

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
BUSINESS RETENTION AND EXPANSION/RECRUITMENT (BRE/R) COMMITTEE

**MINUTES**

**October 21, 2015**

**EDC Board Room**

Present: Jim Ellingson, Les Nelson, Jean Marthaler and Ranae Rahn  
Excused: Bob Carlson, Roger Imdieke and Bruce Peterson  
Absent: Jeff Vetsch  
Guest: Sam Bowen, Ridgewater College  
Staff: Steve Renquist, Executive Director; Connie Schmoll, Business Development Specialist  
Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Chair Les Nelson called the meeting to order at approximately 11:03 a.m.

Schmoll introduced and welcomed a new prospective member, Sam Bowen, Dean of Customized Education and Training at Ridgewater College. Self-introductions were conducted.

**MINUTES—**

IT WAS MOVED BY Ranae Rahn, SECONDED BY Jim Ellingson, to approve the minutes of the September 16, 2015, meeting as emailed. MOTION CARRIED.

**REPORTS—**

**Future regional workforce issues and concerns.** Steve Renquist shared there are two parties (Southwest Minnesota Housing Partnership and a St. Cloud company) interested in the former Bethesda Heritage building which will be remodeled for workforce housing. Renquist mentioned the trailer park along County Road 5 is being converted to single-family housing and provided an update on the pending sale of the Kandi Mall.

**Kandiyohi County railway and railroad Wye project.** Renquist reported that no additional information has been received on the project funding. Governor Dayton called Washington, DC to promote the project.

**BRE visitation program update.** Schmoll shared information on the upcoming Atwater BRE business survey. Volunteers have been secured and assigned businesses to interview. Schmoll also mentioned an Ag producers survey may be conducted.

**BRE goals update.** Schmoll reported the EDC mailed an appreciation letter and a 2015 Manufacturing Day Proclamation to 54 Kandiyohi County manufacturing businesses in recognition of Manufacturing Month; a PSA was also aired on local radio stations. The EDC/Vision 20/40 BRE Workforce Subcommittee has begun plans to bring back a Manufacturer's Day Event next spring. A video will be prepared highlighting the high-tech computerized manufacturing jobs and interviews of manufacturing employees will be conducted. The video will be used as a training tool for schools and parents. Schmoll will invite local high schools to future planning meetings.

Schmoll gave an update on the Vision 20/40 Steering Committee, Goal No. 1: Diversity/Welcoming Immigrants. They are partnering with Green Card Voices to create a video exhibit to empower a variety of educational institutions, community groups and individuals to acquire a first-person perspective about local immigrants' lives and why they chose to live in Willmar. The EDC Broadband and Advanced Technology Committee is planning to apply for a feasibility grant to help Federated Telephone Cooperative (FTC) understand what the costs might be to provide fiber to the county. Representative Dave Baker and Representative Kurt Daudt, Speaker of the House, will be in Willmar today to promote high-speed broadband in Kandiyohi County. Chair Nelson mentioned a meeting will be held in Morris on Friday, October 30, with Kevin Beyer of FTC. Schmoll indicated an interest in attending and will invite Dean Bouta. Schmoll hosted a recent broadband meeting in Willmar with US Senator Amy Klobuchar. Senator Klobuchar promoted bringing high speed broadband to the Willmar area. Schmoll provided an update on the EDC Marketing and Public Relations Committee's plans to launch a revised website soon.

## **UNFINISHED BUSINESS**

**Review mission, philosophy, goals and budget.** Schmoll reviewed the three options of the BRE/R mission and philosophy statements prepared by subcommittee members consisting of Ranae Rahn, Jean Marthaler and Schmoll. The subcommittee recommended option three as follows:

### **Mission:**

The Kandiyohi County Business Retention Expansion/Recruitment Committee exists to support current and potential businesses and create a vibrant community in which businesses will grow and expand.

### **Philosophy:**

We believe the mission can be achieved by:

1. Communicating with existing and potential businesses
2. Assessing the environment for business growth and development
3. Responding to the stated needs of business leaders
4. Collaborating with other community groups with similar goals.

IT WAS MOVED BY Les Nelson, SECONDED BY Jean Marthaler, to adopt option three as presented.  
MOTION CARRIED.

Schmoll briefly reviewed the 2015 BRE/R budget. The EDC Joint Operations Board is currently

working on the 2016 budget. Discussion held. The BRE/R committee concurred to combine the Marketing and Meals line items and increase the amount to accommodate our goal to work with the health care industry in 2016. It is expected the overall 2016 BRE/R budget will increase. Renquist suggested the BRE/R Committee, in conjunction with the Marketing and Public Relations Committee, work on a project to promote businesses to the Willmar Airport. Marthaler inquired if airport fly-in breakfast events are held. Renquist responded this has been done in the past.

Schmoll presented the BRE/R goals and suggested the committee review.

**Atwater BRE program.** Volunteers are expected to begin business interviews for the Atwater BRE Survey soon.

**OTHER.** Chair Nelson inquired if BRE/R Committee meetings should be moved around Kandiyohi County. Topic will be placed on the next agenda.

Schmoll shared a brochure for a Regional Workforce Summit on October 28, 2015, at Southwest Minnesota State University in Marshall (see attached).

There being no further business, the meeting was adjourned at approximately 12:15 p.m.

**NEXT MEETING**—The next regular committee meeting is **11:00 a.m., November 18, 2015**, in the EDC Board Room.

**Current Mission:** Business retention, expansion and recruitment

**Current Philosophy:** We will cooperate extensively with Grow Minnesota, private economic development associations, the Willmar Area Multicultural Business Center and any other organizations that share our goals. Within reason, we will provide for existing industries to expand the same incentives provided to recruited industries.

Revision - Draft 1

**Mission:**

**It is the mission of the Business Retention, Expansion and Recruitment Committee** to support ongoing visits with existing businesses, conduct BRE Surveys, and secure new businesses to Kandiyohi County.

to respond to the needs of existing and new businesses through assessment and follow-up

**Philosophy:**

**It is the philosophy of the Business, Retention, Expansion and Recruitment Committee**

to ensure the ongoing assessment of the environment for business growth and development, responding to the stated needs of business leaders, and collaboration in community-wide efforts to strengthen the environment for businesses.

to assess the current environment for our businesses and respond to the stated needs. We believe this will create a strong environment for business growth and development. This business environment will create a vibrant community in which existing businesses will grow and expand and new businesses will make Kandiyohi County their home.

Revision - Draft 2

**Mission:**

It is the mission of the Kandiyohi County Business Retention Expansion and Recruitment Committee to engage in ongoing communication with existing and new businesses, responding to their needs; thereby, facilitating economic growth.

**Philosophy**

The Kandiyohi County Business Retention Expansion Committee exists to support current and new businesses, creating a vibrant community in which businesses will grow and expand . We will achieve this by ongoing assessment of the environment for business growth and development, responding to the stated needs of business leaders, and collaborating with other community groups with similar goals.

Revision – Draft 3 (9/18/20150

**Mission:**

The Kandiyohi County Business Retention Expansion and Recruitment Committee exists to support current and potential businesses and create a vibrant community in which businesses will grow and expand.

**Philosophy:**

We believe the mission can be achieved by:

- Communicating with existing and potential businesses
- Assessing the environment for business growth and development
- Responding to the stated needs of business leaders
- Collaborating with other community groups with similar goals.



Business Retention and Expansion/Recruitment (BRE/R) Committee  
*Assessment of Mission, Philosophy, Goals, and Budget*

**Existing – from website**

**Mission:** Business retention, expansion and recruitment

**Philosophy:** We will cooperate extensively with Grow Minnesota!, private economic development associations, the Willmar Area Multicultural Business Center and any other organizations that share our goals. Within reason, we will provide for existing industries to expand the same incentives provided to recruited industries.

2014 Projects

1. Business Attraction—Individual cities as they identify opportunities and needs
2. Business Expansion—Build Capacity—Facilitate success of new Willmar Industrial Park
3. Airport—Increased direct utilization—FBO, marketing plan
4. MinnWest Technology Campus – Attraction of new businesses to facility, marketing and sales

**Questions to be considered at the BRE/R Committee Meeting**

Committee Assessment Questions

***A. Mission Statement***

1. Is our current mission statement a statement of the purpose of our committee?
2. Is it a written declaration of the core purpose and focus that basically remains unchanged over time?
3. Does it give a sense of direction to the staff and committee members?
4. What is missing?
5. What changes are needed?

***B. Philosophy Statement***

1. Does our current philosophy enlighten committee members and employees of the intention of the committee?
2. Does the current philosophy statement provide committee members with a starting point for the decision making process?
3. Does the current philosophy statement align the goals and vision for the committee?
4. What is missing?
5. What changes are needed?

Do we need additional or alternative statements, ie; vision statement, ethics statement, statement of purpose?

*C. Review of BRE Goals – determine focus areas for 2016.*

*D. Review of current budget and determine changes for 2016.*

BRE/R	2015 Budget	Jan-June 2015
Conferences/Seminars/Trainings	\$ 1,800.00	\$ 132.22
Marketing	\$ 500.00	\$ 98.50
Meals	\$ 500.00	\$ 609.29
Mileage/Travel	\$ 1,000.00	\$ 730.50
Professional Services		
General Administrative	\$ 2,500.00	\$ 216.00
Professional Services	\$ 2,000.00	\$ 500.00
Supplies (office/program)	\$ 300.00	
Total BRE/R	<u>\$ 8,600.00</u>	<u>\$ 2,286.51</u>

Objective 2.

Increase Business Retention and Expansion (BRE)

Strategy 2.1. EDC's BRE/R Committee, in cooperation with the Willmar Lakes Area Chamber of Commerce (WLACC) Grow MN! Team, will complete the Kandiyohi County Business Retention and Expansion Program as planned and started in 2014

Objectives/Actions	Responsibility	Target Date	Status/Update
Enter survey information into Synchronist database	Connie, EDC admin staff	1 <sup>st</sup> quarter	Completed
Complete follow-up of all issues and concerns for individual businesses	Connie, BRE/R Committee and WLACC	1 <sup>st</sup> quarter	Completed
Generate reports and present information to the leadership team and participants of the program for review and prioritizing	Connie, BRE/R Committee and WLACC	1 <sup>st</sup> quarter	Completed
Select projects in response to the survey analysis	Connie, BRE/R Committee, WLACC and community leaders	1 <sup>st</sup> quarter	Completed
Secure leadership and initiate work on the projects	Connie, BRE/R Committee, WLACC and community leaders	All year	In Process: EDC's Broadband and Marketing Committees, Vision 2040 groups for workforce issues and embracing diversity.
Evaluate program processes and results and make a determination about continuation of the BRE program	Connie, BRE/R Committee and WLACC	2 <sup>nd</sup> quarter	In Process: WLACC decided to end joint relationship. EDC staff continuing to meet with businesses regularly – smaller interview form and more closely related to information about the business. Doing verbal assessment of the environment for doing business.

Strategy 2.2. Plan and implement BRE programs in Kandiyohi County cities not included in 2014 program

Objectives/Actions	Responsibility	Target Date	Status/Update
Meet with mayor, city council and/or clerk of the cities not previously involved in the Kandiyohi County BRE program: Lake Lillian, Blomkest and Sunburg, and the cities that were minimally involved: Atwater, Kandiyohi, Prinsburg, Pennock and Raymond, to initiate formation of a business survey group in the cities that show interest	Connie, BRE/R Committee	1 <sup>st</sup> half of the year	Met with Kandiyohi, Spicer, Lake Lillian, Atwater and Raymond City Councils. Planning BRE for Atwater – four volunteers secured.
Conduct a BRE business survey in at least three cities where interest was shown during discussions. Conduct a minimum of four business visits per city	Connie, BRE/R Committee	3 <sup>rd</sup> quarter	Atwater planned and will be implemented at start of 3 <sup>rd</sup> quarter.
Follow-up with individual business concerns as identified in BRE program for three cities	Connie, BRE/R Committee	3 <sup>rd</sup> and 4 <sup>th</sup> quarters	Contemplation of Agriculture related survey



Analyze data from individual city BRE programs and select projects in response	Connie, BRE/R Committee and community leaders	4 <sup>th</sup> quarter	
Secure leadership from the individual communities to initiate work on the projects	Connie, BRE/R Committee	4 <sup>th</sup> quarter	

*attract* *develop.* *retain.*

## Regional Workforce Summit

Strengthening Industry and Education Partnerships

October 28, 2015 7:45 a.m. to 5:30 p.m.  
Southwest Minnesota State University  
Marshall, Minnesota  
#AttractWF

Meet Our Keynote Speaker

*sarah  
sladek*



"We're on the brink of the largest shift in human capital in history! Developing strategies for hiring, retaining, and training the workers who will give businesses a competitive advantage must become the priority."

[www.xyzuniversity.com/sarah-sladek/](http://www.xyzuniversity.com/sarah-sladek/)

Join us in strengthening industry and education partnerships to attract, develop, and retain our region's advanced workforce!

Attend as a team of employers, industry leaders, educators, economic professionals, and elected officials from your community/county to identify innovation, create strategies that move people to jobs, drive systemic change and drive strategic partnerships.

For information on Summit sessions, building your team, registration and sponsorship visit: [www.swsc.org/workforcesummit](http://www.swsc.org/workforcesummit)

### Questions? Contact:

Cheryl Glaeser, SWIF, 320-583-3847 or [cherylg@swifoundation.org](mailto:cherylg@swifoundation.org)  
Tom Hoff, SW/WC Service Cooperative, 507-537-2271 or [tom.hoff@swsc.org](mailto:tom.hoff@swsc.org)

SUMMIT HOSTS:



This summit is planned through a regional collaboration of representatives of 3M Co., The Schwan Food Company, Nova-Tech Engineering, MinnWest Technology Campus, the City of Marshall, Marshall Area Chamber of Commerce, Litchfield Area Chamber of Commerce, Southwest Minnesota State University, Minnesota West Community and Technical College, Ridgewater College, Southwest Private Industry Council, Adult Basic Education, Central Minnesota Jobs and Training Services, Minnesota Department of Employment and Economic Development, Upper Minnesota Valley Regional Development Commission, Southwest Initiative Foundation, SW/WC Service Cooperative, and others.