

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
AGRICULTURE AND RENEWABLE ENERGY DEVELOPMENT (AG) COMMITTEE**

MINUTES

November 17, 2022

EDC Board Room and via Zoom Video Conference

Present: Rollie Boll, Kevin Halvorson, Kim Larson, Keith Poier (via Zoom) and Nate Reuss

Absent: Dustin Kotrba, Abdulcadir Gaal, Larry Konsterlie, Dan Lippert, Chris Radel and Dan Tepfer

Guests: Samantha and David Nelson, Ultimate Ag

Staff: Sarah Swedburg, Business Development Manager

Media: Shelby Lindrud, West Central Tribune

Secretarial: Diane Beck, Legal & Administrative Assistants, Inc.

Chairperson Kevin Halvorson called the meeting to order at approximately 7:37 a.m., followed by self-introductions. Chair Halvorson announced a quorum was not present.

AGENDA—Agenda item 5a. Farm Transfer Lunch & Learn by Samantha and David Nelson was moved to the top of the agenda after the Minutes.

MINUTES—Approval of the minutes was tabled as a quorum was not present.

NEW BUSINESS

Farm Transfer Lunch & Learn. Swedburg stated she invited Samantha and David Nelson to this meeting to give an overview of their Ultimate Ag business and Farm Legacy Transfer classes. This committee approved a \$250 sponsorship for the Nelsons' first facilitated class. David Nelson distributed a letter from Ultimate Ag to the committee (see attached) and thanked them for their support. He commented the farm transfer class is used prior to clients seeking financial planning and legal advice. David and Samantha began researching how to coordinate the planning process approximately six months ago. They attended trainings and are certified to hold farm transfer classes. David gave an overview of their training and noted he has been in farming since childhood. Samantha shared they are developing their business through the EDC's Elevate Community Business Academy and are currently finalizing their branding and clarifying how they are different from other legal processes. They feel they are complimentary to and not competitive with other services.

Samantha shared they assist with family dynamics in the succession and farm transfer process, how to implement it from start to finish and how to eliminate gaps between generations. They conduct one-on-one interviews or small group interviews to identify underlying values. They strive for the personal touch and are willing to travel to client's farms and welcome others to their farm. David commented it is difficult to know where to begin in the transfer process, i.e., high-valued machinery and how to maintain the parents' retirement income and are developing case studies to help with these issues. Swedburg commented Samantha was instrumental in developing language for this committee's 2023 goals. David shared the process depends on the family, but it may take five-plus years to go through/finalize the farm transition process. Discussion was held regarding trust issues between generations, i.e., if the land will remain intact, etc. Nate Reuss inquired if using a trust may bring down the land value, which David commented depends on how the trust is set up. Samantha stated there are feelings of fear especially in older generations, i.e., new technology versus older farming processes. Keith Poier inquired if there are two different issues: 1) where family members are running and making a living off the farm at the same time as the parents; or 2) succession where the parents are trying to transfer ownership to a child and the farm has only been producing for the parents, but now has to produce for both the parents and the child. David commented the only way that would work is if the child performs the farm work and pays rent to the parents until the parents are ready to transfer ownership. The size of the farm makes a big difference regarding income base. As to Ultimate Ag's geographic footprint, Samantha shared the business footprint has already been established over a large geographic area as David has been to Texas. They plan to focus more on North Dakota, South Dakota, Minnesota and possibly Iowa. They are also passionate about working with women entering the farming industry. In response to an inquiry if Ultimate Ag has assistance from legal and financial individuals, they indicated they work with lawyers and financial individuals with whom their clients already trust. If families do not have legal and financial representatives, they attempt to find the correct professional contacts; one of their goals is to build out a resource, partner and collaborator list. The first Farm Transfer Lunch & Learn session will be held in January 2023; Swedburg will notify this committee of the date/time.

Addition of Bob Meyerson to the Industrial Hemp Subcommittee. No action taken due to lack of a quorum.

UNFINISHED BUSINESS—

Farmtastic Event at Stingers Game. Swedburg received a packet from the Stingers with 2023 Farmtastic ideas (see attached); however, no action can be taken due to the lack of a quorum. The Stingers changed the name of the event to Salute to Agriculture, although Swedburg prefers Farmtastic. The Stingers will take care of all promotional, social media and advertising for the event and will give 300 tickets for the pre-game activities to this committee to distribute at their discretion.

Decisions are needed on the following:

- To move forward with the event or not. Swedburg is in favor of trying the event for one year.
- Name of the event: Farmtastic or Salute to Agriculture.

- Whether or not to rent a suite, which will increase the cost by \$1,200. With a suite, the cost is \$67.50/year and without a suite, the cost is \$56.50/year.
- One or two committee members to help organize and assist with the event.

The goal is to raise \$5,600 from six or seven sponsors that will have tables with different interactive events for youth prior to the Stingers' game. Swedburg indicated she can put out feelers to various commodity groups prior to the next meeting. This committee could provide some of the funding. Sponsors may include others than those sponsoring the Partners in Ag Innovation Conference. Kelsey Olson, EDC Marketing & Communications Specialist, would be involved with marketing through EDC channels. Most marketing costs are included in the Stingers' proposal. Swedburg asked that any committee members who have relations with commodity groups email her with that information as she will contact potential sponsors in the near future. Poier recommended including Tim Seehusen of Prairie PROducers to share information on industrial hemp. Swedburg felt he could have a table of hemp products and an interactive activity for youth.

Soybean crushing facility feasibility study. Following the discussion/information provided by Harold Stanislawski and Mike Youngerberg, Swedburg would like to hold a discussion on a soybean crushing facility: where do we go from here and should a couple of poultry businesses be contacted to see if there is interest in a smaller facility? This will be on the December agenda.

STATUS OF GOALS

6-Month Goals (August 2022-February 2023):

Feasibility study of industrial hemp. Swedburg shared the difficulty is funding a feasibility study. Dustin Kotrba informed Swedburg yesterday that Christianson PLLP is attempting to connect with the United States Department of Agriculture (USDA). Jamey Cline of Christianson PLLP suggested thinking about a particular type of processing or end product, i.e., industrial plastics, fiber, construction materials, etc. as it is easier to find funding for an end product. Poier suggested visiting with Tim Seehusen as to the goals of a feasibility study.

Use all of the Agricultural and Renewable Energy Committee's Budget by December 2022.

Swedburg feels the committee's budget will be expended with the committee's approval of the funding to the New London Food Co-op and the farm transfer sponsorship.

Invite Willmar and New London-Spicer Public Schools to speak about greenhouses. Swedburg will contact Dan Lippert for an update and have him invite guest speakers to the January committee meeting.

Update Kandiyohi County Ag flyer and create industrial hemp flyer. Swedburg, Lippert and Olson are reviewing the revised flyers and plan to distribute them at the Ridgewater College Career Fair to be held on December 2nd. The EDC will have a booth at the Career Fair to share EDC resources. Swedburg will be unavailable for the Career Fair and asked for two volunteers to staff the booth

(two-hour shifts) from 8:30 a.m. to 12 noon. Boll volunteered for one shift; Swedburg will email the committee to seek another volunteer.

12-Month Goals (August 2022-August 2023):

Continue Partners in Ag Innovation Conference. Plans for 2023 are going well and they have raised \$13,000 from sponsors, which is halfway to the total goal. The agenda will be addressed after the first of the year.

Create resource folder for new farmers. Reuss shared he has been working for the past two months on finding information for a resource folder and found a USDA document that contains resources for new farmers from start to finish. He feels the document can be shared with Ridgewater College, Mid-Minnesota Development Commission and on other social media outlets. Reuss will continue to work with Swedburg to refine the materials.

Support farm transfer planning classes with Willmar Community Ed and Ultimate Ag as well as with Ridgewater College. Discussed by David and Samantha Nelson.

REPORTS

Industrial Hemp Exploratory Subcommittee. Poier shared a meeting was held recently and was attended by Tim Seehusen, who provided an update on his business. They have an operating system in their facility that is producing approximately 500 pounds per hour. They hope to increase production to 2,000 pounds per hour and have been in contact with the person they worked with on the decorticator. If increased production can be realized, the 2021-2022 crops could be processed. Seehusen continues to secure investors. In order to produce enough fiber for suppliers, they need 7,500 acres. Poier commented the machine is doing well and producing clean hurd; however, more work is needed for the cleaning process. Swedburg will continue to work on a feasibility study.

Swedburg shared Kevin Ortenblad of Hemponix opened a Hemponix store in New London and will soon open a store in Willmar.

Ongoing Ag-related EDC work. Swedburg shared the EDC continues to await the status of its broadband and childcare grant applications. Nexyst 360/RealmFive continues to move forward; the Willmar Planning Commission had an initial discussion on the land purchase agreement, which Nexyst 360/RealmFive would like to finalize this year. Nexyst 360/RealmFive representatives are planning to attend the December Ag Committee meeting to share an update. Swedburg mentioned the partner piece of the project is not complete, but it is an exciting project that will have positive impacts for the ag community. The EDC continues to work with Samantha Nelson and Ultimate Ag through the Elevate Community Business Academy. Swedburg shared she was at Ridgewater College yesterday and took part in a panel regarding agriculture grant writing, business plans, etc. The EDC continues to work with Clean Chickens, which is working with a local bank and preparing to close on the purchase of property from the City of Willmar. It was awarded a USDA grant to

purchase some equipment. Swedburg shared an update on the USDA Meat and Poultry Processing Expansion Program; it has not released a second round of grants. Clean Chickens is also looking at a loan through the state Intermediary Relending Program, which has \$15 million available at an interest rate of three percent. Clean Chickens would like to begin construction in the spring of 2023. Poier reported the USDA approved production of meat in a test tube using protein to make hamburger (cell-cultured meat). Swedburg will visit with Stanislawski to inquire if the Agricultural Utilization Research Institute will have a webinar on this topic as it would be educational to learn more about the process.

EMERGING AG AND RENEWABLE ENERGY OPPORTUNITIES

Minnesota Renewable Energy Roundtable will meet in Waseca on December 1, 2022, from 9:00 a.m.-4:15p.m., followed by an optional tour until 5:00 p.m. The primary topic is renewable natural gas from biomass feedstocks using anaerobic digestion. There is also a virtual attendance option. Swedburg will be attending in person; registration is free.

Lunch & Learn with Zach Rada, Farm Business Management Instructor at Minnesota West Community & Technical College will be held at noon on November 30th at the Willmar Conference Center in partnership with the Willmar Lakes Area Chamber of Commerce Agri-Business Committee. Committee members should contact Swedburg if interested in attending.

Other. Swedburg announced a quorum for the December meeting is important as there are action items that need approval: 1) decision on the Farmtastic event; 2) consensus on next steps for discussion of a soybean crushing facility; and 3) addition of Bob Meyerson to the Industrial Hemp Exploratory Subcommittee.

Chair Halvorson gave an overview of the Minnesota Ag & Food Summit hosted by AgriGrowth that he attended last week.

ADJOURNMENT—

IT WAS MOVED BY Rollie Boll, SECONDED BY Nate Reuss, to adjourn the meeting.
MOTION CARRIED.

The meeting was adjourned at approximately 9:10 a.m.

NEXT MEETING—The next meeting is **7:30 a.m., Thursday, December 15, 2022** at the EDC Board Room and via Zoom video conference.



Dear EDC Ag Committee:

Thank you for your interest and support in the development of our new service line called Ultimate Ag Farm Legacy Transfer.

Our mission to guide farm owners to smoothly handoff their assets and legacy to a successor generation.

Rather than competing with other professional service providers such as lawyers, CPA's, and financial advisors, our goal is to work directly with farm owners to coordinate the daily tasks and family dynamics associated with their succession plan.

What makes our process unique is:

1. Training as Succession Coordinators - certification courses through the UW Madison Extension and Iowa Mediation Services.
2. Facilitation Methodology - training in inclusive planning processes through International Institute on Cultural Affairs.
3. Farm Background - born, raised, and currently transitioning into leadership of our respective family farms.
4. Location for Service Delivery - offering initial consultations at the client's farm with follow-up services at a neutral site.
5. Training as Coaches & Advisors - 30 years of combined experience within the ag industry, leadership development, and organizational consulting.

We look forward to continued collaboration, questions, and referrals.

Thank you,

David Nelson
Founder & CEO
320-699-1479

Samantha Nelson
Lead Facilitator
320-444-7870



Salute to Agriculture Night
-Two-year Partnership-

Presented on October 13, 2022





The Willmar Stingers and the Northwoods League are proud to bring good, wholesome family entertainment at affordable prices to the Willmar Lakes Area. The Northwoods League is the largest summer collegiate league in the country comprised of twenty-two teams in states of North Dakota, Minnesota, Indiana, Illinois, Iowa, Wisconsin, Michigan and the country of Canada. The teams are comprised of top collegiate student athletes from across the nation and North America.



Each team is operated similarly to a professional minor league team, providing players an opportunity to play under the same conditions using wooden bats, minor league specification baseballs, experiencing overnight road trips, and playing nightly before fans in a stadium.

The Willmar Stingers and the Northwoods League are dedicated to developing collegiate players from strong baseball programs and bringing fun-filled family atmosphere, along with great competition, to the nearly 40,000 fans visiting Bill Taunton Stadium each season for Stingers games.

Since the inaugural Stingers season of 2010, our fan base is comprised of people within a 45-mile radius of Willmar. With a nightly average of 1,000+ people packing the stands of Bill Taunton Stadium, roughly 45% of the fans come from a non-Willmar zip code each summer.

STINGERS SOCIAL MEDIA REACH



FACEBOOK
5,488 LIKES



TWITTER
2,950 FOLLOWERS



INSTAGRAM
1,130 FOLLOWERS

Thank you in advance for reviewing this document and for being a part of building a community-based ball club of which the Willmar Lakes Area can be proud of.

2023 Season is presented by:



J.D. KREPS
FINANCIAL GROUP INC.

320-222-2010
PO Box 201 Willmar, MN 56201
www.willmarstingers.com

Proud Member of the Northwoods League





Salute to Agriculture Night

The Kandiyohi County & the City of Willmar Economic Development Commission will be the presenting sponsor of a Salute to Agriculture Night during the 2023 and 2025 Willmar Stingers seasons. The Salute to Agriculture Night will provide a community event that promotes and educates Agriculture to families in West Central Minnesota. As the presenting sponsor, the Kandiyohi County & City of Willmar Economic Development Commission will receive the following:



The event will take place during a to-be determined Willmar Stingers game at Bill Taunton Stadium in conjunction with the annual Kandiyohi County Corn & Soybeans Growers Night.

The Salute to Agriculture Night will feature a pre-game Agriculture Education event giving families an opportunity to visit various agriculture stations from 6pm to 7pm. The stations could feature booths on biodiesel, farm-to-table, Ag careers, livestock and interactive games for families to enjoy. The entire picnic area and front entrance will be reserved for this event. The night will continue with the Stingers game that will feature Ag related themes, public address announcements and Ag games between innings.

Event Tickets

The Stingers organization will distribute 300 pre-game event tickets (that include the Stingers game) on behalf of the Kandiyohi County & City of Willmar EDC. The tickets will be distributed to organizations and families around West Central Minnesota. The tickets could include promotional materials and/or other information from partners of the Salute to Agriculture Night.

Hospitality

The Stingers will provide a ballpark style meal and bottle of water to all fans attending the Pre-Game Salute to Agriculture Night. The meal and beverage could be a part of one of the farm-to-table booths. A minimum of 400 meals would be available.

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Promotion & Advertising

West Central Tribune

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via a minimum of three full-color ads in the West Central Tribune. The ads will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Lakeland Broadcasting

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via a minimum of 60 :30-second ads on the stations owned by Lakeland Broadcasting. The 30-second ads will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Stingers Direct Email

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted to the entire Stingers email database each season of the agreement. The Stingers email database contains over 5,000 Stingers fans and sponsors. The email will recognize the Kandiyohi County & City of Willmar EDC as the presenting sponsors.

Stingers social media

Salute to Agriculture Night featuring the pre-game Agriculture Education event will be promoted via the Stingers social media platforms prior to the event. The marketing campaign will include the Stingers Facebook, Twitter & Instagram and will all feature the Kandiyohi County & City of Willmar EDC as the presenting sponsor of the event.

Pocket Schedule

The Salute to Agriculture Night presented by the Kandiyohi County & City of Willmar EDC will be promoted in the Stingers official pocket schedule. A minimum of 50,000 schedules will be printed and distributed throughout West Central Minnesota.

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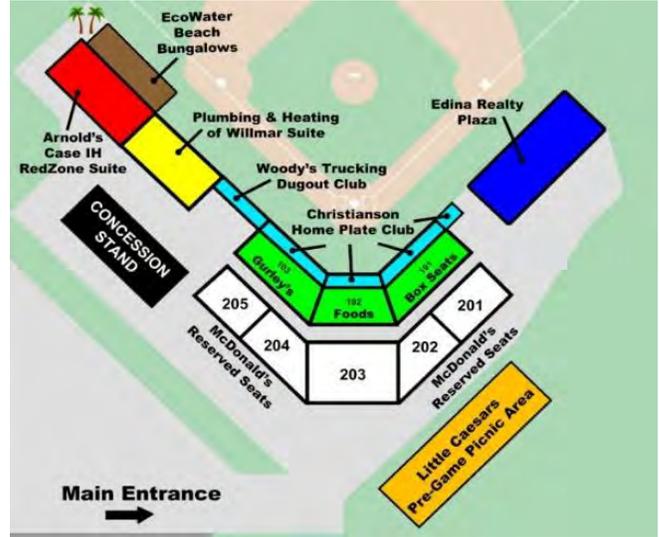


Outdoor Suite

***Arnold's Red Zone Suite or Edina Realty Plaza**

The Kandiyohi County & City of Willmar EDC will receive 35 suite tickets for the Salute to Agriculture Night each season of the agreement.

A suite ticket entitles the holder to unlimited Wick's Meat Shoppe cheese burgers, burgers, brats, hot dogs, signature Green Mill pasta, chips, soft drinks, water and beer/wine for purchase during the entire game in an exclusive area on the Arnold's Case IH Suite or the Edina Realty Plaza.



Total Investment

By packaging all the elements provided in this proposal, the total investment required from Kandiyohi County & City of Willmar Economic Development Commission for the above community education initiative package is \$6,750.00 per year for the 2023 season and 2025 season.

***Option B**

Kandiyohi County & City of Willmar EDC could choose *NOT* to include the outdoor suite and the total investment would be \$5,650.00 per year for the 2023 and 2025 season.

**The Stingers will purchase the newspaper ads, radio ads, meals, water and distribute the tickets.*

2023 Season is presented by:



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