

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)  
JOINT OPERATIONS BOARD OF DIRECTORS (OB) MEETING  
MINUTES

December 14, 2017  
EDC Office, Willmar

Present: Art Benson, Rollie Boll, Robert Carlson, Donna Boonstra, Gary Gilman, Les Heitke and Kelly TerWisscha

Excused: Aaron Backman, Executive Director

Ex Officio: Roger Imdieke and Bruce Peterson

Staff: Connie Schmoll, Business Development Specialist

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

President Donna Boonstra called the meeting to order at approximately 11:00 a.m. and declared a quorum was present.

AGENDA—

IT WAS MOVED BY Kelly TerWisscha, SECONDED BY Gary Gilman, to approve the Agenda and Consent Agenda as presented. MOTION CARRIED.

CONSENT AGENDA—

- Approve:
1. Minutes of November 9, 2017 meeting
  2. Financial reports as of November 30, 2017
  3. Removal of Sarah Isdal from the Marketing and Public Relations Committee
- Accept: Committee/Subcommittee Minutes
1. Ag Marketing Subcommittee 10/18/2017
  2. Broadband and Advanced Technology 11/6/2017
  3. Business Retention and Expansion/Recruitment 11/3/2017
  4. Marketing and Public Relations 11/27/2017
  5. Leisure Travel 10/2/2017

PROGRESS REPORTS

Willmar/Willmar Industrial Park. Connie Schmoll reported the Wye agreement is still being worked on. Roger Imdieke reported the public side of the agreement is final. Remodeling continues at Historic 313 on Fourth Street. Schmoll showed an aerial photo of the new building at the Kandi Mall and stated Aspen Dental is now open. There is a business interested in leasing the former Kmart location in the mall. 15<sup>th</sup> Street Flats is moving forward after receiving financing

from the Minnesota Housing Finance Agency. Schmoll and Backman toured Midtown Plaza, which is nearing completion with the grocery store planning to open in January.

[Rollie Boll joined the meeting.]

Construction of Glacial Ridge Hospitality is moving forward; plans are for the club house to open first and then the event center.

Highway 23 Coalition. President Boonstra reported the Coalition board met this morning and reviewed draft Bylaws. Schmoll reported 40 businesses have committed to membership in the Coalition and other businesses are considering membership. The Coalition's website is live <https://www.highway23coalition.com>. Applications for Corridors of Commerce funding will be submitted in January. Resolutions in support of Corridors of Commerce funding have been requested from the communities along the corridor and are required for the applications. A letter of support will be requested of the local chamber. Public comment is now open for the scoring process. The metro area is lobbying to increase the amount allotted to it, however, the Coalition will work toward the allocations remaining at 50/50. Jason Duinick, chair of the Legislative Committee, is scheduling meetings with area legislators in this regard.

Business Visits and Meetings. Schmoll reported on the following activities over the past month:

- attended the University of Minnesota Showcase;
- Highway 23 Legislative Committee meeting;
- local option sales tax meetings;
- Ridgewater College IT Advisory Committee meeting at the Hutchinson Campus
- an employee retention workshop hosted by the Willmar Lakes Area Chamber of Commerce, which she found to be very valuable;
- attended a week-long (two-hours/day) marketing boot camp at WORKUP;
- participated on the Clean Energy Resource Teams Steering Committee where energy-saving grants were awarded;
- met with Jamey Cline of Christianson PLLP on grants and financing for ag projects;
- met with Hudda Ibrahim on Somali business support and possibly opening an office in Willmar;
- attended holiday open houses;
- attended the Minnesota Association of Professional County Economic Developers (MAPCED) meeting in St. Cloud; Aaron Backman is MAPCED's new president; Amelia Amor of CLUES was on a panel discussion that included workforce issues;
- attended the 4<sup>th</sup> quarter Minnesota Marketing Partnership meeting in the Twin Cities;
- attended the Community Venture Network meeting along with Joanna Schrupp and heard business pitches by companies;
- worked on information for a swine project that was applying for a Conditional Use Permit;
- closed the EDC's loan to Coffee & More, which plans to open in January;
- attended an Understanding the Somali Culture seminar;
- toured Lettuce Abound Farms west of New London near Highway 71, a hydroponic farm that plans to harvest 7,000 heads of lettuce a week;
- toured Douglass Innovations, which recently purchased the first multi-jet fusion 3D printer in the state of Minnesota; it will have an open house in the near future; demand for its products have been high;

- worked on Highway 23 resolutions;
- assisted potential business startups for Raymond and the Kandi Mall;
- Schmoll and Backman toured Simply Shrimp and discussed future growth with the owner.

Schmoll reported Bob Bonawitz is assisting a business as a SCORE counselor. The EDC is looking for another counselor after the retirement of Don McGrath.

Schmoll gave highlights from 2017 that included:

- weekly meetings regarding the railroad Wye;
- the start of 1 Million Cups held each Wednesday at the Barn Theatre;
- return of the state broadband grant by CTC;
- completion of the Ag BRE survey;
- the FCC repealing net neutrality rules today;
- continuing to speak with companies interested in doing broadband projects in the grant area; Hiawatha Telephone Company is looking at possibly doing a project in the south part of the county;
- the Willmar Area Multicultural Business Center moving into the EDC's location; they are trying to hire a staff person;
- holding the boards' strategic planning session in March;
- attended the 2017 Wisconsin Cheese Industry Conference;
- West Central Angel Fund I becoming operational in April;
- completion of the BRE study of diverse businesses in Willmar;
- Backman joining the Willmar Airport Master Plan group;
- Backman became leader of the Vision 2040 Goal Group 2, Economic Vitality;
- the county being featured in the *Business in Focus* magazine;
- completing marketing flyers and creating new marketing banners;
- posting news articles on the website;
- \$6.8 million expansion of West Central Steel and a local newspaper article being spread nationwide;
- expansion/construction of the Willmar Surgery Center, Schwieter's Chevrolet, Lakeland Elementary School, Magnum Trucking, Midtown Plaza, Robbins Island Destination Playground, Kandi Mall rehabilitation, Legacy on First, Dooley's Petroleum, Grand Stay Hotel and the Hampton Inn;
- Kwik Trip looking at construction in Willmar; and the
- merger of Affiliated Community Medical Centers, Rice Memorial Hospital and CentraCare into CARUS health.

#### UNFINISHED BUSINESS—

Tourism development funds. Schmoll reported the Willmar Lakes Convention & Visitors Bureau does not have insurance on the billboards and it does have a replacement plan for the billboards. Beth Fischer will come to the board's January meeting.

## NEW BUSINESS—

2018 Employee Health Insurance. Boonstra reported staff's health insurance premiums increased approximately 13.47% from \$906.13 per person to \$1,028.14 per month. The EDC will pay \$1,000 per month per employee as budgeted and staff will each pay the remaining \$28.14. Board members voiced concern over the ever-increasing cost of health insurance.

Natural Products Expo West 2018. Schmoll reported she is trying to attend the Natural Products Expo in California in March 2018, but it appears to be an invitation-only event. The Minnesota Department of Employment and Economic Development (DEED), the Minnesota Department of Agriculture and Grow North will have a booth at the Expo. The Expo gives the opportunity for newer food businesses to showcase their products. If she is able to attend, Schmoll will market the county to ag businesses interested in expanding to a new location. Schmoll would like approval to spend up to \$3,500 to travel to and participate in the Expo. Schmoll will also be attending a tradeshow in Mankato at no cost. A decision was tabled until the January board meeting.

Request for Funding by City of Sunburg. Schmoll presented a funding request by the City of Sunburg for \$2,500 to erect a digital scoreboard at Willie Reigstad Park (see attached). Schmoll noted it is a smaller investment that can be done in an area that does not usually get funding. Les Heitke suggested the request be directed to the Willmar Area Community Foundation or the Willmar Lakes Area Convention & Visitors Bureau. By consensus, the board did not feel the request met the funding guidelines.

## COMMITTEE REPORT

Agriculture and Renewable Energy Development. Schmoll reported on an interesting presentation the Ag Committee heard in November on The Viking Project, a wood biomass energy project conducted on a chicken broiler growing farm by Albany. Schmoll reported Simply Shrimp sells out its product each day. Grocery stores and chefs are coming to them to buy. The committee will discuss a swine facility at an upcoming meeting. The Marketing Subcommittee is working on events for 2018. It was reported brush disposal at the landfill is a problem after FibroMinn closed down. Imdieke stated renewable energy at the county landfill is not feasible.

Broadband and Advanced Technology. Schmoll reported the Broadband Committee heard about the broadband grants recently awarded by the state totaling \$26 million. Hanson Communications of Willmar is doing a broadband project in Pope County. Hiawatha Telephone Company is not interested in doing a project through the grant. The committee is working to change the language in the state grant as to allowing current providers to oppose a request.

Business Retention and Expansion/Recruitment. Kelly TerWisscha reported Ridgewater College just completed its first CLUES program for Certified Nursing Assistants, which went well. The committee is assessing the Job Fair and how to better attract attendees and be creative in getting attendees. Schmoll stated Sam Bowen is leading efforts to work toward enhancements in the Job Fair. Imdieke noted Ridgewater College has had interest from vendors on a Job Fair at the College. TerWisscha noted the current Job Fair is a for-profit venture and it is important they get vendors


to attend. At the last committee meeting, it was noted the county's unemployment is 1.8%, which is a concern.

**Marketing and Public Relations.** Schmoll reported the committee is looking at the EDC's social media statistics and just completed the digital newsletter, which has received good comments.


**Other.** Imdieke reported the Highway 23 safety assessment plan has been adopted for a J turn at the intersection of Highways 9 and 23 dependent upon funding. Imdieke also reported Goat Ridge Brewery has added on and will be doing a farm-to-table restaurant. Lunch with Leaders hosted by the Willmar Lakes Area Chamber of Commerce will be held December 20<sup>th</sup> on the Latino community and a workshop on supporting farmers in stressful times will be hosted by the Minnesota Department of Agriculture on January 30<sup>th</sup> at Ridgewater College.

**NEXT MEETING**—The annual board meeting is **11:00 a.m., Thursday, January 11, 2018** at the EDC Office, Willmar.

**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 12:35 p.m.

  
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Art Benson, Secretary

APPROVED: 1/11/2018:

  
\_\_\_\_\_  
Donna Boonstra, President



Name of applicant: City of Sunburg, MN

Name of contact person: Wayne Rudningen

Telephone: 320-366-3929 Cell: 320-212-5886 Email: w\_rudningen@hotmail.com

Describe your organization, its mission and goals: The small quaint City of Sunburg is located in the most northwestern part of Kandiyohi County where Hwy 9 intersects with Co. Rd. 7. Sunburg has a population of approximately 100 people. Our mission for the City of Sunburg is to bring people into our town and continue to strengthen partnerships and connections with existing groups in our community. Our goal is to promote our community and provide a unique reason for people to come to visit by obtaining an up-to-date scoreboard for the Willie Reigstad Park.

Is your organization a  nonprofit corporation or  governmental entity?

Amount requested \$2500. Will the funds be matched? Yes  No . If yes, how will they be matched?

The City of Sunburg will match funds. We have also applied to the NLS Area Fund. Funds have been requested from the KMS Baseball Association and the Norway Lake- Sunburg Baseball team. Tentative sponsors are Dooley Petroleum, Jennie-O, and Rambow.

For what purpose will the requested funds be used? Provide a copy of your budget.

The requested funds will be used for a new up-to-date scoreboard at the Willie Reigstad Park in Sunburg, MN.

If your request is for an event and is "seed money," can the event be profitable and self-supporting in future years?

Please explain: Our request is not an event but rather a one-time request for an up-to-date scoreboard at the Willie Reigstad Park. The City of Sunburg will provide funds for any up-keep for the scoreboard.

Does the request fit within the EDC's mission (To be a catalyst for economic growth of the greater Kandiyohi County area.) and goals?

Please explain: This request is a catalyst to continue the partnerships and connections the ball field has with existing groups in our community. It will also beautify the thriving baseball park in this quaint little community of Sunburg, MN. It will continue to bring people to our town as well as provide opportunities for people of all ages to participate in the sport and also to observe from the stands. The Willie Reigstad Park is used approximately 3 to 4 times per week the months of April – August. There are approximately 85-90 games per season. It is used by the KMS Community Education Elem. Baseball teams, KMS Jr. High and Junior Varsity teams, KMS Varsity team, and Area traveling teams. It is also used by the Norway Lake-Sunburg Town Baseball Team. These groups play teams from Willmar, NLS, Atwater, ACGC, Starbuck, Regal, Paynesville, Elrosa, Ortonville, RTR, TMB, Lakeview, RCW, YME, LQP, Benson, Canby, BBE CMCS, Minneota and Glenwood.

We will be providing permanent advertising for the sponsors listed on the designated areas at the bottom of the scoreboard and we will also have a game day designated to honoring and thanking all the organizations that donated to this wonderful cause.

If funded, your federal tax ID number must be provided.

Return this application to: Kandiyohi County and City of Willmar Economic Development Commission  
222 20<sup>th</sup> Street SE | P.O. Box 1783 | Willmar, MN 56201 | [edc@kandiyohi.com](mailto:edc@kandiyohi.com)

Adopted by EDC Joint Operations Board 3/8/2012  
Ratified by the EDC Joint Powers Board 4/26/2012

## Project Budget

\$15,000.-Selling of permanent advertising

7,500.-City of Sunburg

2,500.-Grant

\$25,000



# WILLIE REIGSTAD PARK



DAKTRONICS

**BALL** 2

**STRIKE** !!

**OUT** 1

**RUNS**

<b>RUNS</b>	1	2	3	4	5	6	7	8	9	
	0	0	0	0	0	1	0	0	0	2
	0	0	2	0	1	3	0	0	0	6

<b>SPONSOR</b>	<b>SPONSOR</b>	<b>SPONSOR</b>	<b>SPONSOR</b>
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- Overall Dimensions  
11'6" high x 20'0" wide
- Accent Dome with  
Routed Aluminum logo  
DA-1205-20  
3'0" high x 20'0" wide
- Softball Scoreboard  
BA-2030-RA  
6'6" high x 20'0" wide
- Sponsor Panel (Non-Backlit)  
2'0" high x 20'0" wide  
(below Scoreboard)

ALL DIMENSIONS ARE APPROXIMATE

## NORWAY LAKE SUNBURG BASEBALL KERKHOVEN, MN

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**Kandiyohi County & City of Willmar**  
**ECONOMIC DEVELOPMENT COMMISSION**

## **FUNDING REQUEST GUIDELINES**

1. All requests for funding through the Kandiyohi County and City of Willmar Economic Development Commission (EDC) must be by written application in a form that can be obtained from the EDC Office, 222 20<sup>th</sup> Street SE, P.O. Box 1783, Willmar, MN 56201, telephone 320-235-7370, [edc@kandiyohi.com](mailto:edc@kandiyohi.com), along with a proposal and project budget.
2. Once a funding application is received by the EDC, an EDC staff member will review the application with the applicant and, if appropriate, forward the request to an EDC standing committee for consideration.
3. Funds contributed by the EDC must be matched dollar-for-dollar by funds from the requesting organization making the application, which funds may be raised through other organizations.
4. Applications, if approved, may receive the full funding requested or a portion thereof as determined by an EDC standing committee or the EDC Joint Operations Board.
5. An organization may request funding twice in a five-year period, except in the case of an emergency, which will be determined by the EDC Joint Operations Board. The second time a funding request is made, half of the original financial support may be offered and must be matched.
6. Applications will be assessed on the following basis:
  - a. Does the application relate to an EDC standing committee's goals and the EDC's goals and overall mission?
  - b. Does the application detail the use of the funds requested?
  - c. Does the request duplicate efforts and work already being done by another entity?
  - d. Does the request show significant evidence of cooperation and collaboration with other entities?
  - e. Is the request within the reviewing committee's budget limits or the EDC's community contribution line item?
7. If the above criteria can be positively answered and an EDC standing committee approves the funding request by a majority vote, the committee's recommendation will be presented to the EDC Joint Operations Board for consideration at its next monthly meeting.
8. If the request is for more than an EDC standing committee's budget allows and the committee approves the request, the committee may request the EDC Joint Operations Board to allocate additional funds.
9. All funding requests for tourism-related activities will be forwarded to the Willmar Lakes Area Convention & Visitors Bureau (CVB) for consideration and determination.
10. If the CVB deems the funding request appropriate, the CVB may make an additional request for funding from the EDC to fund unique tourism-related events. If approved by the EDC Joint Operations Board, additional funds will be transferred to the CVB and the CVB will be responsible for how those monies are spent.

11. If a funding request is not appropriate to be referred to an EDC standing committee, EDC staff will review the funding request and, if deemed appropriate, present it to the EDC Joint Operations Board for consideration at its next monthly meeting.
12. In no event, will an approved funding request be used to fund personnel unless the request is for a feasibility study.
13. If a request is for a one-time unique request, the EDC Joint Operations Board may consider using its reserve funds.

Revised by EDC Joint Operations Board 8/14/2014  
Adopted by EDC Joint Operations Board 3/8/2012  
Ratified by EDC Joint Powers Board 4/26/2012