

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

MINUTES

April 20, 2016

EDC Board Room

Present: Jim Ellingson, Roger Imdieke, Les Nelson and Ranae Rahn

Excused: Sam Bowen, Bob Carlson, Jean Marthaler and Dan Hanson

Staff: Aaron Backman, 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 11:15 a.m.

MINUTES—

IT WAS MOVED BY Roger Imdieke, SECONDED BY Ranae Rahn, to approve the minutes of the January 20, 2016 meeting as emailed. MOTION CARRIED.

REPORTS—

BRE visitation program update. Connie Schmoll reported that progress continues on the projects that have been developed. The EDC has partnered with Vision 2040 to plan and coordinate the 2016 Manufacturing Day, which is scheduled for October 7, 2016. Area high school teachers will tour selected manufacturing companies in August. Students will tour the companies on October 5 or 12. The EDC's new website is now up and committee members were encouraged to check out the website. The EDC will help promote the Willmar Lakes Area Chamber of Commerce on an upcoming high school job fair which will also be open to college students. The EDC has participated in the Green Card Voices project with Vision 2040 to help promote and embrace the cultural diversity in our community and as a BRE program response.

Atwater BRE program. Schmoll announced she will give a presentation to the Atwater Chamber of Commerce on April 25, 2016, regarding the Atwater BRE program. Discussion held regarding the new Dollar General Store coming into Atwater and what, if any, impact it may have on smaller businesses in Atwater.

UNFINISHED BUSINESS

Review of 2015 goals and develop 2016 goals. The 2015 BRE/R Goals were briefly reviewed (see attached). Schmoll suggested not expanding the BRE Visitation Program at this time as cities are not asking a visitation program. Backman is planning to attend area city council meetings to introduce himself and share EDC's goals and programs. Backman provided background and an update of the Shovel-Ready process for 200 acres in Willmar's Industrial Park and 86 acres of the old airport. Minnesota's Shovel-Ready Certification program began in 2009; currently 29 cities across the state have certified sites. Sites certified by the Department of Employment and Economic Development (DEED) have the planning, zoning, surveys, title work, environmental studies, soils analysis and public infrastructure engineering completed prior to the sites going up for sale. The Willmar City Council approved the city's participation in the Shovel-Ready Certification program for Willmar's Industrial Park and will fund \$8,026 in professional services. The EDC will fund the remaining half and \$3,250 for the program's application fee. Roger Imdieke stated the shovel-ready sites are critical to the community especially with the construction of the Willmar Wye Project. Discussion held on recruitment efforts in Kandiyohi County, specifically the marketing of the Willmar Airport to attract other air-related businesses. Backman recently toured the facility and visited with a current business owner located at the airport. Backman expressed interest to bring in air cargo to the Willmar Airport as one way to drive business to the airport. Discussion held on reformatting the BRE/R Committee to include transportation. Imdieke commented it may be beneficial for a group to travel to Washington, DC to lobby for funds to complete the Highway 23 four-lane project between New London and Richmond. The EDC Joint Powers Board and the Joint Operations Board will conduct a Strategic Planning Session on April 21, 2016. Once the 2016 EDC goals are formalized, the BRE/R Committee will address its 2016 goals.

NEW BUSINESS

University of Minnesota Retail/Service Assistance. Tabled until the May 18, 2016 meeting.

BRE/R committee meeting locations. Tabled until the May 18, 2016 meeting

ADJOURNMENT—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., May 5, 2016**, in the EDC Board Room.

**2015 Goals/Projects
BRE/R Committee**

Goal 1 Create, recruit, retain and expand businesses in Kandiyohi County

Strategy 1.1.3 Business Retention and Expansion

Objectives/Actions	Responsibility	Target Date	Status/Update/Comments
Complete step 2, analyze data and create reports from 2014 Kandiyohi County Business Visitation program.	Connie & Visitation Program Participants	February 2015	
Initiate and move forward step 3, projects to respond to identified issues from the 2014 Kandiyohi County Business Visitation Program.	Connie & Visitation Program Participants	Through-out 2015	
Provide follow-up to individual businesses with expressed needs from 2014 visitation program.	BRE Program Directors and Coordinators	March 2015	
Introduce BRE program to cities in Kandiyohi County that were not part of 2014 programs and implement BRE Visitation programs in at least three of the cities. (Willmar, Spicer, and New London completed and a few businesses in Raymond, Atwater and Pennock.)	Connie	October 2015	

Goal 1 Create, recruit, retain and expand businesses in Kandiyohi County

Strategy 1.1.7 Economic development programs, including WAM-BC, downtown development and community development throughout Kandiyohi County

Objectives/Actions	Responsibility	Target Date	Status/Update/Comments
Serve on WAM-BC Board of Directors to promote collaboration and EDC programs and services	Jean	Ongoing	
Serve on WADC Board or committee to promote collaboration and EDC programs and services	Steve	Ongoing	
Provide outreach to city councils within the county to promote collaboration and EDC programs and services	Connie	Through-out 2015	

Goal 1 Create, recruit, retain and expand businesses in Kandiyohi County

Strategy 1.1.8 Mapping of industrial development within Kandiyohi County for infrastructure and services

Objectives/Actions	Responsibility	Target Date	Status/Update/Comments
Complete Shovel Ready process for Willmar's Industrial Park	Jean Bruce Peterson		
Assist other county cities in mapping their industrial properties and/or completing Shovel Ready process	Steve Jean Connie		
Contact service providers (utilities, broadband, telcos) for cooperative	Jean		

mapping and trench programs for Kandiyohi County and City of Willmar			
Work with countywide community officials and real estate professionals to create and maintain a compilation of available commercial and industrial property	Connie Jean	6/2015	
Update the Community Profile information in the searchable data base that is in the EDC Website. Ensure that Location One Information Services (LOIS) is made accessible on new EDC website.			

Goal 2 Improve, maintain and expand Kandiyohi County's transportation infrastructure through increased collaboration			
Strategy 2.1.1 Willmar Municipal Airport			
Objectives/Actions	Responsibility	Target Date	Status/Update/Comments
Support efforts of the city of Willmar to market the airport to existing and prospective businesses within the city/region	Steve	6/2015	
Assist the city of Willmar with any funding opportunities to maintain, improve or expand the existing facility	Steve	6/2015	
Examine opportunities to create linkages that might expand the utilization of the airport	Steve	6/2015	
Goal 2 Improve, maintain and expand Kandiyohi County's transportation infrastructure through increased collaboration			
Strategy 2.1.2 Railroad			
Objectives/Actions	Responsibility	Target Date	Status/Update/Comments
Assist efforts of BNSF, the city of Willmar and Kandiyohi County on all funding opportunities through the TIGER federal grant program, MNDOT and DEED for construction of a rail bypass west of Willmar	Steve	12/2015	
Coordinate with BNSF, the City of Willmar and Kandiyohi County a design build for a rail-served Industrial Park loop for land west of the expanded Willmar Industrial Park	Steve	12/2015	
Coordinate with BNSF marketing outreach to rail-served customers that are in need of expanded building development	Steve	12/2015	

opportunities with the Willmar Industrial Park			
Engage Hwy 23 Coalition to work with MnDOT on development of passing lanes on the Hwy 23 corridor from Willmar to I-90	Steve	Infinite	
Utilize resources of the Hwy 23 Coalition to advocate the completion of the planned 4-lane along Hwy 23 between New London, Paynesville and Richmond	Steve	12/2015	