

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

**MINUTES**

**September 16, 2015**

**EDC Board Room**

Present: Les Nelson, Roger Imdieke, Jean Marthaler and Ranae Rahn

Excused: Bob Carlson, Bruce Peterson and Connie Schmoll

Absent: Jim Ellingson and Jeff Vetsch

Staff: Steve Renquist, Executive Director

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

Chair Les Nelson called the meeting to order at approximately 11:05 a.m.

**Minutes—**

IT WAS MOVED BY Jean Marthaler , SECONDED BY Ranae Rahn , to approve the minutes of the August 19, 2015 meeting. MOTION CARRIED.

**REPORTS—**

**Future regional workforce issues and concerns.** Steve Renquist shared information from a recent article in the *West Central Tribune* regarding workforce. This week a site selection specialist from Dallas, Texas visited the Willmar area and informed the EDC that workforce availability is the single most important incentive for a potential business to select a community. Currently, there is a group working on housing in Willmar and Renquist mentioned the Bethesda Heritage building would be an ideal place for workforce housing. Chair Nelson mentioned the Job Fair currently being held at the Willmar Conference Center and inquired if the EDC receives any feedback from the event. Renquist commented the EDC does not receive feedback; however, in the past the EDC has staffed an information booth. Nelson also shared the 2015 Fall Job & Career Fair brochure (see attached) which will be held on October 8, 2015 at the Hutchinson Event Center. Roger Imdieke commented a small local group has responded negatively to the immigration issue and inquired if the EDC could make a statement in support of immigration. Renquist commented the BRE committee could make a recommendation to the EDC Board and he would also discuss it with the chair of the EDC Joint Powers for sensitivity of the issue.

**Kandiyohi County railway and railroad Wye project.** Renquist commented that Bruce Peterson and Mel Odens recently returned from a meeting with Congressman Collin Peterson and Amy Klobuchar in Washington, DC. Renquist stated the railroad Wye project totals approximately \$50+

million which includes a \$15 million request from the federal government. Currently, the funding request has been scaled back to \$12 million. The Minnesota Department of Transportation (MnDOT) has agreed to help with funding, if the bonding bill is not passed. The State of Minnesota will fund \$18.5 million for the project. Imdieke shared that this project is BNSF's highest priority in the country. The outcome of the bonding decision should be known by the end of September. The project could start as early as 2016 and is expected to last two years. Renquist also commented talks are in the works to secure funding (\$1.5 M from the State Bonding Committee and \$1.5 local match) for construction of rail service into the new Industrial Park.

**BRE visitation program update.** Tabled until October 21, 2015 meeting.

**BRE goals update.** Jean Marthaler volunteered to assist with the city of Atwater's business survey interview process. Schmoll and Rahn will provide an update on the Atwater business survey at the October 21, 2015 BRE/R Committee meeting.

#### **UNFINISHED BUSINESS**

**Review mission, philosophy, goals and budget.** Rahn presented the draft BRE/R Committee mission and philosophy statements prepared by she and Schmoll (see attached). Committee members offered suggested changes. Rahn and Marthaler will meet following this meeting and prepare another draft which will be shared with Schmoll. The revised draft will be presented at the BRE/R Committee meeting on October 21, 2015.

There being no further business, the meeting was adjourned at approximately 12:02 p.m.

**NEXT MEETING**—The next regular committee meeting is **11:00 a.m., October 21, 2015**, in the EDC Board Room.



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.

The BRE/R Committee meets monthly at 11:00 a.m. on the third Wednesday of the month at the EDC Office.

Les Nelson, Chairperson

### **Staff Liaisons:**

Steve Renquist, Executive Director

Connie Schmall, Business Development Specialist

## **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

## Things to consider

### Mission

**A mission statement is a statement of the purpose of a company, organization or person (committee); its reason for existing; a written declaration of the core purpose and focus that normally remains unchanged over time.**

Properly crafted mission statements (1) serve as filters to separate what is important from what is not, (2) clearly state which markets will be served and how, and (3) communicate a sense of intended direction to the entire organization.

**The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision-making. It provides "the framework or context within which the company's strategies are formulated." It is like a goal for what the company wants to do for the world.[2]**

A personal mission statement is a brief description of what an individual wants to focus on, wants to accomplish and wants to become. It is a way to focus energy, actions, behaviors and decisions towards the things that are most important to the individual.

## Philosophy

**A corporate philosophy enlightens a company's customers and employees of the intention of the organization, helping to build more meaningful relationships. A business owner should spend time developing a philosophy that aligns his goals and vision for his business.**

### Purpose of Corporate Philosophy

An effective corporate philosophy helps a company develop a certain corporate culture, ethical practices and strengthens the relationship between employers and employees. It also positions the values of the company in the minds of others both within and outside of the organization. Your corporate **philosophy should give employees a starting point for the decision-making process, so they are all operating on the same page.**

### Creating a Corporate Philosophy

One of the first things to consider when creating a corporate philosophy is **the purpose of your business**. A company's philosophy can contain **similar verbiage as a company's mission statement, but in more detail**. For example, the mission statement of a major search engine company is, "To organize the world's information and make it universally accessible and useful." A portion of that company's corporate philosophy includes the statement, "We do search. With one of the world's largest research groups focused exclusively on solving search problems, we know what we do well, and how we could do it better." By reading these and other similar statements in its corporate philosophy, you can ascertain its mission.

### Corporate Philosophy Benefits

**A benefit of a corporate philosophy is that it can possibly give your company a competitive advantage because you possess a clear vision of how you want customers and competitors to perceive your business.**

## 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	\$ 8,600.00	\$ 2,286.51

**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.

**Mission Ideas:**

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

to conduct BRE Surveys, engage in ongoing visits with existing businesses, respond to the needs of existing and new businesses and secure new business to Kandiyohi County.

**Philosophy Ideas:**

**The Business, Retention, Expansion and Recruitment Committee believes that** efforts to support existing businesses through ongoing assessment of the environment for business growth and development and responding to the stated needs of business leaders, will create a vibrant community in which existing businesses will grow and expand and new businesses will make Kandiyohi County their home. The BRE Committee will conduct such efforts in collaboration with other community groups with similar goals.

**Les Nelson**

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**From:** DEED Communications <MNDEED@public.govdelivery.com>  
**Sent:** Tuesday, September 15, 2015 2:03 PM  
**To:** Les Nelson  
**Subject:** Upcoming Career Fair in Hutchinson!



**Looking for a new career opportunity?**

**Don't miss the 2015 Fall Job & Career Fair!**

**Thursday, October 8th**

**2:00 p.m. - 6:00 p.m.**

**[Hutchinson Event Center](#)**

**Bring your resume and dress for success!**

**Meet the area's top human resource directors, business owners,  
manufacturers and employment services!**

**Find tips on how to prepare for a job fair [here!](#)**

**Find a list of attending employers below:**

**Best Buy, Hutchinson**

**Lakeview Ranch, Darwin**

**Sparboe Farms, Litchfield**

**South Central Grain & Energy, Buffalo Lake**

**Customer Elation, Hutchinson**

**Procure Technologies, Willmar**

Sen  
To

**Custom Products, Litchfield**

**Robert Half, St.Cloud**

**St. Cloud Technical & Community College**

**3M, Hutchinson**

**Elkay Wood Products, Waconia**

**Walmart, Hutchinson**

**Integrated Power Services, Litchfield**

**Spartan Staffing, Litchfield**

**NU-Telecom, New Ulm**

**Doherty Staffing, Hutchinson**

**Hutchinson Technology Inc., Hutchinson**

**Dominion Home Health Services, Glencoe**

**Seneca Foods, Glencoe**

**Lester Buildings, Lester Prairie**

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Department of Employment and Economic Development

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