

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT POWERS BOARD OF COMMISSIONERS MEETING
MINUTES
January 11, 2024
Community Room, Heritage Bank, N.A., Willmar and Via ZOOM Video Conference

Joint Powers

Board Present: Julie Asmus (via Zoom), Corky Berg, Vicki Davis, Steve Gardner, Roger Imdieke and Doug Reese (via Zoom)

Joint Operations

Board Present: Art Benson, Jesse Gislason, Les Heitke Noah Hultgren, Kelly TerWisscha and Mary Warszynski

Staff: Aaron Backman, Executive Director; Kelsey Olson, Marketing & Communications Specialist; and Tanna Stucky, Child Care Community Coordinator

Guests: Leslie Valiant, Willmar City Administrator; Christopher Corbett, Willmar Planning and Development Director

Media: Jennifer Kotila, West Central Tribune

Secretarial: Nancy Birkeland, Legal & Administrative Assistants, Inc.

Vice Chairperson Steve Gardner called the meeting to order at approximately 11:15 a.m. and declared a quorum was present.

Business Development Manager Position. The board received the resignation letter by Sarah Swedburg (see attached).

IT WAS MOVED BY Vicki Davis, SECONDED BY Doug Reese, to accept, with regrets, the resignation of Sarah Swedburg as Business Development Manager of the Kandiyohi County and City of Willmar Economic Development Commission. All present voted unanimously in favor by roll call.

Backman presented the Job Description for the Business Development Manager position (see attached).

IT WAS MOVED BY Julie Asmus, SECONDED BY Doug Reese, to ratify the Business Development Manager Position Description for the Kandiyohi County and City of Willmar Economic Development Commission as presented. All present voted unanimously in favor by roll call.

Backman presented the ad that has been posted with Association of Minnesota Counties, League of Minnesota Cities, Economic Development Association of Minnesota, Minnesota Association of Professional County Economic Developers, LinkedIn, JobsHQ and the Willmar Lakes Area Chamber of Commerce. Backman has had conversations with six potential candidates. Resumes and applications are due by January 19, 2024. Backman would like the Review Committee to meet the week of January 22 and hold interviews the end of January or beginning of February.

IT WAS MOVED BY Roger Imdieke, SECONDED BY Vicki Davis, to ratify the ad that was posted for the Business Development Manager position for the Kandiyohi County and City of Willmar Economic Development Commission. All present voted unanimously in favor by roll call.

Backman noted the Joint Operations Board formed a Review Committee. Representatives on the committee thus far are Mary Warszynski, Les Heitke and Joint Powers Vice Chair Gardner. Davis and Corky Berg volunteered to also serve on the committee. Backman noted the committee will review the resumes, interview the applicants and recommend an applicant for approval by this board.

IT WAS MOVED BY Roger Imdieke, SECONDED BY Vicki Davis, to appoint the following to serve on a Review Committee: Corky Berg, Vicki Davis, Steve Gardner, Les Heitke and Mary Warszynski with Doug Reese serving as alternate, if needed. All present voted unanimously in favor by roll call.


EDC Rebranding/Logo. Kelsey Olson presented the Brand Guide (see attached) approved and being recommended by the EDC's Marketing and Public Relations Committee. Olson noted the logo with solid color boxes will be used in some marketing materials when the initials or icons would be too small to recognize. She showed examples of marketing materials and spoke on how the colors were selected. The colors compliment logos of other local organizations and she has had conversations with Kyle Box of the City of Willmar as to the City's new logo that is being considered. Olson will add Regal and Svea to the list of communities in the Brand Guide. Olson will be working with the community partners to define the EDC's partnership with those organizations. Olson invited the boards to help identify the EDC's tangibles (work done), intangibles (feelings) and universal concepts (making dreams come true, supporting innovation, sense of community) and suggested tag lines.

Backman noted at the November 20th special meeting of this board it unanimously approved the new agency name of "Kandiyohi County Economic Development" and the use of it in our marketing and published materials. Today Backman requested the board approve the new logo and brand guide. Berg requested that it be made clear that the EDC is a joint powers venture with the City of Willmar and somehow note it on materials.

IT WAS MOVED BY Roger Imdieke, SECONDED BY Corky Berg, to approve the logo and Brand Guide as presented for the Kandiyohi County and City of Willmar Economic Development Commission. All present voted unanimously in favor by roll call.

ADJOURNMENT—There being no other business, Vice Chair Gardner adjourned the meeting at approximately 11:57 a.m.

NEXT MEETING—The annual meeting is **11:30 a.m., Thursday, January 25, 2024** at the EDC office and via Zoom video conference.


George (Corky) Berg, Secretary

APPROVED: 1/25/2024:


Steve Gardner, Vice Chairperson

December 11, 2023

Aaron Backman
Executive Director
Kandiyohi County & City of Willmar
Economic Development Commission
222 20th St SE
PO Box 1783
Willmar, MN 56201

Dear Mr. Backman,

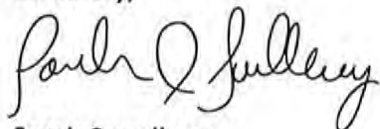
It has been a true honor to work for the Kandiyohi County & City of Willmar Economic Development Commission (EDC) – and alongside you – for nearly the past three years. The position as Business Development Manager has allowed me many opportunities for growth. It has been a joy to support the EDC through programming such as the Elevate Community Business Academy, broadband development, child care support, and agriculture education. I take great pride in our accomplishments over the past several years.

After much deliberation, I have decided it's time to return to the practice of planning, and I have accepted an offer to serve as a Planner II for Bolton & Menk. I am excited for the opportunity to share my knowledge and expertise with many different communities throughout Minnesota.

Please accept this letter as formal notification that I will be leaving my employment at the EDC as of Thursday, December 28th. Over the next several weeks, I will do my part to help make this transition as smooth as possible.

Thank you again for the opportunity to work for the EDC. I wish everyone the best, and I look forward to watching the next Business Development Manager build upon these accomplishments even further, making our region a better place for all to live, work, and play.

Sincerely,



Sarah Swedburg

EDC BUSINESS DEVELOPMENT MANAGER JOB POSTING

The Kandiyohi County & City of Willmar Economic Development Commission (EDC) is hiring for a full-time (40 hours per week) Business Development Manager.

The ideal candidate will have experience in business retention/expansion/recruitment, assisting business startups and/or commercial/industrial development to strengthen the overall tax base resulting in the enhancement of a community's quality of life. Experience in grant writing, broadband development, child care industry support, or workforce development is a plus. Candidates must possess a bachelor's degree in business, public administration, economic development, finance, city planning or related field, and at least three years of experience.

Salary range is \$70,000 to \$85,000 DOQE. Apply electronically to edc@kandiyohi.com with resume, cover letter and contact information for three professional references by 1/19/2024. The position is open until filled. For more information, contact Aaron Backman, Executive Director, at 320-235-7370 or toll free 866-665-4556.



Business Development Manager Position Description

Job Summary

The position is an active member of the EDC team. It upholds the mission and core objectives of the EDC by:

- Identifying development needs and opportunities in Kandiyohi County
- Developing and implementing plans to advance high-speed broadband in Kandiyohi County
- Recognizing and advancing agribusiness, bio-business, value-added agriculture and renewable resource development as economic drivers in the future success of Kandiyohi County
- Overseeing EDC loan applications
- Promoting, retaining and expanding existing businesses in Kandiyohi County
- Management of Elevate Community Business Academy including, but not limited to oversight of contractors and volunteers, planning and implementation of semesters, and alumni activity
- Overseeing the Child Care Community Coordinators activities, and supporting child care efforts and partnership with United Community Action Partnership (UCAP)
- Preparing and submitting reports as needed to the Minnesota Department of Employment and Economic Development, United States Department of Agriculture and other agencies pertaining to business subsidies and grant administration
- Duties may be adjusted based on experience and workload

Job Specifications and Requirements

The applicant must demonstrate a trained or acquired ability to work with new and existing businesses in Kandiyohi County by:

- Serving on a team to design and implement effective economic development programs
- Providing communities with planning and visioning toward their goals
- Enhancing development by identification of and contacting business retention and growth opportunities
- Having highly-developed organizational, planning and communications skills
- Having the ability to process guidelines and objectives into effective action plans
- Being able to understand financial reports, business plans and budgetary guidelines
- Making presentations to local and state government and community entities as needed

Job Relationships

Responsible to: Executive Director

Direct report: Child Care Community Coordinator

Work with: Office Manager, Marketing & Communications Specialist, Support Staff

Agriculture and Renewable Energy Development Committee

Broadband and Advanced Technology Committee

Finance Committee as requested

Marketing and Public Relations Committee as requested

Other programs as developed

KANDIYOHI COUNTY ECONOMIC DEVELOPMENT BRAND GUIDE

MISSION

The mission of the Kandiyohi County and City of Willmar Economic Development Commission is to be a catalyst for economic growth of the greater Kandiyohi County area.

VISION

To provide economic development leadership creating growth, prosperity, innovation and international competitiveness to enhance our quality of life.

OUR FOCUS ACTIONS

- Advocacy
- Recruitment & Retention
- Collaboration
- Education & Technical Assistance

TAGLINES & THEMES

FOCUS AREAS

- Industrial development
- Agricultural innovations
- Housing development
- Workforce development
- Childcare creation and retention
- Broadband accessibility
- Elevate Community Business Academy
- Marketing of Kandiyohi County

PRIMARY LOGO: To be used on swag and in cases when small logo use is necessary



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT
BRAND GUIDE

SECONDARY LOGOS



KANDIYOHI COUNTY
ECONOMIC DEVELOPMENT



**KANDIYOHI
COUNTY**
ECONOMIC DEVELOPMENT

KANDIYOHI COUNTY
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BRAND GUIDE

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ECONOMIC DEVELOPMENT

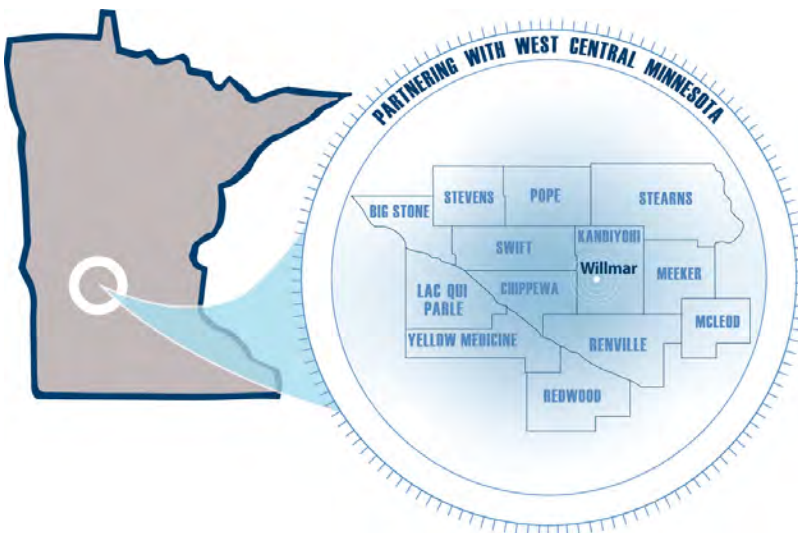
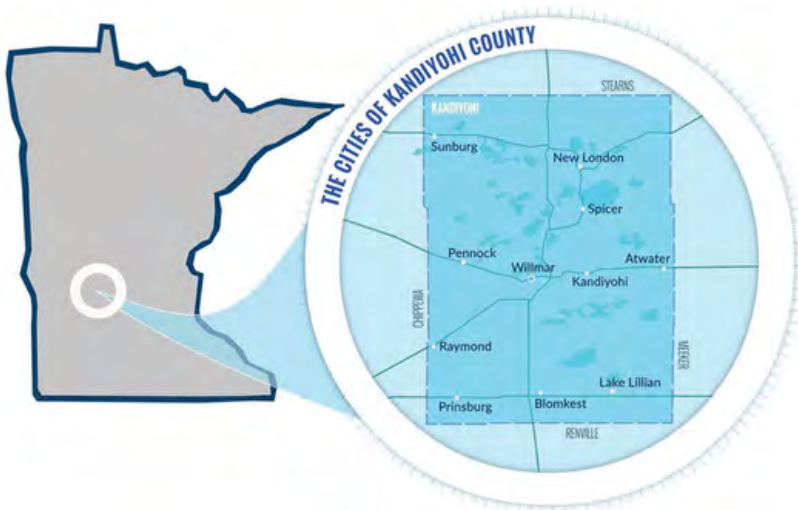


KANDIYOHI
COUNTY
ECONOMIC DEVELOPMENT

KANDIYOHI COUNTY ECONOMIC DEVELOPMENT

ADDITIONAL IMAGES

PROUDLY SERVING THESE COMMUNITIES:
 ATWATER | BLOMKEST | KANDIYOHI
 LAKE LILLIAN | NEW LONDON | PENNOCK
 PRINSBURG | RAYMOND | SPICER
 SUNBURG | WILLMAR | 24 TOWNSHIPS



Wide: .4 inches
 Height: .4 inches
 One space between in document
 4 spaces between in InDesign




Wide: .8 inches
 Height: .8 inches
 Spacing same as above

KANDIYOHI COUNTY & CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION

MARKETING CONSISTENCY: OPTION DETERMINED BY AMOUNT OF SPACE AVAILABLE

OPTION #1: BOTH OPTIONS RIGHT JUSTIFIED ON BOTTOM
RIGHT SIDE OF THE DOCUMENT

Contact us:
edc@kandiyohi.com
866.665.4556
320.235.7370
222 20th Street SE
P.O. Box 1783
Willmar, MN 56201

Visit us:
www.kandiyohi.com


OPTION #2

Contact us:
www.kandiyohi.com
edc@kandiyohi.com
866.665.4556
320.235.7370



CONTACT INFORMATION: LEFT JUSTIFIED ON THE BOTTOM
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Executive Director
Aaron Backman
aaron@kandiyohi.com

Business Development Manager
TBD

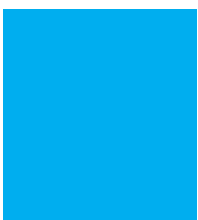
OPTION #3

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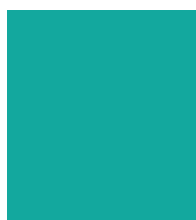
ACCOMMODATION LANGUAGE: ON ONE LINE IF POSSIBLE

Upon request, this information can be made available in an alternative format such as large print, digital, braille, or audio. Requests can be made by contacting the EDC.

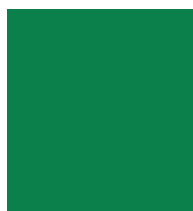
PRIMARY COLOR PALLET



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CMYK
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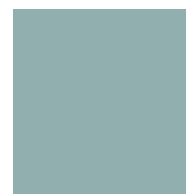
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CMYK
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CMYK
87 26 90 12



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CMYK
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##90afae
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CMYK
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SECONDARY COLOR PALLET



#457D58



#80997a



#f6f6e9