | \$ 400                  | \$ 500                 | \$ 200            |
| WORKUP membership   | \$ -                    | \$ -                       | \$ -                    | \$ 5,400               | \$ 4,050          |
| Other   | \$ 450                  | \$ -                       | \$ 450                  |                        | \$ 1,140          |
| <b>Total Memberships, dues, subscription</b>                          | <b>\$ 9,551</b>         | <b>\$ 5,960</b>            | <b>\$ 5,695</b>         | <b>\$ 11,050</b>       | <b>\$ 7,955</b>   |

|  | Proposed<br>2022 Budget | Rounded as<br>of 6/30/2021 | Approved<br>2021 Budget | Initial 2020<br>Budget | Actual 2019       |
|--|-------------------------|----------------------------|-------------------------|------------------------|-------------------|
| Professional services                                    |                         |                            |                         |                        |                   |
| Accountant fees  | \$ 850                  | \$ 250                     | \$ 850                  | \$ 1,500               | \$ 622            |
| Auditor  | \$ 8,350                | \$ -                       | \$ 8,350                | \$ 7,000               | \$ 8,500          |
| Bookkeeping fees   | \$ 6,000                | \$ 3,498                   | \$ 6,000                | \$ 6,000               | \$ 7,259          |
| Broadband Consultant Agreement                           | \$ 2,500                | \$ -                       | \$ 10,780               |                        |                   |
| Legal fees   | \$ 600                  | \$ 218                     | \$ 600                  | \$ 200                 | \$ 250            |
| <b>Total Professional Services</b>                       | <b>\$ 18,300</b>        | <b>\$ 3,965</b>            | <b>\$ 26,580</b>        | <b>\$ 14,700</b>       | <b>\$ 16,631</b>  |
| Seminars and promotions                                  | \$ 2,200                | \$ 627                     | \$ 2,400                | \$ 2,200               | \$ 1,190          |
| Travel, conference, school                               | \$ 12,000               | \$ 961                     | \$ 12,000               | \$ 11,000              | \$ 5,901          |
| <b>Total Administrative Expenses</b>                     | <b>\$ 46,351</b>        | <b>\$ 16,365</b>           | <b>\$ 51,175</b>        | <b>\$ 42,650</b>       | <b>\$ 34,825</b>  |
| <b>OFFICE EXPENSES</b>                                   |                         |                            |                         |                        |                   |
| Bank Fees  | \$ 150                  | \$ 69                      | \$ 100                  | \$ 100                 | \$ 118            |
| Cleaning person  | \$ 2,500                | \$ 1,068                   | \$ 2,000                | \$ 2,700               | \$ 2,622          |
| Equipment maintenance and rental                         |                         |                            |                         |                        |                   |
| Software (Synchronist annual fee \$1,200)                | \$ 2,800                | \$ 2,810                   | \$ 2,200                | \$ 2,400               | \$ 1,909          |
| Technology maintenance contract for server and computers | \$ 4,200                |                            | \$ 2,100                |                        |                   |
| Other  | \$ 700                  | \$ 854                     | \$ 700                  |                        | \$ 1,324          |
| <b>Total Equip Maintenance &amp; Rental</b>              | <b>\$ 7,700</b>         | <b>\$ 3,664</b>            | <b>\$ 5,000</b>         | <b>\$ 2,400</b>        | <b>\$ 3,233</b>   |
| Furniture and equipment                                  |                         |                            |                         |                        |                   |
| Xerox lease  | \$ 4,250                | \$ 2,678                   | \$ 4,248                | \$ 1,700               | \$ 885            |
| Toshiba service contract and lease                       | \$ -                    | \$ 172                     | \$ 2,400                |                        | \$ 4,840          |
| Furniture and equipment - Other                          | \$ 1,200                | \$ 1,052                   | \$ -                    | \$ 1,200               | \$ -              |
| <b>Total Furniture and Equipment</b>                     | <b>\$ 5,450</b>         | <b>\$ 3,901</b>            | <b>\$ 6,648</b>         | <b>\$ 2,900</b>        | <b>\$ 5,725</b>   |
| Office equipment and miscellaneous                       | \$ 1,500                | \$ -                       | \$ 1,500                | \$ 1,800               | \$ 5,819          |
| Postage, mailing service                                 | \$ 300                  | \$ 344                     | \$ 200                  | \$ 200                 | \$ 176            |
| Printing, copying and publishing                         | \$ 1,000                | \$ 2,105                   | \$ 400                  | \$ 1,000               | \$ 1,783          |
| Professional services:                                   |                         |                            |                         |                        |                   |
| Engineering and other professional services              | \$ 3,000                | \$ 2,075                   | \$ 3,000                | \$ 3,000               | \$ 4,690          |
| General administrative                                   | \$ 54,000               | \$ 22,215                  | \$ 52,000               | \$ 62,500              | \$ 46,237         |
| Planning session facilitator                             | \$ 3,000                | \$ 1,800                   | \$ 4,000                | \$ 4,200               | \$ 4,285          |
| Website hosting and maintenance                          | \$ 250                  | \$ -                       | \$ 250                  | \$ 250                 | \$ 210            |
| <b>Total Professional Services</b>                       | <b>\$ 60,250</b>        | <b>\$ 26,090</b>           | <b>\$ 59,250</b>        | <b>\$ 69,950</b>       | <b>\$ 55,422</b>  |
| Rent and storage unit                                    | \$ 24,800               | \$ 12,000                  | \$ 24,800               | \$ 24,600              | \$ 22,770         |
| Rent (water cooler, post office box)                     | \$ 300                  | \$ 184                     | \$ 260                  | \$ 260                 | \$ 207            |
| Sales Tax Return   |                         | \$ 11                      |                         |                        |                   |
| Supplies   | \$ 2,500                | \$ 1,266                   | \$ 3,500                | \$ 3,500               | \$ 3,765          |
| Telephone/Telecommunications                             | \$ 6,250                | \$ 2,887                   | \$ 6,250                | \$ 4,900               | \$ 5,562          |
| Office Expenses - Other                                  | \$ 1,000                | \$ 450                     |                         |                        |                   |
| <b>Total Office Expenses</b>                             | <b>\$ 113,700</b>       | <b>\$ 54,038</b>           | <b>\$ 109,908</b>       | <b>\$ 114,310</b>      | <b>\$ 107,202</b> |
| <b>TOTAL PROGRAM EXPENSES</b>                            | <b>\$ 652,657</b>       | <b>\$ 1,152,620</b>        | <b>\$ 1,471,795</b>     | <b>\$ 623,785</b>      | <b>\$ 662,704</b> |



## **Marketing and Communications Specialist**

We are seeking a Marketing and Communications Specialist, which is a newly-created position, to support the economic development team's programs and activities in West Central Minnesota. The Kandiyohi County & City of Willmar Economic Development Commission (EDC) is looking for an enthusiastic and creative person who establishes a positive first impression by implementing strategies to reach new business/entrepreneur clients and promotes the Willmar and Kandiyohi County area to potential jobseekers. You will have administrative duties in developing and implementing marketing strategies.

You will collaborate with the EDC's Executive Director and Business Development Manager in all stages of marketing campaigns. Your insightful contributions will help develop, expand and maintain our marketing presence and help facilitate the EDC's economic growth activities.

### **Job Summary**

- Overall responsibility for the EDC's website, including maintaining content, search engine optimization and working with staff and partners on updates.
- Manage all social media content on Facebook, Twitter, LinkedIn, YouTube and any new platforms that are impactful to engage our clients and promote our services.
- Research, acquire and schedule a variety of relevant content to post on these platforms using tools, such as Google Alerts and Buffer with a schedule of engagement one to two times weekly.
- Execute Constant Contact (for email campaigns) and direct mail campaigns.
- Responsible for writing, editing and designing the EDC quarterly newsletter.
- EDC staff liaison to the EDC's Marketing & Public Relations Committee, one of five standing committees for the organization.
- Coordinating or assisting with special events as needed, including the Elevate Program and the Partners in Ag Innovation Conference. Set up and run booths at twice annual local job fairs.
- Provide assistance to the EDC staff in creating marketing materials and strategies to position the greater Kandiyohi County area for growth and as a great place to do business.
- Provide in-house design support and expertise as needed for presentations, brochures, ads, flyers, and occasional e-Blasts, etc. Create, edit and manage online blogs and short videos.
- Provide media/public relations support and guidance to staff members.
- Promptly and courteously answer questions received from the public and/or referring them to the appropriate person or agency.
- Have a strong knowledge of a variety of software that includes, Word, Outlook, InDesign, Photoshop, Adobe, etc.
- Attend networking events as needed.

### **Minimum Requirements**

- Bachelor's Degree in Marketing, Communications, Public Relations or related degree.
- One to two years or more of experience in marketing/communications responsibilities, including social media marketing, website maintenance, and print marketing.
- Proficiency in social media platforms (Facebook, LinkedIn, Twitter), website platforms (WordPress), Adobe Suite, Acrobat, InDesign, and Photoshop.
- Strong verbal and written communications skills.

### **Expectations**

- Strong desire to learn along with professional drive.
- Collaborate with staff and the EDC's partners.
- Team player and open to feedback.
- Proactive, anticipate needs and able to evaluate alternatives.

### **Salary & Related**

- This new position is [80% of fulltime or] 32 hours per week. The EDC is willing to consider up to 16 hours per week in a remote work environment.
- The pay range for this position is \$44,928 to \$54,912 per year, with specific pay determined based on qualifications and experience you bring to the role.
- The employee benefits applicable to this position include holiday, vacation, sick leave and time off for jury duty; single healthcare coverage; Public Employees Retirement Association (PERA) benefits;
- Other benefits--professional development, cell phone and travel reimbursement.

# High-Speed Broadband for Kandiyohi County

Kandiyohi County  
 May 2020  
 Service Inventory  
 by Minnesota  
 Broadband  
 Development  
 Program

October 2020  
 Provider  
 Broadband  
 Service  
 Inventory  
 at least  
 100/20 Mbps

OVERVIEW

• Why Now?

- Pandemic
- Survey
- Current Funding Opportunities
- Telehealth
- Education
- Smart Cities, Smart Farms
- Viability of Property
- Economic Growth

OVERVIEW

• Why Fiber?

**Fiber**

FTTH/P – to the home/premise, direct connection with fiber to the building  
 Symmetrical upload/download speeds up to 1 Gigabit per second (Gbps)

FTTN – to the node,  
 Fiber runs to a node point, then copper delivers service to the building  
 Slightly slower than FTTH/P due to copper delivery to end point, but still faster than traditional DSL

Rural Digital Opportunity Fund (RDOF) Auction  
 LTD Area

Federated Telephone Cooperative

• \$9,786,007

667 locations

- Arctander 180, Dovre 251, Mamre 153, St. Johns 79

With added locations - 681

- Arctander 182, Dovre 267, Mamre 153, St. Johns 79

Total Project Funding

• \$9,786,007

Investments as follows:

- Federated, 25% of total cost - \$2,446,501
- State grant 50% of total cost - \$4,893,003
- Kandiyohi County- \$100,000
- Kandiyohi County ARPA - \$1,314,386
- Dovre ARPA- \$112,280
- St. John's ARPA - \$21,216
- Arctander ARPA - \$33,481
- Mamre ARPA- \$33,566

Remainder (\$831,574) divided equally by premises to be served. \$1246 each premise is estimated amount, subject to change.



Grant Application Seeking Contributions

Minnesota Office of Broadband Development  
Border-to-Border Broadband Grants

Minnesota Border-to-Border Grants

from the MN Office of Broadband Development

- Dependent on legislative action to allocate the funds
- Passed at \$ 70 million for biennium - \$35 million for 2021 grants
- Competitive
- 120 possible points based on several factors

**2020 Selection Criteria and Grant Scoring Categories - 120 points possible**

**Anticipated Broadband Improvements:** 0 to 20 points possible  
Unserved or underserved total passings potentially served by project and increase in speed

**Grant Funding Request Amount:** 0 to 10 points possible  
Percent of state grant request compared to total eligible project costs:

**Community Participation:** 0 to 15 points possible  
Financial commitment from community partner(s) and evidence of community support

**Project Readiness:** 0 to 25 points possible  
Comprehensive knowledge and evidence of being fully prepared to build, implement, and operate the project

**Project Sustainability:** 0 to 25 points possible  
Strong internal capacity to effectively support and sustain broadband infrastructure proposal:

**Economic Development & Community Impact Review:** 0 to 15 points possible  
Demonstrated economic development and community enhancement potential

**Broadband Adoption Assistance:** 0 to 10 points possible  
Additional points for adoption activities, technical support or training and assistance for low income subscribers.

Timeline

**Border-to-Border Grant**  
Submit by Late August to Late September  
Awards announced November to end of January

**Construction**  
Spring 2022 to December 2023

**Payments made**  
After project is complete and working properly

# OTHER PROJECTS

## 2022 Federated Border-to-Border Project

Colfax, Lake Andrew, Norway Lake

### NTIA

- National Telecommunication and Information Administration (NTIA)
- \$288 million in Funding available to states to build broadband infrastructure
- Kandiyohi County to apply
- Grant due August 17<sup>th</sup>
- Including the 7 Federated project townships: Arctander, Colfax, Dovre, Lake Andrew, Mamre, Norway Lake and St. Johns
- Project cost: Approximately \$33 million
- Funding: 88% NTIA 12% Federated

### Charter Proposals

#### 141<sup>st</sup> Ave NE New London Township

- 37 homes passed
- Unsewered
- \$89,000 total cost
- \$35,000 local share
- 2020 R2B grant application denied, TDS committed to improving service



#### 199<sup>th</sup> Ave NE New London Township


- 32 homes passed
- Unsewered
- \$143,000 total cost
- \$100,000 local share



### Charter Proposals

#### 141<sup>st</sup> Ave NE New London Township

- 61 homes passed
- Unsewered
- FTH
- \$433,000 total cost
- \$300,000 local share



### Arvig

- City of Prinsburg, 510 premises
- \$1,000,000 project
- Arvig investment: \$450,000
- Kandiyohi County ARPA proposed: \$330,000
- Prinsburg ARPA: 45,000
- City/School/People: \$175,000



VIBRANT  
BROADBAND

Fiber Wireless Hybrid

- 1613 homes passed
  - 122 FTTH, 1491 FW
- 32.2 miles of fiber and 7 Monopoles
- Cost: \$3,750,000
- Request:
  - cover 50% of cost
  - waive R.O. W permit costs
  - Aid with marketing & securing property

Full Fiber Project

- 1527 homes passed
  - 1527 FTTH
- 248 miles of fiber
- Cost: 17,600,000
- Request:
  - cover 80% of cost
  - waive R.O. W permit costs
  - Aid with marketing

## WHAT EMPLOYEES NEED TO KNOW ABOUT ~~COVID-19~~ A PANDEMIC AND WORKING FOR THE KANDIYOHI COUNTY & CITY OF WILLMAR EDC

The Kandiyohi County & City of Willmar Economic Development Commission (EDC) values all of its employees and contracted staff. The EDC is serious about making sure all employees have a safe and healthy work environment. We encourage employees to let us know if they have any concerns about their safety or health at work. We will work together to address and find reasonable solutions.

Employees/contracted staff need to stay home from work if they are sick, to protect themselves and others. When an employee is going to be absent from work, they must call their supervisor to let them know they will not be into work and the reason why.

All employees need to self-monitor for signs and symptoms of the coronavirus/COVID-19 **or any virus or variant thereof causing a pandemic**. The following are common symptoms of COVID-19, which are listed on the CDC's website: fever, cough, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, or a new loss of taste or smell. **Symptoms of any pandemic causing virus can be found on the CDC's website**. If the employee is experiencing any of these symptoms, he or she needs to stay home and call a doctor. An employee can call CentraCare Connect at 320-200-3200, 24 hours a day, to speak with a nurse who can assist with a symptom check and help set up the appropriate test.

The EDC has a vacation and sick leave policy that allows the carryover of up to 160 hours of sick leave annually or greater if permitted by contract. An employee is entitled to take sick leave related to any ~~COVID-19~~ **pandemic-causing** infection. If the employee tests positive for COVID-19 **or any pandemic-causing virus**, the employee is required to stay home for 14 days and to be fever free for at least three days without the aid of fever reducing medications. The employee is entitled to take sick leave related to ~~COVID-19~~ **any pandemic-causing virus**, if the employee is unable to work because of the following:

1. Is subject to a Federal, State or local quarantine or isolation order related to ~~COVID-19~~ **a pandemic**;
2. Has been advised by a health care provider to self-quarantine related to ~~COVID-19~~ **a pandemic**;
3. Is experiencing ~~COVID-19~~ symptoms **related to a pandemic-causing virus**, or substantially-similar condition, and is seeking a medical diagnosis;
4. Is caring for an individual subject to an order described in (1) or self-quarantine as described in (2); or
5. Is caring for his or her child whose school or place of care is closed (or childcare provider is unavailable) due to ~~COVID-19~~ **pandemic**-related reasons.

The EDC has a process in place to wipe down and disinfect common areas in our building. At all times, and especially **with a pandemic** ~~now, with COVID-19~~, all employees need to make sure that they are washing their hands for at least 20 seconds with soap and water frequently. Employees should wash their hands at the beginning and end of their work day, prior to mealtimes and after using the toilet.

Employees need to make sure that they cover their cough and sneeze. The employee should cover their mouth and nose with a tissue when they cough or sneeze. After use, put the tissue in the wastebasket and wash one's hands. If the employee does not have a tissue, cough or sneeze into the upper sleeve or elbow, not the hands.

Due to COVID-19 **or any pandemic-causing virus**, employees need to practice social distancing. The CDC recommends that people stay 6 feet apart and do not gather in groups **when possible**. At the EDC, we have made changes to the way we meet with people and conduct meetings. ~~When possible,~~ **For EDC committee meetings**, the EDC **may hold** ~~is holding~~ conference calls and/or Zoom conferences instead of in-person meetings **or offer a "hybrid" meeting option**. **Board meetings will be held in larger settings to accommodate spacing**. The EDC is trying to keep everyone safe by keeping people 6 feet apart and not having people gather in close proximity.

The EDC is endeavoring to create a safe work environment for staff, board members, volunteers and clients. We are concerned for everyone's safety. We ask that employees let us know if they have any safety or health concerns that we need to address in order to help everyone stay safe.

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Employee/Contractor Signature

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Date

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Supervisor Signature

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Date

**KANDIYOHI COUNTY & CITY OF WILLMAR EDC  
WORKPLACE PROTECTION FOLLOWING PANDEMIC OUTBREAK  
PERSONAL PROTECTION AND FACILITIES CLEANING, SANITIZING**

The EDC is committed to providing a safe and healthy workplace for all employees, board members, volunteers, clients and visitors. To ensure that, we have developed the following Preparedness Plan (PP) in response to ~~a the COVID-19~~ pandemic. All employees and contracted staff are responsible for implementing this plan. The EDC's goal is to mitigate the potential for transmission of ~~COVID-19~~ a pandemic in our workplace, and that requires the full cooperation among everyone. Only through this cooperative effort can we establish and maintain the safety and health of our employees and contracted staff. The EDC staff and Board members are responsible for implementing and complying with all aspects of the EDC's PP.

Our employees are our most important assets. We are serious about safety and keeping our employees working at the EDC. Employee involvement is essential in developing and implementing a successful ~~COVID-19~~ Pandemic Preparedness Plan. We want our employees to know that we are committed to their safety and asking for their input that they may continue to have in making their jobs even safer.

We will post the Plan on the EDC's website to let our Board members and volunteers know that we are addressing pandemic-related ~~COVID-19~~ safety issues and asking to see what they have in place to make sure our employee's place of work is safe. The EDC's PP follows the Centers for Disease Control and Prevention (CDC) and Minnesota Department of Health (MDH) guidelines and federal OSHA standards related to COVID-19 and any future pandemic-related virus and addresses:

- hygiene and respiratory etiquette;
- engineering and administrative controls for social distancing;
- customer controls and protections for drop-off, pick-up and delivery;
- housekeeping, including cleaning, disinfecting and decontamination;
- prompt identification and isolation of sick persons;
- communications and training that will be provided to managers and workers; and
- management and supervision necessary to ensure effective implementation of the plan.

**SCREENING AND POLICIES FOR EMPLOYEES EXHIBITING SIGNS AND SYMPTOMS OF A PANDEMIC-RELATED VIRUS  
~~COVID-19~~**

Employees have been informed of and encouraged to self-monitor for signs and symptoms of COVID-19 and any other pandemic-related virus. The following policies and procedures are being implemented to assess workers' health status prior to entering the workplace and for workers to report when they are sick or experiencing symptoms. The EDC asks them to seek medical advice if they think they have COVID-19 or any pandemic-causing virus.

The EDC has implemented leave policies that promote workers staying at home when they are sick, when household members are sick, or when required by a health care provider to isolate or quarantine themselves or a member of their household.

We offer paid sick leave to all of our employees. We require our employees to call their supervisor or the EDC office when they are sick and that they will not be going to work. An employee will need to formally request sick leave to get paid leave from the EDC.

The EDC will make every effort to make office accommodations safe for all workers. Please contact the EDC Executive Director or office staff if an employee or a family member needs special accommodations because of underlying medical conditions. The EDC's goal is to develop a safe environment for employees, family members, and visitors.

The EDC has also implemented a policy for informing workers if they have been exposed to a person with a pandemic-related virus ~~COVID-19~~ at their workplace and requiring them to quarantine for the required amount of time.

## EMPLOYEE POLICIES AND GUIDELINES

- All staff will read and sign off on training for new safe-at-work requirements and guidelines on the first day they return to work following quarantine.
- Safe-at-work protocols will include making sure necessary Personal Protective Equipment (PPE) and disinfecting supplies are available to employees, even if they provide for themselves.
- Posted information will include recommended protocols for hand washing, properly covering coughs and sneezes; avoiding touching the face, social distancing, on-site health screening, self-quarantining and return-to-work policies, visitor screenings, signage, and all other COVID-19 pandemic-related safe workplace changes, and symptoms of COVID-19 a pandemic-related virus.
- Clean and sanitize surfaces frequently.
- Make wipes, sanitizer and cleaning products widely accessible throughout workplaces. Clean the common touch areas (doorknobs, etc.) frequently including shared surfaces throughout the facility at least once every 24 hours. This includes shared spaces like copier and mail area, break/storage room, EDC Boardroom, etc.
- Each employee should only use the phone at their own desk and not allow others to use it
- If microwave/refrigerator is used, it should be wiped down after each use.

### FACE COVERINGS

Masks or cloth face coverings can help with preventing **your** germs from infecting others, especially in situations where you may spread the virus without symptoms, and vice versa. All employees are strongly encouraged to wear their face covering when leaving their work space or conversing with visitors while maintaining social distancing. **As of May 14, 2021, there is no longer a State face covering mandate. However, businesses and offices may set their own face covering requirements.** All clients and visitors who visit the EDC will be **encouraged** ~~required~~ to wear a face covering ~~and limit their movement within the office~~ while in turn practicing safe social distancing. Meeting attendees may remove their masks when they are situated six feet apart.

### SOCIAL DISTANCING

- **After May 28, 2021 there are no social distancing and capacity restrictions in Minnesota. However, businesses and offices may set their own social distancing and capacity requirements.**
- Where practical, the EDC will facilitate employees and contracted staff to work from home.
- ~~To the greatest extent possible,~~ EDC committee meetings **can continue to be** ~~will~~ be conducted via phone or virtually instead of in-person meetings, **or when possible, a hybrid meeting option may be offered.**
- In-person meetings will be limited to no more than seven individuals with appropriate spacing in our Boardroom.
- **In-person** EDC Board meetings will be held in locations to allow for social distancing; and individual Board members and other attendees **may** ~~will be encouraged to~~ participate remotely ~~during the pandemic.~~
- Clients with appointments will **be encouraged to utilize masks before entering the premises** ~~enter the office once they have a mask on.~~
- There is a table by the main entrance door for drop-off and pickup.

### MONITORING EMPLOYEE HEALTH

- Each employee will conduct a self-evaluation prior to reporting to work daily. Evaluation includes, but is not limited to, COVID-19 symptoms such as fever at or above 100.4 F, cough, shortness of breath/difficulty breathing, **or symptoms of any other pandemic-related virus.**
- ~~• Each employee will keep a record of people with whom they come into personal contact with each day. This will be used for contact tracing in the event of a confirmed or suspected COVID-19 exposure.~~
- If an employee demonstrates COVID-19 symptoms **related to a pandemic-causing virus**, tested positive or has been in contact with a confirmed COVID-19 case they will be required to self-quarantine for at least 14 days and to submit to a COVID-19 **coronavirus** test if one is available.
- Before returning to work after the self-quarantine, they will need a note from a health care professional of their ability to safely return to work.

- Employees may work remotely during their self-quarantine if they feel well enough to perform their job duties. If employees do not feel well, they may use their existing sick leave for as much time as needed. No employee will be terminated while under self-quarantine.

#### **EMPLOYEE AND VISITOR COMMUNICATIONS/ INSTRUCTION / SIGNAGE**

- An internal notice in the EDC's Boardroom will be used to alert and remind employees and visitors about guidelines, expectations and responsibilities.
- An external notice on the EDC's main entrance door will be used to alert visitors to restrictions for movement in and around facility as well as any applicable guidelines and expectations.

#### **COMMUNICATIONS / EDUCATION/ RESPONSIBILITIES**

- Communicate and educate EDC employees, board members, volunteers and clients with best practices about how to carry out the plan and protocols.
- Encourage all workers, board members, volunteers and clients to access resources about remote work, how to stay healthy and active at home.
- Resources will be maintained on the EDC's shared computer network so all employees have access to all ~~COVID-19~~ **pandemic-related** documents and resources.

#### **CUSTOMER AND VENDOR ENGAGEMENT**

- Customers and vendors will utilize the main entrance door only to enter the EDC offices.
- Deliveries will enter from the EDC's front door and be left by the entrance table.
- No visitors are allowed to enter from the back entrance.

#### **CUSTOMER ENGAGEMENT**

- The doors to the office will be **unlocked unless a surge in cases requires the doors to be locked. If the door is locked**, customers with appointments should knock on the EDC's main door to announce to staff they are present. Prior to entering all visitors will be **encouraged** ~~required~~ to wear a mask. A supply of disposable masks will be placed on the table by the office entrance each day.
- Clients and visitors may enter the building up to the table by the EDC entrance to drop off and pick up items and conduct business that cannot be done virtually.

#### **TRAVEL POLICIES**

- During ~~the~~ **a** pandemic, EDC employees are discouraged from travel on behalf of the EDC to any in-person conference or large gathering where social distancing is not possible.
- The EDC is requiring a 14-day quarantine for employees who return from personal travel **from a foreign** ~~outside of the county~~ or a domestic ~~COVID-19~~ **pandemic** hotspot.

## **Consultants Forum Workshop**

Detroit, MI  
July 12-14, 2021

In mid-July, Business Development Manager, Sarah Swedburg, attended the Consultants Forum Workshop hosted by AreaDevelopment in Detroit, Michigan. This was a great opportunity to network with site selectors and other economic development professionals.

### **Attendees**

There were approximately 65 people in attendance, which was advantageous in networking with nearly everyone in attendance. Of the 65 people present, 19 were site selectors representing firms such as CBRE, Baker Tilly, Burns & McDonnell, and BDO. The majority of attendees were from the Midwest region of the United States, with some attended from the East Coast and Southeast regions as well. Many of the site selectors present currently represent clients in industrial, manufacturing, and food & beverage sectors.

### **Workshop Sessions**

On our primary day of the conference, July 13<sup>th</sup>, attendees participated in a selection of six workshop sessions that were presented by the site selectors in attendance. Sarah attended the following:

- "Pre-Capital Planning & the Site Selection Process"
- "Comprehensive Capital Planning"
- "Cost Modeling: Understanding the Numbers"
- "Leveraging ALL of Your Communities Assets"
- "Impact of Sustainability on Development"
- "Reverse Logistics"

On the last day of the conference, Sarah also participated in two round tables with two additional site selectors.

These workshops provided great inside on what site selectors are looking for when contacting economic development professionals for their clients. There was also discussion on best practices to have information prepared for RFI's and details to consider when providing site/community tours. As to be expected, work force availability was a hot topic. At one of the round tables, there was great conversation about promoting the programs and partnerships that your community is working on, to show that you are actively addressing the needs and concerns of existing businesses, creating a ripe environment for additional companies to locate in your area.

### **Networking**

There were numerous opportunities to network with all attendees between workshop sessions and during meal. Since returning, Sarah has been drafting follow up messages and opportunities to continue conversations with site selectors about Kandiyohi County. We are also looking more into the "Reverse Logistics" sector, as the type of area that was discussed as ideal for these developments aligns well with our area.