

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

MINUTES

October 6, 2017

EDC Board Room

Present: Jim Ellingson, Les Heitke, Les Nelson and Ranae Rahn

Excused: Sam Bowen, Bob Carlson and Kelly TerWisscha

Absent: Roger Imdieke and Dean Steinwand

Guest: Amelia Amor, CLUES Navigator, Ridgewater College

Staff: Aaron Backman, Executive Director

Secretarial: Diane Beck, Legal & Administrative Assistants (LAA)

Vice Chairperson Les Nelson called the meeting to order at approximately 9:00 a.m. followed by self-introductions.

AGENDA—The agenda was approved as emailed.

MINUTES—As there was not a quorum in attendance, the September 1, 2017 minutes were received, but not approved.

REPORTS/PROJECT UPDATES

Historic 313. Backman reported on upgrades to the Foxhole Brewhouse. The Spurs Restaurant is slowly progressing with construction expected for completion this fall.

Midtown Plaza. Backman reported on the renovations of the first floor of the building. The main anchor will be a Somali grocery store. Leases have been signed by several additional tenants.

Building 320. Backman reported Eryn Hannig, owner of Urban Escape Boutique, LLC in Spicer is planning to purchase the Marketing Concepts building in Spicer to expand her business and rent out retail space. Interested retail businesses include a coffee shop, juice shop, health foods store and a mature women's fashion shop. Total financing needs are \$885,000. Funding sources include the lead lender, Granite City Community Bank (GCB), Small Business Administration, owner equity and the EDC. Marketing Concepts has signed a purchase agreement for a property on High Avenue near the Willmar Senior Center. They plan to renovate that building and improve the parking lot.

They expect to move the business by February 1, 2018 and close on the sale of the building to Urban Escape by March 1, 2018.

[Connie Schmoll joined the meeting.]

Highway 23 Coalition. Backman and Connie Schmoll reported the Highway 23 Coalition is now a formal organization consisting of an executive board, membership structure and committees. To date, 11 units of government, 2 organizations, 3 individuals and 24 businesses have committed membership. A budget of \$31,000 was adopted; however, commitments are over \$33,500. Mid-Minnesota Development Commission will serve as the fiscal agent. Backman announced a Transportation Rally will be held on Friday, October 13th at Johnny O'Neil's in Spicer (see attached). Minnesota Department of Transportation (MNDOT) Commissioner, Charlie Zeller, and other MNDOT and local dignitaries will be in attendance. Cost is free for Highway 23 Coalition members and \$15 for non-members. It was the consensus of the committee that the EDC become a member of the Coalition. Backman will discuss membership with the board on October 12th.

Business Visits/Tours. Backman reported the Minnesota Association of Professional County Economic Developers (MAPCED) held its annual meeting on September 22nd at Dooley's Petroleum new office in Willmar. A bus tour included the Destination Playground, WORKUP, Mr. B's Chocolates, Barn Theatre and Historic 313. Schmoll visited several businesses in New London, Spicer and Atwater and reported she was impressed with the marketing of New London retail businesses. Bonnema Hardware in Spicer is doing well, as well as Paws and Floral in Atwater. Backman shared the Grand Stay Hotel in New London is moving forward and recently they had the loan closing with Glacial Ridge Hospitality, LLC on the \$8 million project. Les Heitke inquired of tenants in the new retail building near the Kandi Mall. Backman shared Aspen Dental, Starbucks Coffee and a third tenant will be in the new building. Heitke requested an update on plans for the land owned by Marcus Construction south of Schwegman's Cleaners. Backman stated the Graves family is planning to construct a strip mall, called Legacy on First, that will include a Domino's Pizza, as well as other tenants. Ownership will be split between the Graves family and Marcus Construction (50% land and 50% building). Backman updated committee members on the expansion of West Central Steel and Schwieters Chevrolet's new building on Lakeland Drive south of Willmar Avenue. He also provided an update on three Kwik Trip stations coming to Willmar. Schmoll, along with the Willmar Ag Chamber group, recently visited the Damhof shrimp farm south of Willmar and reported the business is growing rapidly. Schmoll reported she is working with a potential client on property formerly owned by Nelson Laundry. She also visited with Orvis Pattison regarding future plans for the Kandi Entertainment Center. Mr. Pattison reported they are accommodating previously scheduled events.

UNFINISHED BUSINESS

Workforce Training Program with CLUES/Ridgewater College. Amelia Amor, CLUES Navigator, reported on the Workforce Training Certified Nursing Assistant (C.N.A.) Program that began on October 2nd at Ridgewater College (see attached). Partners include Bethesda and Rice Memorial Hospital. Amor shared information on the CLUES Latino Workforce Initiative (see attached) and

reported there are 12 Latino and 1 Somali students in the class. She meets individually with them weekly to guide them through the course and possible future career opportunities. The training program is 7 weeks or 75 hours. If students miss more than five hours they will be required to make up the hours. Upon completion of the program, students are guaranteed an interview.

West Central Job Fair Results. Backman reported the West Central Job Fair was held on September 19th at the Willmar Conference Center with over 200 attendees and over 40 vendors. Backman and Sam Bowen have discussed the 2018 job fair. One suggestion is to have two job fairs; one in the fall at Ridgewater College (earlier in the day) for students and one job fair in the spring at Willmar Conference Center (later in the day) that would reach another demographic area. Les Nelson inquired if the job fair was a successful event and Backman replied he contacted the radio station and will report at the next BRE Committee meeting.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 10:21 a.m.

NEXT MEETING—The next regular committee meeting is **9:00 a.m., November 3, 2017** in the EDC Board Room.



Highway 23 Coalition *Announces*
2017 Transportation Rally
Luncheon and Discussion

Featured Guest:

Minnesota Department of Transportation



Commissioner Charles Zelle

Date: **Friday, October 13, 2017**

Time: 11:45 a.m. to 1:15 p.m.

Location: Johnny O'Neil's, 152 Lake Avenue North, Spicer, MN

Cost: \$15 per person (non-coalition members)

Membership in the Highway 23 Coalition covers cost of event and meal as follows:

Three Participants

- Business Platinum
- Government Advocate

Two Participants

- Business Gold
- Government Supporter

One Participant

- Business Silver
- Business Bronze

RSVP Requested by October 9th for All Who Will Attend
Call EDC at 320-235-7370

START A REWARDING NEW CAREER AS A CERTIFIED NURSING ASSISTANT (CNA)!

Earn your certification free of charge starting in October.



COMUNIDADES LATINAS
UNIDAS EN SERVICIO

FREE TRAINING, CERTIFICATION AND JOB PLACEMENT HELP

Gain the skills and certification needed to start your career as a Certified Nursing Assistant working in healthcare, assisted living or senior living atmospheres. Create a better future for you and your family! Starting pay starts at \$13 an hour.

Through a partnership with CLUES and local institutions, this \$1,000 training is being offered to a limited number of Latino students free of charge.*
Contact us to reserve your spot!

~~~~~ Course Dates


Oct. 2 – Nov. 16
4-9 pm, Mon.–Thurs.
Ridgewater College
~~~~~



IN PARTNERSHIP WITH:

**Bethesda**

*Rice Memorial Hospital*

**RIDGEWATER  
COLLEGE**

creating opportunities. changing lives.

**LEARN MORE AND REGISTER!**

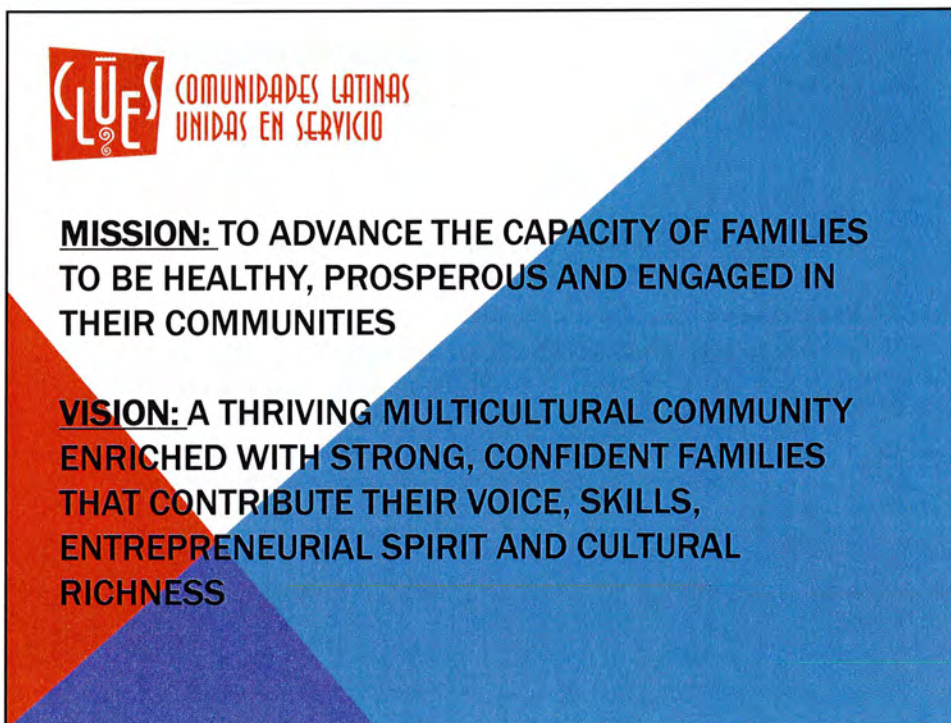
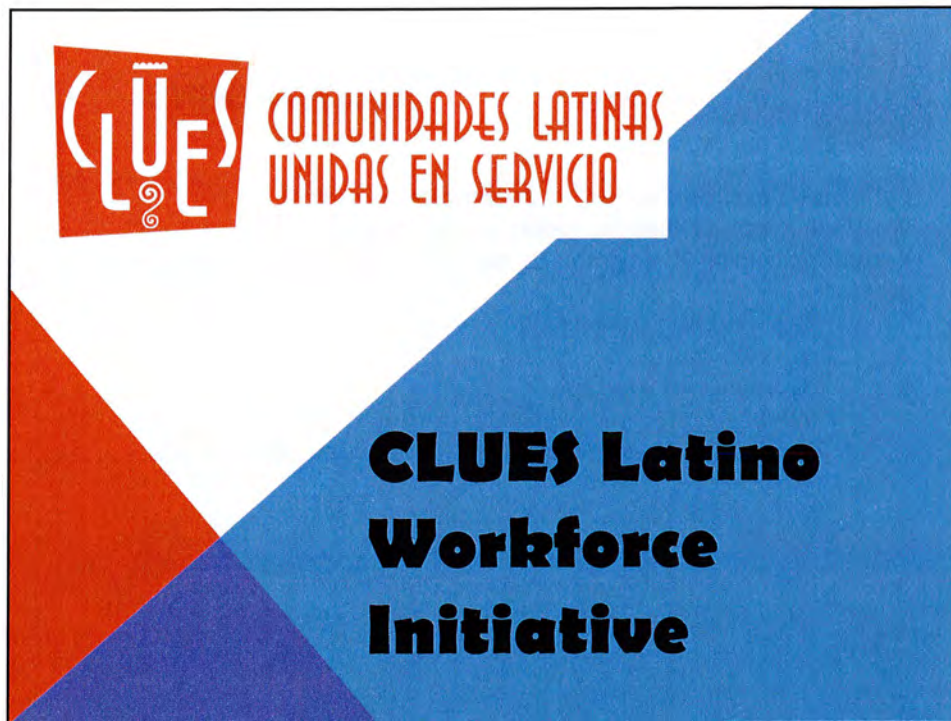
Walk-in sessions Sept. 26-27, 2-6 pm  
Room D193, Ridgewater College (Bld. D, Door 10)

Or contact Amelia Amor:

Amelia.Amor@ridgewater.edu

320-222-5649







## BACKGROUND

CLUES just celebrated our 35<sup>th</sup> Year Anniversary in 2016

We are the largest Latino led nonprofit in Minnesota!

Currently providing 45 programs to the community that are within 4 focus areas:

- Health and Family Wellbeing
- Economic Vitality
- Educational Achievement
- Cultural and Civic Engagement
- Served over 12,000 individuals with one-on-one support in 2015
- Our staff are comprised of:
  - 91 employees of whom 70% are Latino and 95% bilingual



## LATINO WORKFORCE INITIATIVE IN GREATER MINNESOTA

### Goal:

- To address the growing disparities gaps in education employment for Latinos in Greater Minnesota

### Objectives:

- Design new career based pathway training to stimulate higher wages and a professional development to our Latino youth.
- Provide family wrap around support systems.
- Expand culturally tailored programs that address employment and education skills gaps for working parents and underserved youth.





## WILLMAR

### • Overview:

- Nursing Assistant Cohort.
  - Training will start on October 2<sup>nd</sup>.
  - Registration will start on September 4<sup>th</sup>
  - 10 Latino students (a possibility to expand the number in the near future)
- Ridgewater College will be our educational partner and Rice and Bethesda Hospital our employee (s) partner (s). Both hospitals have agreed to interview each graduate upon the completion of the program.
- The cost of the training will be cover completely by CLUES.

### • Why CNA?

- Nursing is a high demand field, CNA offers you the possibility to continue your professional and educational grow in the nursing field if desired.
- According to the Minnesota Board of Nursing, as of February 2017, there were 105,988 actively licensed registered nurses (RNs). ONLY 1% are Latino.



## PARTNERS







## **WORKFORCE NAVIGATOR**

Unique to this program and the partnership between CLUES and Ridgewater College is that you will receive wrap around support throughout the training and for at least one year from job placement

- Work together to eliminate barriers and ensure you are able to complete the course
- The Navigator meets at least once a week throughout the training and continues to follow up & support you for one year past job placement







Since 1981

COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

*Strengthening Educating Empowering*

## OUR MISSION

To advance the capacity of Latino families to be healthy, prosperous, and engaged in their communities



CLUES innovative programs combine critical economic empowerment learning with health and wellness support services that assist clients in meeting the interrelated challenges that impact their lives.

**Advancing Minnesota's Latino Community**



# Latino Workforce Initiative



## *Building a stronger, healthier, prosperous, & engaged Latino Community*

In 2016, Comunidades Latinas Unidas En Servicio (CLUES) received a one-time funding allocation of \$1,425,000 from the Minnesota State Legislature to advance workforce training for Latinos in Minnesota. In accordance with the language of the legislative appropriation, 50 percent of the funding will be used for programming targeted at the Twin Cities Metro Area and 50 percent will be for programming targeted at greater Minnesota.

## **GREATER MINNESOTA CAREER PATHWAY TRAINING**

CLUES will expand our bilingual and culturally relevant wrap around support services to help Latino adult participants to overcome barriers and support them to achieve their training and employment goals.

- Advance adult Latino workers to be able to attain higher wage jobs.
- Provide bilingual and culturally-relevant resources and personalized education and career navigation to participants to help them successfully achieve their goals and arrange for wrap-around support services to help Latino families overcome barriers and succeed.
- Support efforts to prepare Latino youth for educational advancement and higher wage careers.

CLUES staff will work collaboratively with local partners including community based organizations, employers and Workforce Centers on implementing career pathways programming for Latino adults and youth throughout Greater Minnesota. Once targeted locations and collaborating agencies have been identified, CLUES will execute Memorandum of Understanding Agreements with these organizations in accordance with DEED procedures.





# Program Services

We recognize that individuals may experience multiple, compounding issues/barriers to achieving success, and addressing just one of these issues will not be sufficient. Thus, all of CLUES programs are coordinated to further clients along the self-sufficiency continuum. A key component of our programs is the bundling of services that provide access to employment, workforce training skills, financial empowerment, ESL and literacy education with health and wellness programs that combined help to meet the complex and interrelated needs of clients in a holistic way. Our Educational Enrichment Services are based on a "two-generation" approach in order to increase accessibility, promote inter-generational learning, and motivate children and parents to mutually support one another to move towards a better future.

## ECONOMIC VITALITY

## EDUCATIONAL ENRICHMENT

## Areas of Impact

## HEALTH AND COMMUNITY WELLBEING

## CULTURAL AND CIVIC ENGAGEMENT

### Economic Vitality

Our financial empowerment services are combined to reduce poverty, increase economic opportunities, and build assets that generate financial prosperity. Services include:

- Job search assistance and retention support
- Workforce and skill-building training
- Access to employers and higher wage opportunities
- Financial counseling for budget plans, credit building, tax preparation and more
- Homeownership counseling, foreclosure prevention, and access to lending circle



### Educational Enrichment

Through these essential services, children, youth, and adults gain the skills necessary for success to improve their lives and the communities in which they live. Our services include:

- Adult basic education integrating English as a Second Language
- Computer literacy instruction
- Workforce training
- Youth mentoring/college preparation
- Access to resource pathways such as housing support, SNAP, WIC



July 2016  
NCLR recognizes CLUES  
nationally as a top  
affiliate who is making  
a difference and presents  
CLUES with the  
Family Strengthening  
Award

**INTEGRATED SERVICES ORIENTED**



## Family Health and Community Wellbeing

Our health services focus on access, prevention, intervention, engagement and support groups, and community education. Additionally, CLUES employs bilingual and culturally competent Community Health Workers to provide community outreach and health education. Our services include:

- Psychological and chemical dependency assessments
- Individual, family/group therapy
- Alcoholics anonymous groups in English and in Spanish
- Domestic violence and sexual assault prevention and support groups
- Teen pregnancy prevention
- Comprehensive services for elders and their caregivers
- Access to health care services and MNsure insurance
- Healthy nutrition, tobacco cessation, cancer screenings, and diabetes prevention.

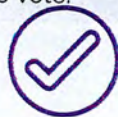


## Cultural and Civic Engagement

CLUES aims to develop new sources of leadership, engagement, and cultural development in Minnesota by encouraging clients to be engaged in areas and issues that matter to them and their families. We respond to critical social needs through education in needed policy issues and lifting the voices of Minnesota Latinos to address inequities and opportunities to create a healthier, more prosperous multicultural society. CLUES sponsors Hispanic Heritage Month (Sept. 15 – October 15) celebrations annually to engage community, celebrate Latino leadership, highlight Latino arts and culture, and lift Latino voices through leadership award presentations. Fiesta Latina: A free family-centered community festival held in Saint Paul's East Side. Gala Latina: A community wide celebration sponsored by many corporations to celebrate Latino leadership and culture.



Latinos will account for 40% of the growth in the eligible electorate in the U.S. between now and 2030, at which time 40 million Hispanics will be eligible to vote.



Today close to 300,000 Latinos reside in Minnesota and this number will grow to over 550,000 in 20 years. (MN Demographic Center)



17%



The nation's 53 million Hispanics comprise 17% of the total U.S. Population

### For more information:

#### OFFICES:

**Saint Paul:** 797 E 7th St, Saint Paul, MN 55105

**Minneapolis:** 720 E Lake St, Minneapolis, MN 55402

**Aging Well Center:** 882 S. Robert St., West St. Paul, MN 55118

**Call: (651) 379-4200 Visit: [WWW.CLUES.ORG](http://WWW.CLUES.ORG)**



*Seguimos Adelante*





## 2016 Successes

✓ Recognized as a national leader in providing Latino family services with the Family Strengthening Award from the National Council of the Raza.

✓ Launched an \$8 million capital campaign, including \$5 million in private funding, to expand our St. Paul Headquarters.

✓ Launched the "Unidos En Apoyo Al Migrante - United in Support of Immigrants" initiative and opened our doors to our community in need of information and emotional and legal support.

✓ Expanded services for victims of domestic violence and launched new initiatives for teen pregnancy prevention thanks to new federal financial support.

✓ Expanded our community health and behavioral health programs to further reach elders, youth and LGBTQ communities.

✓ Received \$1.4 million direct Legislative Appropriation to expand workforce and education programs in the Twin Cities Metro area and greater Minnesota.

✓ Connected and engaged Latino communities to voting and civic engagement opportunities.

✓ Launched two new signature events: Fiesta Latina, a community festival of Latino art and culture; and Gala Latina, an evening to recognize and celebrate Latino leadership.

✓ Engaged close to 700 volunteers in adult and youth community engagement programs.



## COMUNIDADES LATINAS UNIDAS EN SERVICIO

(Latino Communities United in Service)

2016

## Impact Report



## Responding to Minnesota's Latino Voices for 36 Years

### Our Mission

To advance the capacity of Latino families to be healthy, prosperous, and engaged in their communities.

### Our Vision

A thriving multicultural community enriched with confident and strong Latino families who contribute their voice, skills, entrepreneurial spirit and cultural richness.





**Dear friends, investors and partners,**

2016 marked the 35th Anniversary of CLUES. We celebrated throughout the year and also took time to look into the future of the organization, Minnesota's at-large communities and our Latino community. We took some bold steps and succeeded in building new collaborative work with many partners.

In 2016 the Minnesota Legislature and the governor entrusted CLUES with \$1.4 million in financial support to help us scale up successful workforce training programs and wrap-around support services for Latinos in the Twin Cities Metro area and in a few Greater Minnesota communities. In the coming year, we will be developing new collaborations with local communities including Willmar, Rochester and Mankato. Our goal is to capitalize on advancing opportunities for Latino adults and youth to increase economic mobility through better jobs, better education and better



opportunities that foster financial prosperity and healthier lives.

In less than 20 years, Minnesota's Latino population is expected to double in size from 258,200 in 2010 to 551,600 in 2035. Today, Latinos outnumber all other demographic groups in Minnesota under the age of 20. Investing in Latino youth, in particular, is crucial for the future of Minnesota's emerging workforce and economic sustainability.

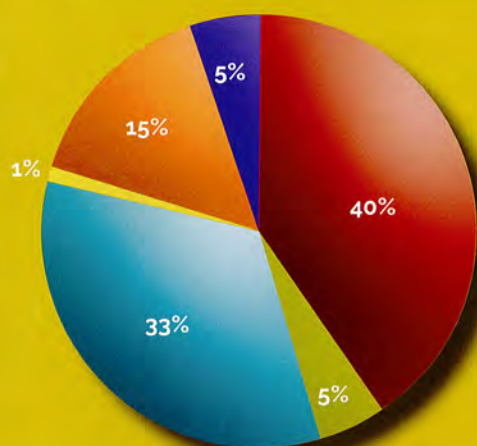
While we had a successful year in 2016, the wellbeing of our Latino and immigrant clients has also been threatened. Our clients now

face many new challenges, and our organization has new demands that require our attention.

Our ongoing commitment to stand by our immigrant communities is unwavering. In the coming years, we will work on strengthening our immigrant services and increasing and protecting the health and economic wellbeing of our immigrant communities. We will also focus on continuing our collaborative work with others to address the growing disparities faced by Latinos and people of color in Minnesota and to move disparity indicators to positive outcomes.

On behalf of our staff and leadership, we thank you for your support of our vital work. Now more than ever we ask for your continued support and invite you to stay connected to CLUES through our events and social media. We must be united in support of our Latino community.

**Ruby Lee,**  
President and CEO

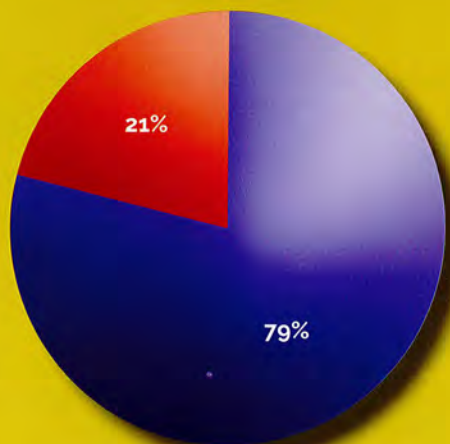


## Revenue

|                                               |             |     |
|-----------------------------------------------|-------------|-----|
| Government: Grants and Fees for Services..... | \$2,924,675 | 40% |
| Legislative Appropriation.....                | \$334,513   | 5%  |
| Corporations and Foundations .....            | \$2,424,868 | 33% |
| Individual Donations .....                    | \$89,621    | 1%  |
| Earned Revenue .....                          | \$1,107,857 | 15% |
| In-Kind Contributions.....                    | \$385,870   | 5%  |

### Total Revenues

**\$7,267,404** 100%



## Functional Expenses

|                                                         |             |     |
|---------------------------------------------------------|-------------|-----|
| Program Services .....                                  | \$5,619,554 | 79% |
| Management, Administration and General Operations ..... | \$1,487,535 | 21% |

### Total Functional Expenses

**\$7,107,089** 100%



## Economic Vitality: 5,500 served

**56% growth** in Homestretch workshop participants for first-time homebuyers

**\$2.00:** Average increase in hourly rate for participants in career development program

**683 individuals** built English language and career skills through adult basic education classes

More than **\$2.7 million** returned in tax refunds to low-income families through our free tax preparation services

**3,000** informed and connected to resources at financial services events

**3,922** educated about MNsure health insurance program

## Cultural and Resource Engagement: 9,400 people engaged

Close to **700 volunteers** engaged in CLUES' work in the community

Nearly **600** gathered to celebrate Latino leadership and culture at CLUES' Gala Latina

**32% increase** in client capacity in our domestic violence program

## Health and Family Well Being: 4,600 people served

**33% increase** in individuals provided with mental health assessments for immigration

**110% increase** in participants receiving linguistically appropriate clinical chemical health assessments

“

*I'm so glad to have gotten the opportunity to be part of the Youth at Work job training and internship program at CLUES. Without the help of CLUES I wouldn't have been able to have the opportunity to land on an internship at the American Red Cross. I'm so grateful how CLUES cares for their Latino community in Minnesota. CLUES holds true to their name, Comunidades Latinas Unidas En Servicio (Latino Communities United in Service)!*

**- Janelle Calvo-Nieto**, Student participant in CLUES' Youth@Work program



## CLUES Capital Expansion



In 2016 CLUES announced plans to expand its current East Side St. Paul Headquarters.

### The new expansion will include:

- An Educational Enrichment Academy
- A new technology center for children, adults and elders
- A new Career and Skill Training Center with multi-purpose, flexible classroom and workshop space for up to 150 people
- A new home for CLUES' Latino elders (a population projected to grow more than 700% by 2025)

The expansion will benefit the growing Latino community expected to double in size by 2035. The new facility will enhance services—such as education, employment and workforce development—and increase community engagement in a central and accessible location. Construction is scheduled to take place in 2018.

CLUES' \$8 million capital expansion campaign is underway. During 2016 support was received from the following generous donors: 3M Foundation, Hugh J. Andersen Foundation, F.R. Bigelow Foundation, Butler Family Foundation, City of St. Paul Neighborhood Star, Dayton's Bluff Community Council, Hardenbergh Foundation, LISC (Local Initiatives Support Corporation), Mardag Foundation, St. Paul Foundation and generous individual donors, including Board members and staff.

## We thank all our donors for their continued support!

For a full list of CLUES' generous corporate, private, government and individual donors, please visit [www.clues.org](http://www.clues.org).



### ST. PAUL

797 East 7th Street  
St. Paul, MN 55106  
Tel: **651-379-4200**  
Fax: 651-292-0347



### MINNEAPOLIS

720 East Lake St.  
Minneapolis, MN 55407  
Tel: **612-746-3500**  
Fax: 612-871-1058



For more information please visit:

**[www.CLUES.org](http://www.CLUES.org)**

## Board of Directors 2017

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Oils, Cargill

Vice-Chairperson:

**Efrain Cardenas**, Senior Vice  
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Manitoba Harvest

Secretary:

**Lorena Hernandez**, Business  
Operation Leader for Latin  
America, Ecolab

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Latin America Region, 3M

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University

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Mexican Consulate MN