

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
MARKETING AND PUBLIC RELATIONS COMMITTEE MEETING
MINUTES
September 26, 2016
WORKUP, Willmar

Present: Donna Boonstra, Shari Courtney, Lindsey Donner, Jean Geselius, Ann Winge Johnson, Mike Negen, Ashley Queenan and Julie Redepenning

Absent: Sarah Isdal and Heather Koffler

Guests: Betsy Bonnema, Abby Gronli and Jayme Sczublewski of REDstar Creative/WORKUP

Staff: Aaron Backman, Executive Director

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc. (LAA)

Aaron Backman called the meeting to order at approximately 12:07 p.m. Betsy Bonnema introduced Abby Gronli, who is REDstar Creative's new Marketing Manager.

MINUTES—

IT WAS MOVED BY Jean Geselius, SECONDED BY Donna Boonstra, to approve the minutes of the July 25, 2016 meeting as emailed. MOTION CARRIED.

2016 MARKETING PLAN—

Willmar Industrial Park Flyer. Backman presented a draft flyer for the Willmar Industrial Park with some of his editing notes (see attached), which the committee reviewed and offered the following comments:

- Capitalize Highways next to the truck icon
- As to the photos used:
 - replace the tractor as it is of Willmar Fabrication that is no longer in Willmar
 - may also want to replace the other two manufacturing photos as they are also of Willmar Fabrication, but they may be generic enough to keep
 - keep the photo of the welder
 - could use a photo of a forklift loading a semi
 - other suggested photos were: RELCO's wall of clocks (Lyndsey Donnor has this); photos of businesses listed in the text above the photos; a photo of Dooley's, which is currently building in the park; or Northern States Supply.
- Include the Minnesota Shovel-Ready logo on both sides of the flyer
- Like the aerial map, but had the following comments:
 - the highways mentioned by the truck icon are not shown on the aerial map
 - include a zoom out showing the larger area with highways
 - remove any reference to Highway 7 in the text as it cannot be shown on the map

- ▶ add a reference on the map to Highways 71/23 and include an arrow
- ▶ reference the Willmar Airport on the map
- ▶ highlight Third Addition on the map in a different color and also list its features
- ▶ remove 'Reserved' from the map as a right of first refusal does not mean the lot is unavailable
- Include a header, Fourth Addition, above the stats given below the aerial map
- Enlarge the font of the subheader, Fourth Addition, on both pages as it is rather small

The committee also reviewed a flyer for Sherburne County's Development Sites (see attached). Sherburne County has identified specific industries it is targeting, one of which is data centers. The Willmar Industrial Park is more fitting for wholesale distribution or logistic warehousing.

Backman noted the railroad Wye is in discussions, but no final decisions have been made to include it on the map.

Fall Digital Newsletter. Backman stated about five to six articles are being discussed for the fall digital newsletter. Connie Schmoll will be preparing articles on broadband, the West Central Angel Fund I and a followup on the manufacturer tours. Backman will write articles on the Kandi Mall, Glacial Ridge Hospitality and ERC Holdings. Backman provided information on ERC Holdings and its Job Creation Fund application. Julie Redepenning stated ERC Holdings will host an open house this Saturday.

As to the EDC's ad in the 2017 Visitors Guide as reported in the July minutes, Bonnema indicated that for several years the EDC has paid for a half page ad, but receives a two-page spread for that cost and she does not want this opportunity lost next year with going to a half page rather than a two-page spread.

NEW BUSINESS

REDstar Marketing Update. Bonnema showed a presentation giving an update on REDstar, its status as an agency, its current staff and new project management software that coordinates with Google Drive, which is available to each client. Bonnema invited everyone to attend REDstar's upcoming event, "Fine Tune Your Creative Process" on November 2, 2016 from 1:30-4:00 p.m. and Jayme Sczublewski invited everyone to attend Taste of WORKUP this Friday from 5:00-7:00 p.m. Backman announced the EDC plans to serve a triple layer cracker toffee bar.

ADJOURNMENT—There being no further business,

IT WAS MOVED BY Julie Redepenning, SECONDED BY Donna Boonstra, to adjourn the meeting.

The meeting was adjourned at approximately 1:23 p.m.

NEXT MEETING—The next committee meeting is **12 noon, Monday, October 24, 2016** at WORKUP, 1601 Technology Drive NE, Willmar.



WITH SHOVEL-READY ROOM TO GROW

WILLMAR INDUSTRIAL PARK

Fourth Addition

Businesses ready to expand and build should consider the 95-acre 4th addition of the industrial park in Willmar, Minnesota. It recently gained shovel-ready status, a certification by the Department of Employment and Economic Development, that means the planning, zoning, surveys, title work, environmental studies, soils analysis and infrastructure engineering are complete to start construction.

The park is just two miles from the Willmar airport, which has hangar space and a ^{available} modern terminal building. It is also a transportation hub with north/south connections via US Highway 71 and MN Highway 23 and east/west connections via US Highway 12 and MN Highway 7. Plans to add direct rail car access to the Willmar Industrial Park were also recently announced. The site ^{is} close to the Burlington Northern Santa Fe switching yard connecting Chicago to the Pacific coastal states. ^{Over} 30 companies already call Willmar Industrial Park home, including Jennie-O Turkey Store, RELCO, Mills Parts Center, Willmar Poultry Company, ^{and} Willmar Electric Service ^x and Chappell Central.

One of only 34
shovel-ready
industrial parks in
Minnesota



Zoned I-1
Light Industry



Easy access to
US highways 12, 71
and MN highway 23



21 platted lots
available



Contact us:
kandiyohi.com
toll-free 866.665.4556



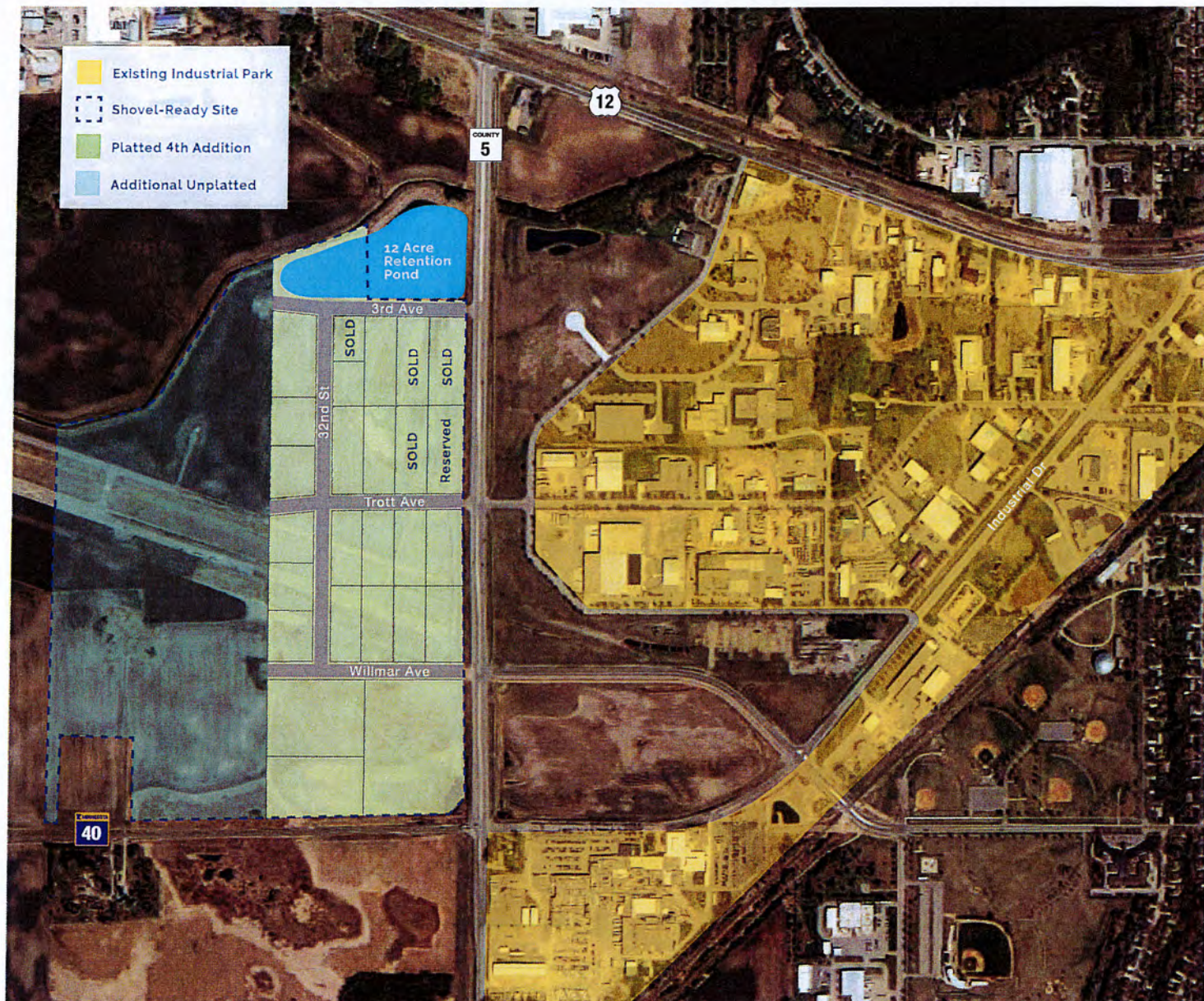
OPEN *for* BUSINESS



A CLOSER LOOK

WILLMAR INDUSTRIAL PARK

Fourth Addition



95 acres

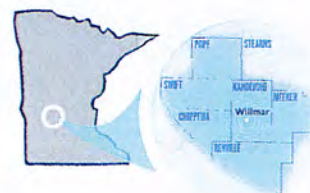
25 platted lots

1.4 - 12.1 acre lots available

Contact us:
kandiyohi.com
toll-free 866.665.4556



OPEN *for* BUSINESS



Development Sites



Elk River – Data Center Site

- Adjacent to two Fortune 50 data centers
- Multiple fiber-optic service providers
- Municipal electric service - redundant
- Excellent power rates & state tax incentives
- 25+ acres available
- Cool northern climate

Contact: Dan Weber, Sherburne County

763-765-4901

dan.weber@co.sherburne.mn.us

Becker Industrial Park

- 70 acres available, fully serviced, city owned industrial park –Certified Minnesota Shovel Ready
- BNSF mainline, city-owned spur, on-site logistics firm specializes in rail off-loading and reloading
- 98,000 population within 15 mile radius
- Part of a 300 acre site zoned industrial
- Intermodel rail facility adjacent to the industrial park

Contact: Amanda Fiedler, Comm. Dev. Coordinator

763-200-4246

afiedler@ci.becker.mn.us



Sherburne County in partnership with...



Big Lake Industrial Park

- 38 acres available, fully serviced, city-owned industrial park – Certified Minnesota Shovel Ready
- New wastewater treatment plant, capacity available
- 185,018 population within 15 mile radius

Proposed Big Lake Rail Park

- 185 acre, with 4,100 lineal foot spur and trans-load facility

Contact: Jessica Green, City Administrator

763-263-2107

jessica.green@ci.big-lake.mn.us

Zimmerman

- Public Safety Addition - 8+ acres available, fully serviced, County owned industrial park

Contact: Randy Piasecki, City Administrator

763-856-4666

rpiasecki@sherbtl.net

Elk River

- Nature's Edge Business Center – 8+ acres zoned light industrial
- Northstar Business Park – 2 sites (4.3 and 7.24 acres) – zoned business park
- 359,576 population within a 15 mile radius

Contact: Brian Beeman, Director of Economic Development

763-635-1042

bbeeman@elkrivermn.gov

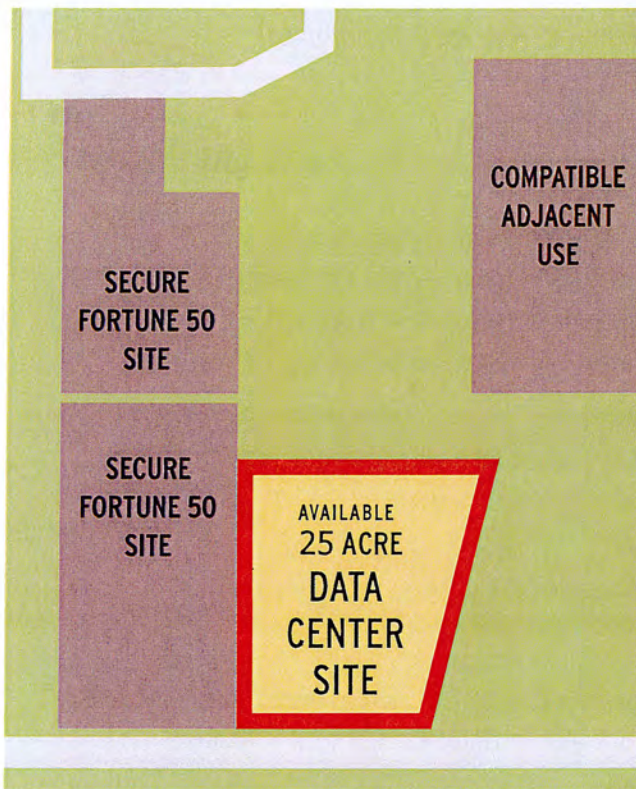


SHERBURNE COUNTY ECONOMIC DEVELOPMENT

Available:



PRIME DATA CENTER SITE



- Adjacent to two Fortune 50 data centers
- Multiple fiber-optic service providers
- Redundant electric service
- Municipally owned utility
- Excellent power rates
- 25 acre site
- Located in Elk River, MN -a leader in energy innovation
- Reliable teamwork with local government

CONTACT:
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