

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

MINUTES

September 1, 2017

EDC Board Room

Present: Sam Bowen, Jim Ellingson, Les Heitke, Roger Imdieke, Ranae Rahn and Kelly TerWisscha

Excused: Bob Carlson and Les Nelson

Absent: Dean Steinwand

Staff: Aaron Backman, Executive Director

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

Chairperson Sam Bowen called the meeting to order at approximately 9:07 a.m.

AGENDA

IT WAS MOVED BY Kelly TerWisscha, SECONDED BY Ranae Rahn, to approve the agenda as emailed. MOTION CARRIED.

MINUTES

IT WAS MOVED BY Roger Imdieke, SECONDED BY Kelly TerWisscha, to approve the minutes of August 4, 2017 as emailed. MOTION CARRIED.

REPORTS/PROJECT UPDATES

Historic 313. Backman reported Foxhole Brewhouse is progressing on constructing additional storage space and visiting areas and its first anniversary celebration was well attended. The Spurs Restaurant construction is expected for completion sometime in September. Backman shared the St. Cloud restaurant prospect will make another visit to Historic 313 early this fall.

Midtown Plaza. Backman reported the renovation of the first floor is making good progress and one of the anchor tenants, a Somali grocery store, is expected to open in September and will be one of the largest Somali grocery stores in the area. Backman suggested the BRE/R Committee conduct a meeting at Midtown Plaza in approximately two months.

Highway 23 Coalition. Backman reported Highway 23 Coalition membership letters were mailed to units of government along the corridor and some businesses/organizations (see attached) and shared the membership responses have been going well. There are a total of 67 entities to far that could be potential members. To date, six units of government, two organizations and eight businesses have joined the coalition at various levels of commitment. Backman and Connie Schmolli will present the Highway 23 Coalition membership to other city councils and townships in the near future. Les Heitke commented the main focus is to complete the two gaps and inquired of the intent to lobby with cities along the corridor. Backman concurred the first priority is to complete the gaps and to actively support funding for other cities' projects/priorities and feels the more partners that are involved, Highway 23 will have a better voice. Backman announced a Highway 23 Coalition meeting will be held 7:30 a.m., Thursday, September 28, 2017, at McKale's Restaurant in New London. The focus of the meeting will be to work on a contract between the Highway 23 Coalition and Mid-Minnesota Development Commission (MMDC). On October 13, MNDOT Transportation Commissioner, Charlie Zeller, and other Minnesota Department of Transportation (MnDOT) and local dignitaries and will attend a luncheon at O'Neil's Event Center in Spicer.

Business Visits/Tours. Backman shared highlights of recent business visits/tours and meetings: Backman attended the Public Policy meeting; TED Project and Funding/Application meeting at MnDOT; Blue Zone meeting with Joanna Schrupp and Leslie Valiant; Vision 2040 Housing Subcommittee meeting; meeting to reaffirm of tax abatement (new time frame established) of Glacial Ridge Hospitality. Met with the Regional Director of Otto Bremer Trust and toured part of the downtown. The opportunity came from the Diverse Business BRE Report. Further discussions will be held in the future. Met with Andy Weiner of RockStep, Larry Kleindl and two Kandiyohi County Commissioners and others regarding an update on the Kandi Mall rehabilitation projects: 1) possible major tenants are interested in the former K-Mart space; 2) new BBQ business will open in the former yogurt location; 3) new retail building near the former Pizza Hut. Jim Ellingson inquired of possible tenants for the former Pizza Hut building and Backman replied there are no potential tenants to date. Mr. B's Chocolates is open to the public at MinnWest Technology Campus; however, its focus will be mostly online sales. Backman and Jill Bengtson, Executive Director of Kandiyohi County/McLeod County/Willmar HRA, toured various sites in Raymond, Spicer and Atwater for possible affordable housing projects. Attended an event at the new Pavilion at Prairie Woods Environmental Learning Center.

UNFINISHED BUSINESS

Workforce Training Program with CLUES/Ridgewater College. Chair Bowen shared copies of a CLUES PowerPoint prepared by John Pacheco (see attached). The mission of the organization is to advance the capacity of families to be healthy, prosperous and engaged in their communities. CLUES is currently in the metro area and now Wilmar. The Certified Nursing Assistant (CNA) program will begin in October and is open to a limited number (10) of Latino students at no cost. The program is also open to other ethnic groups. Upon completion of the program, students are guaranteed an interview. Partners include the Workforce Navigator; education partner, Ridgewater College; employee sponsors, Bethesda and Rice Memorial Hospital. Chair Bowen invited BRE/R members to a Kickoff Open House on September 7, 1-3 p.m., at Ridgewater College. He also

distributed a flyer regarding the CLUES CNA program (see attached) and encouraged committee members to share with others.

West Central Job Fair. Chair Bowen shared information on the upcoming West Central Job Fair scheduled for September 19, 2017 at the Willmar Conference Center (see attached). Bowen asked for suggestions to better reach more qualified and a larger pool of job candidates. Backman shared past job fairs included employers from manufacturing, healthcare and trucking industries. Discussion held regarding the 2018 job fair(s). One suggestion was to have two job fairs; one in the Fall at Ridgewater College (noon) and one in Spring at the Willmar Conference Center (later afternoon) which would reach various demographic areas. Suggestions included a passport-type incentive for attendees and offer lunch/refreshments at the conclusion of their visit and hands-on demonstrations, i.e., heavy equipment, etc. BRE/R members concurred the need to get the message out to a broader audience and the use of social media. Chair Bowen will contact KDJS to obtain the employment results from the 2016 Job Fair.

NEW BUSINESS

Backman reported the Minnesota Association of Professional County Economic Developers (MAPCED) will hold its annual meeting on September 22, 2017, at Dooley's new executive office in Willmar. A bus tour will include the Destination Playground, WORKUP, Mr. B's Chocolates, Barn Theatre and Historic 313. Backman reported the Grand Stay Hotel in New London is moving forward.

ADJOURNMENT—

IT WAS MOVED BY Jim Ellingson, SECONDED BY Kelly TerWisscha, to adjourn the meeting.
MOTION CARRIED. The meeting was adjourned at approximately 10:23 a.m.

NEXT MEETING—The next regular committee meeting is **9:00 a.m., Friday, October 6, 2017** in the EDC Board Room.



August 15, 2017

Dear Business Leader:

An informal Highway 23 Coalition has been seeking state funding to complete the two four-lane gaps between Willmar and Interstate 94 for many years. The Coalition has now formally organized and has elected officers, established a budget and incorporated a membership structure.

Highway 23 is the second longest state route in Minnesota traveling from the South Dakota border to Duluth and, yet, the majority of the route remains a two-lane highway. At this time, the Highway 23 Coalition has chosen to focus on the corridor from Marshall to I-94. The Coalition is focusing its first efforts on a continuous four-lane connection from Willmar to I-94, which it believes is essential to West Central Minnesota's economy and workforce. In the six-county region, more than 1,138 transportation-related businesses with 30,000 employees will directly benefit. Accessibility is required to attract and retain manufacturing jobs, businesses and skilled employees and often a requirement for businesses such as yours.

The Coalition has adopted an initial budget of \$31,100, a copy of which is enclosed. A majority of the budget will come from membership dues from units of government, businesses and organizations. For businesses and organizations, there are four levels of membership:

Platinum	\$1,000
Gold	\$ 500
Silver	\$ 250
Bronze	\$ 100

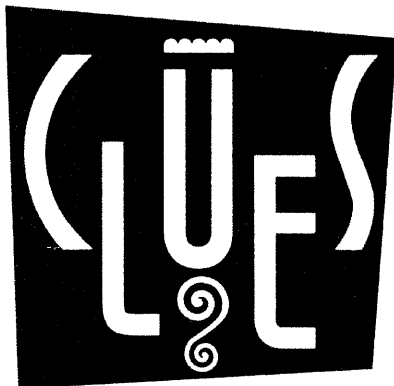
As a business that needs access to highway transportation, we encourage you to join as a member of the Highway 23 Coalition at one of the above levels. The first year's membership will run from present day through December 31, 2018.

A member of the Highway 23 Coalition will contact you in the next ten days about membership in the Coalition. In the meantime, should you wish further information, please feel free to contact one of the Coalition's officers:

Bob Mathiasen, Chair, Heritage Bank Willmar, 320-214-3924

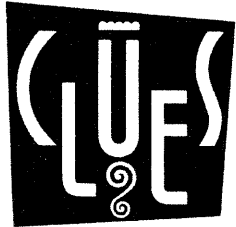
Aaron Backman, Secretary/Treasurer, Kandiyohi County & City of Willmar EDC, 320-235-7370

Enclosure



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CLUES In Greater Minnesota



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WHO IS CLUES?

**MISSION: TO ADVANCE THE CAPACITY OF FAMILIES
TO BE HEALTHY, PROSPEROUS AND ENGAGED IN
THEIR COMMUNITIES**

**VISION: A THRIVING MULTICULTURAL COMMUNITY
ENRICHED WITH STRONG, CONFIDENT FAMILIES
THAT CONTRIBUTE THEIR VOICE, SKILLS,
ENTREPRENEURIAL SPIRIT AND CULTURAL
RIGHTS**



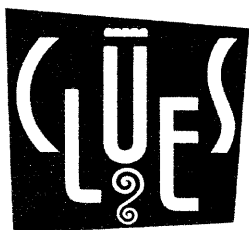
BACKGROUND

CLUES just celebrated our 35th Year Anniversary in 2016

We are the largest Latino led nonprofit in Minnesota!

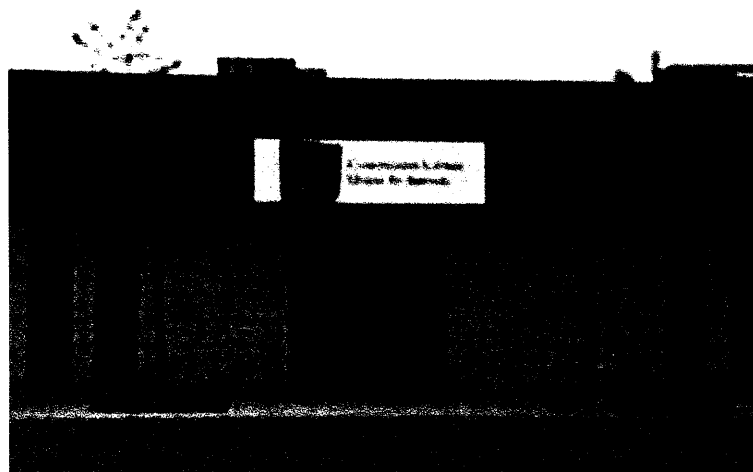
Currently providing 45 programs to the community that are within 4 focus areas:

- 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



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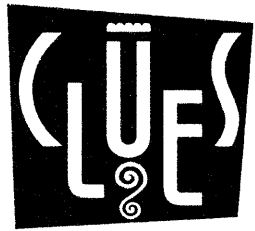
OUR LOCATIONS



CLUES Minneapolis

CLUES St. Paul





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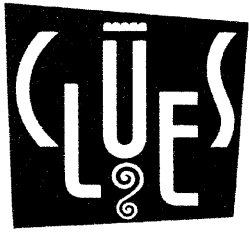
LATINO WORKFORCE INITIATIVE IN GREATER MINNESOTA

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.



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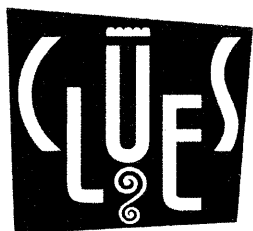
WILLMAR

- **Overview:**

- Nursing Assistant Cohort.
 - Training will start on October 2nd.
 - Registration will start on September 4th
 - 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.



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PARTNERS

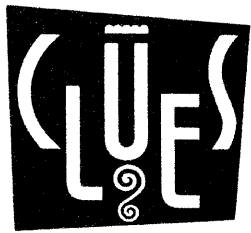
CLUES Staff
Workforce Navigator

Education Partner
Ridgewater College

Latino Workforce
Initiative
CNA Training

Employee (s) Partner (s)
Rice and Bethesda Hospital

Community Partner
Latino Professional Service Network

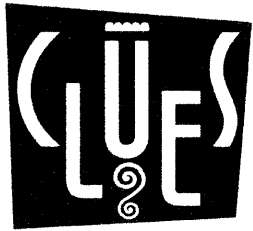


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WORKFORCE NAVIGATOR

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



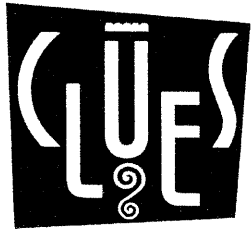
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GRAND OPENING “KICK OFF”

- **Save the date:**

- **When** Thursday, September 7th from 1-3 pm.
- **Where** Ridgewater College
 - 2101 15th Avenue, NW. Willmar, MN 56201. Building D, Door 10.
- **Who**
 - CLUES Staff
 - Community Partners
 - Rep. Dave Backer, Mayor Marv Calvin, among others.



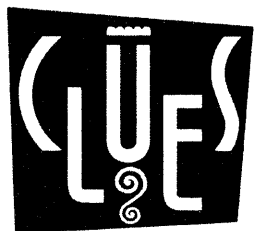


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UPCOMING PROJECTS

Open Houses / Informational Sessions

- ✓ Financial Support
- ✓ Immigration Resources
- ✓ Education (Youth Conference)



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CONTACT INFORMATION

CLUES At Large

John Pacheco

- jpacheco@clues.org
- 612-746-4286

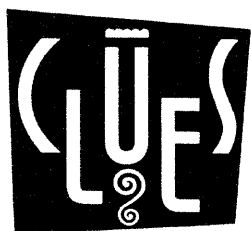
Antonio Elias

- aelias@clues.org
- 612-746-4279

Local

Amelia Amore

- Amelia.Amor@ridgewater.edu
- 320-222-5946



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Questions?

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

Earn your certification free of charge starting in October.



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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



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

IN PARTNERSHIP WITH:


 **Rice Memorial Hospital**

 **RIDGEWATER**
COLLEGE

creating opportunities. changing lives.