

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

MINUTES

December 6, 2019

EDC Board Room, Willmar

- Present: Sam Bowen, Samantha Crow, Jim Ellingson, Les Heitke (via teleconference) and Les Nelson
- Excused: Roger Imdieke, Ranae Rahn and Dean Steinwand
- Absent: Dan Tempel and Kelly TerWisscha
- Guest: Torry Norling, Videographer and Eric Day, Central Minnesota Jobs & Training Services
- Staff: Aaron Backman, Executive Director
- Secretarial: Diane Beck, Legal & Administrative Assistants, Inc. (LAA)

Chairperson Sam Bowen called the meeting to order at approximately 9:01 a.m.

AGENDA—Chair Sam Bowen presented the agenda. Aaron Backman requested to add under New Business, World’s Best Workforce.

IT WAS MOVED BY Jim Ellingson, SECONDED BY Samantha Crow, to approve the Agenda as modified. MOTION CARRIED.

MINUTES— As there was not a quorum in attendance, the November 1, 2019 minutes were received, but not approved.

REPORTS

CLUES Update. Backman shared the CLUES update for Jennifer Mendoza. The fifth Diverse CNA cohort class has concluded with students testing out yesterday. It is expected seven of the nine students will pass; two students will retest at a later date. Mendoza is working with CLUES headquarters located in the Metro Area for additional resources. Chair Bowen reported Ridgewater College has explored a CDL and Diverse CDL courses, as well as other programs. Eric Day shared information on the Central Minnesota Jobs & Training Services (CMJTS) Women on-the-Move Program funded by a grant from Minnesota Department of Employment and Economic Development (DEED) for women of color, low income women and women over 50. The goal is to help women enter non-traditional manufacturing occupations (entry level positions) which wages

are typically higher (see attached). Some of the participants may be co-enrolled in other Ridgewater College programs. Dana Latham of Ridgewater College is preparing a flyer; Chair Bowen will email the flyer to Backman. The program is expected to begin in mid-January. Contact Day if there are questions. Backman will announce the program on Open Mic and invited Day to help share the highlights of the program. Chair Bowen will visit with Mendoza regarding the status of the diverse CDL program plans. Day felt the diverse CDL program could be a feeder program with Ridgewater College CDL initiative. Discussion held regarding an industrial welding program for women.

UNFINISHED BUSINESS

EDC PLANNING SESSION GOALS

Kandiyohi County/Community Video. Torry Norling provided information on three videos he has developed. The first video is a teaser video (preview) with no narration. Teaser videos are a way to engage people and spark their interest to watch additional videos. The main video and a third quality of life video will be located on the EDC website tabs. Fast-paced short videos can also be used at trade shows.

40-Second Video (Teaser) Feedback:

- Chair Bowen felt the video needs a call of action to do something else; what is tied to the video?
 - Norling commented the website will have information about the video.
- Day inquired if a link can be inserted that takes viewers to another action site. There is a need to bring people to a site that has the 'meat'. Needs to be something that can be shared on community sites as well as the EDC website.
 - Norling felt the website designer could develop a link. A suggestion was made to include a link to Kandiyohi County at the conclusion of the video and also add a tagline.
- Jim Ellingson inquired of the purpose of the video, i.e., work, live, move back to the area? Suggested to revise the tagline Kandiyohi County, Work and Play and add a Minnesota map highlighting Kandiyohi County. He commented the video shows great energy.

Main Video Feedback:

- Chair Bowen suggested changing the narrative referring to Minnesota/St. Paul area to Minneapolis/St. Paul area and remove the narrator's 'um'.
- Change the tagline to a modern font: Kandiyohi County, a great place for you to live, work and play
- Ellingson suggested showing a Minnesota map highlighting Kandiyohi County where the narrator talks about 90 miles to the Metro area.
- Slow down the panning of the Carris Health building and reverse the panning.
- Suggestion to reduce the water ski show and include hunting scenes.
- Suggestion to show how to pronounce Kandiyohi.
- Overall, the committee felt it was a great video.

Quality of Life Video Feedback:

- Suggestion to change verb...strive to provide.
- Backman felt the video could be broken down into three videos
- Chair Bowen suggested to remove 'take the plunge' and replace or tie in 'come on home'. Committee members suggested the following: Take the Plunge; Come on Home.
- Add Kandiyohi County's website: Kandiyohi.com.

Bring Them Back Home Initiative (BTBH). Samantha Crow reported the group is in the beginning phases of the initiative. A task force will be formed to develop a plan. She expects a meeting will be scheduled in January 2020.

BUSINESS SUPPORT OBJECTIVES

Banker/Accountant Meeting on November 7th. Les Nelson gave an update on the meeting sponsored by Concorde Bank. There were approximately 20 in attendance. Connie Schmolz and Les Nelson presented PowerPoints on the EDC Industrial Hemp Subcommittee, EDC and Mid Minnesota Development Commission (MMDC) loan programs. Attendees were interested in the information. Nelson shared the PowerPoints are available on the Mid-Minnesota Development Commission website.

Ridgewater College CDL Program Update. Chair Bowen reported Ridgewater College is close to having the CDL programs more defined including cost structures, etc. To date \$32,000 has been raised from private donations. A proposal will be made to Bayer Built and another company; Ridgewater College will send a fundraising update to partners. There are also two active grant applications in to Southwest Initiative Foundation (SWIF) and the Bernick's Family Foundation with a request of \$30,000. Chair Bowen commented some investors have offered equipment versus a dollar investment. Palmer Bus may donate a bus for bus driver training. Chair Bowen stated it is important to have up-to-date equipment in order to train students on current equipment and mentioned it may be possible to acquire a Minnesota Department of Transportation (MnDOT) decommissioned snowplow. There may be changes to federal regulations that may affect the urgency of the CDL program; Chair Bowen will keep the committee informed of the outcome.

NEW BUSINESS

Backman provided information on Willmar Public Schools World's Best Workforce initiative. The "Striving for the World's Best Workforce" bill was passed in 2013 to ensure every school district in the state is making strides to increase student performance. The Willmar School Board will hold a public meeting at 4:30 p.m., December 9, 2019, at Willmar Education and Arts Center (WEAC) to obtain input as they begin to develop a plan.

Other. Nelson reported Mid-Minnesota Development Commission (MMDC) has contracted with the city of Willmar to update its comprehensive plan that may take up to one year to complete. The plan will be a data-driven document and include goals and objectives. A few public meetings will be held. Nelson also announced that Donn Winckler, MMDC Executive Director, will retire the end of January 2020. Resumes are open from December 15, 2019 to January 15, 2020. Interviews will be

conducted in February with the new Executive Director on board in April 2020. Sue Gimse will serve as interim Executive Director.

ADJOURNMENT—

IT WAS MOVED BY Les Nelson, SECONDED BY Jim Ellingson to adjourn the meeting. MOTION CARRIED.

The meeting was adjourned at approximately 10:19 a.m.

NEXT MEETING—The next committee meeting is **9:00 a.m., Friday, January 3, 2020**, at the EDC Office, Willmar.

CMJTS Women-on-the-Move Program (flyer coming soon)

Funded by:

- Grant from Minnesota Department of Employment and Economic Development

Funds available:

- \$34,000 in training funds, per year, for two years (\$16,000 earmarked for Willmar area)
- Also \$5,250 in support funds, to eliminate participation barriers, each year.

Population served/eligibility:

- Women of color, regardless of income (ages 16+)
- Low income women, regardless of ethnicity (ages 18+)
- Women over age 50, regardless of ethnicity or income

Note: Our goal is that 50% of participants will be women of color

Grant Goals/Detail:

- To help women enter non-traditional occupations (male-dominated occupations), where wages are typically higher.
 - Per our funder, examples of occupations of industries of focus include manufacturing, construction/trades, engineers, and IT/software development.
- Project activities can include training, credentialing, work experience, and on-the-job training.
- Project will serve 25 women per year, for two years (50 women total).
- Other first year goals
 - 12 per year will earn industry-recognized credentials
 - Participants will see an average pay increase of \$2/hour
 - 15 per year will enter employment

Willmar Area Cohort:

- While participants pursuing careers in other non-traditional fields will be able to receive individualized service, CMJTS is working with Ridgewater Colleges Customized Training and Continuing Education Department to offer an introduction to manufacturing program for a cohort of 15 women. This training will include:
 - Instruction on and exposure to the basics of manufacturing concepts, skills, and workplace safety.
 - Forklift training and certification
 - See proposed specifics on the reverse of this page

Manufacturing-related training for Willmar area Women-on-the-Move participants will include:

- 1/14 10 a.m. - 3 p.m. Intro to Manufacturing
- Types of Manufacturing Operations 1.5 hours
 - Process, Practice and Policy in the Workplace 1.0 hours
 - 5 S Operational Concepts 1.5 hours
 - Print and Schematic Reading 1.0 hours
- 1/15 10 a.m. – 3 p.m. Intro to Manufacturing/Forklift Classroom
- Assembly and Integration 1.5 hours
 - Quality Assurance and Control 1.5 hours
 - Forklift – 2 hours
- 1/20 10 a.m. - 4 p.m. Forklift (6 hours w/qualification)
- Forklift- Classroom – 2 hours
 - Forklift – Qualification – 4 hours
- 1/21 10 a.m. – 3 p.m. Workplace Safety
- Workplace Safety Overview 1.0 hours
 - Job Hazard Analysis 1.0 hours
 - Back Safety 1.0 hours
 - Hand Safety 1.0 hours
 - Hazard Communication 1.0 hours
- 1/22 10 a.m. – 3 p.m. Workplace Safety/ Manufacturing Workplace Skills
- Fire Prevention and Evacuation 1.0 hours
 - Electrical Safety 1.0 hours
 - LOTO 1.0 hours
 - Electrical Connection Terminations, Connections and Soldering 2.0 hours
- 1/28 10a.m. – 3 p.m. Manufacturing Workplace Skills
- General Awareness of Electrical, Fluid and Pneumatic Tech. 3.0 hours
 - Basic Hand and Power Tools 1.5 hours
 - General Overview of Mechanical Fasteners .5 hours
- 1/29 10 a.m. – 3 p.m. Manufacturing Workplace Skills
- General Overview of Mechanical Fasteners (cont'd) 1.0 hours
 - Autonomous and Predictive Maintenance 1.0 hours
 - Fundamentals of Welding 1.5 hours
 - General Machine Shop Operations 1.5 hours