

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION
DBA KANDIYOHI COUNTY ECONOMIC DEVELOPMENT (KCED)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)**

MINUTES

June 13, 2024

Community Room, Heritage Bank, N.A., Willmar and Via ZOOM Video Conference

Present: Art Benson, Jesse Gislason, Les Heitke (via Zoom), Noah Hultgren and Mary Warszynski

Excused: Abdulcadir Gaal and Veronica Garcia

Guests: Corky Berg, Joint Powers Board Liaison; Steve Gardner, Joint Powers Board Chair and Leslie Valiant, Willmar City Administrator

Staff: Aaron Backman, Executive Director; Michelle Marotzke, Business Development Manager; and Kelsey Olson, Marketing & Communications Specialist

Media: Jennifer Kotila and Leo Pomerence, West Central Tribune

Secretarial: Cathy Skindelien, Legal & Administrative Assistants, Inc.

President Jesse Gislason called the meeting to order at approximately 11:00 a.m. and announced a quorum was present.

AGENDA—

IT WAS MOVED BY Art Benson, SECONDED BY Noah Hultgren, to approve the Agenda and the following Consent Agenda.

CONSENT AGENDA

- Approve:**
1. Minutes of May 9, 2024
 2. Financial reports as of May 31, 2024
 3. Paying invoice for April from United Community Action Partnership for the Childcare Community Coordinator in the amount of \$3,413.46 as budgeted
- Accept:** Committee/Subcommittee Minutes
1. Agriculture and Renewable Energy Development 4/18/2024
 2. Broadband and Advanced Technology 5/6/2024
 3. Marketing and Public Relations 4/22/2024

MOTION CARRIED.

UNFINISHED BUSINESS

KCED Office Relocation Update. Aaron Backman reported on April 10, 2024 the KCED Joint Powers Board approved the relocation of KCED to the Appletree Square on a 10 year lease with a 5-year review. Backman has signed the lease on behalf of KCED. Contractors worked with the city for approval to renovate the space, which began the first week in June. When Backman, Michelle Marotzke and Nancy Birkeland toured the site earlier this week to approve the number and placement of electrical boxes, they found that many of the interior walls have been framed. The goal for relocation is September to coincide with the start of the next Elevate Community Business Academy class. Flooring, paint and carpeting have been selected. The furniture from the current office will be used in the new location and additional furniture is on order.

Executive Director Search Update. Steve Gardner reported the Joint Powers Board met to consider finalists for the Executive Director search. The exact number of finalists will be established in a couple weeks. There were a total of 15 applicants, five of whom were selected by the search firm, David Drown Associates, Inc. (DDA) as semifinalists. Up to four candidates will be interviewed as finalists for the position. Names will not be made public until the four finalists are chosen. The interviews will be held on July 8, 2024. The day will start with a meet and greet, followed by a bus tour for the candidates highlighting various projects throughout the county. Representatives of outlying communities will be included on the tour. Names of anyone invited to participate in the bus tour will be emailed to KCED, which will compile a list of attendees. Interviews, which are open to the public, will take place in the afternoon. All interviewees will be asked a specific set of questions. Gardner requested members of this board attend. Those who attend the meet and greet will be given the opportunity to provide feedback based on four questions provided by Liza Donabauer of DDA. The feedback forms will be summarized and shared with the KCED Joint Powers Board prior to deliberations. Gardner expressed optimism that the process will result in an offer being made to a quality candidate.

NEW BUSINESS

Budget Authority in Absence of Executive Director. Backman requested that Marotzke be given authority to pay bills and sign checks up to \$2,500 in his absence and that two board members be authorized to pay bills and sign checks up to \$2,500 with the exception of monthly checks to Legal & Administrative Assistants continue to be paid as in the past, which is budgeted.

IT WAS MOVED BY Art Benson, SECONDED BY Noah Hultgren, to authorize Michelle Marotzke paying bills and signing checks in an amount up to \$2,500 and authorize two board members to pay bills and sign checks up to \$2,500 with the exception of monthly checks to Legal & Administrative Assistants, which is budgeted. This authorization will expire once a new Executive Director is employed. MOTION CARRIED.

2025 Proposed Budget. Backman presented the proposed 2025 budget (see attached) for review by the board. The proposed budget is balanced, with \$848,523 in revenues versus \$846,615 in expenses. Marotzke reported on proposed budget highlights. The county tax levy request is \$637,850, a 4.9% increase over 2024. Budgeted grants dropped approximately \$30,000, a

decrease primarily driven by Elevate, which has been working with a grant awarded for 2023 and 2024. Total loan repayment interest will increase by \$8,200, mainly due to Revolving Loan Fund repayments, which has a large number of active loans. Other income includes \$53,000 from Southwest Initiative Foundation (SWIF) for Elevate. SWIF holds the license from Rising Tide Capital for Elevate and is a strong supporter of the program.

Budgeted expenses dropped in several areas, including \$1,100 in Creating Entrepreneurial Opportunities student loan expenses.

The Agriculture and Renewable Energy Committee expenses are down \$1,525. Farmtastic Stingers Night, budgeted for \$6,000 in 2024, was eliminated. Conferences, seminars and training was increased from \$3,000 to \$4,000, allowing more flexibility as opportunities arise. The Broadband and Advanced Technology Committee's expenses are up slightly, with increases in supplies and general administrative services and decreases in conferences, marketing and printing. The Business Retention & Expansion/Recruiting Committee expenses have decreased by \$621. The shared services agreement with United Community Action Partnership (UCAP) has been a successful partnership. Tanna Stucky has been excellent in her role as Childcare Community Coordinator. Marotzke met with Heather Jeseritz and Deb Brandt of UCAP to discuss a 12-24 month extension of the partnership, and will pursue a 24-month option. Highway 23 Coalition expenses show a reduction in general administrative services and workforce development decreased by \$1,000. The Finance Committee budget has a slight increase of \$200, while the Marketing and Public Relations Committee maintained the status quo, with a \$600 decrease in community events offset by a \$700 increase in website maintenance. Tourism/Leisure Travel includes an allocation of \$25,000 to the Willmar Lakes Area Convention & Visitors Bureau (CVB), the same as was allocated in fiscal year 2024.

The employee compensation budget is projected to decrease due to the hiring of a new Executive Director, which will reduce salary and health insurance costs. A 3% increase was budgeted as an estimate for other positions. Administrative expenses were reduced by 28% as 2024 contains the executive search firm expense. Office expenses are up due to the relocation. Rent will increase by \$24,000 along with modest increases in cleaning services, printing and technology maintenance contracts. Overall there was a reduction of \$6,000 in expenses.

IT WAS MOVED BY Mary Warszynski, SECONDED BY Noah Hultgren, to recommend to the Kandiyohi County Economic Development Joint Powers Board that it approve the 2025 budget as presented with total revenues of \$848,523, which includes a county tax levy of \$637,850 and total expenses of \$846,615. MOTION CARRIED.

Elevate Contract Extension with Sarah Swedburg. Marotzke presented a Memorandum of Understanding (see attached) to extend the agreement with Sarah Swedburg to assist with managing the Elevate Community Business Academy. The extension, paid for through Elevate grant funds, will run through September of this year and will not be renewed. Swedburg's duties under the extension include leading the debriefing from last semester and summarizing the notes, supporting the information sessions and applications, podcast coordination, help with reporting to the state of Minnesota, establishing standard operating procedures, alumni tracking coordination and general help in the transition. Information sessions for the fall classes will be held in mid-July. Marotzke has a conference call with Rupa Mohan, Education and Training Lead of Rising Tide

Capital, every two weeks; and will complete instructor training in July. Danny Carranza will be the lead instructor in the fall. Two graduates have expressed interest in becoming instructors.

IT WAS MOVED BY Noah Hultgren, SECONDED BY Jesse Gislason, to approve entering into the Memorandum of Understanding with Sarah Swedburg to assist with managing the Elevate Community Business Academy program for a maximum of 90 hours at \$75 per hour plus reimbursement of expenses and mileage from June 1, 2024 through September 30, 2024. MOTION CARRIED.

REPORTS

Economic Development Activity. Backman reported Christopher Corbett was unable to attend today's meeting. Leslie Valiant reported the city is working with Willmar Municipal Utilities on an agreement for Swansson Field, working with KCED on projects through the Department of Employment and Economic Development (DEED), and broadband work is ongoing. Backman added the Bethesda Independent Living project is in Phase I, with site work for the construction of 120 units. Preserve on 24th's first building should be completed later this summer, with a second done by winter. Work is progressing on the Lakeland project, with curb and gutter poured and contractors doing interior work. Clean Chickens was approved for \$1.03 million in federal funding under the Meat and Poultry Expansion grant program, and will construct a Halal-certified goat processing facility southwest of Dooley's Petroleum in the Industrial Park. NexYst 360 will conduct a Field Demo Day on June 19, 2024 from 11:00 a.m - 2:00 p.m. to showcase its farm-to-processing supply chain system that meets quality, traceability and sustainability goals through the use of the technology-enabled NexBox process, including the NexLift, NexTilt, NexPad and NexTrace components. Two sites, one in the rail park and one next to it, have been submitted to DEED, which will forward information to anonymous companies expressing interest. Last week Marotzke attended a Mid-Year Commercial Real Estate Summit in Golden Valley. Marotzke connected with a housing development panelist, who was interested in available building sites in Willmar; five options were provided.

Backman announced this is his last meeting with this board. He thanked the members and remarked that it has been an awesome experience. He commented that great progress was made with Highway 23, industrial development, broadband, childcare, marketing, housing and surviving COVID. He felt fortunate to have a great staff as everything accomplished was a team effort. He invited everyone to his retirement celebration, which will held at the Barn Theatre on June 25th from 4:00 p.m to 7:00 p.m.

[Backman was excused from the meeting.]

Elevate Community Business Academy. Graduation was held on May 17th at the MinnWest Technology Campus auditorium. Eighteen of the 20 graduates attended with family, friends and community leaders. James Miller from the Willmar Lakes Area Chamber of Commerce spoke. Plans are to hold the next group of Elevate classes at the KCED's new location.

Child Care Economic Development Grant. The First Children's Finance Strategic Supply Plan meetings are going well. Three new goals were created at the June 10th meeting and action plans

will be developed at the July 8th meeting. A Provider Appreciation event will take place at The Land near New London on August 1st. SWIF will help sponsor the event, where guests will enjoy music by Brooke & Johnny and a meal. Door prizes and gift bags will be provided.

COMMITTEE REPORTS

Agriculture and Renewable Energy Development. Marotzke reported there is a meeting scheduled for June 20th. Zach Rada from Minnesota West Community & Technical College will speak. Additional speakers will be scheduled throughout the year. The Partners in Ag innovation Conference will be held at MinnWest Technology Campus on June 18, 2024.

Broadband and Advanced Technology. President Gislason reported several projects have been awarded throughout Kandiyohi County. Federated Telephone Cooperative and Vibrant Broadband are working toward completion. Vibrant Broadband submitted applications for Round 10 of the Border-to-Border Broadband Development Grant Program, hoping to cover Genessee, Kandiyohi and Lake Lillian Townships. Future projects hope to receive funding from the Broadband Equity, Access and Deployment (BEAD) program, which will be deployed by the National Telecommunications and Information Administration. Minnesota will receive over \$600 million for use in broadband installation.

Business Retention and Expansion/Recruitment. Corky Berg reported Jim Ellingson was re-elected Chairman of the BRE/R Committee. A Workforce Summit was discussed, and Sam Bowen gave an update on the Ridgewater College Commercial Drivers License (CDL) program. Ridgewater is offering accelerated training courses this summer in welding, carpentry and limited-power system to meet the needs of local industry. Jennifer Mendoza provided an update on Comunidades Latinas Unidas en Servicio (CLUES), which offered a CDL program.

Finance. The Finance Committee did not meet in April or May.

Marketing and Public Relations. Kelsey Olson reported the KCED website should be live soon; she is working on final edits of each page and making sure all links are functioning. Feature ideas and a dichotomous key to provide a community partnership roadmap so people understand where the KCED fits in will be worked on later. Handouts have been updated with the new logo and most of the giveaways featuring the old logo are gone. Olson provided marketing and promotion for the appreciation event for childcare providers and the Partners in Ag Innovation Conference, where she sent out invitations and did an interview with J.P. Cola. ExecutivePulse is progressing, and technical issues with the firewall were addressed. Olson is collecting success stories for the website and recently visited Hanson Silo to learn about its 110-year history. She volunteered at Kandi is Dandy days, where 70 kids signed up for the tractor pull. Olson and Beth Fischer from the Willmar Lakes Area CVB are helping arrange the parade for New London Water Days.

Leisure Travel. Art Benson reported the CVB held recent meetings at Games Lake and the golf course in Raymond. There will be no meeting in July. The summer calendar is very busy, with Atwater Days celebrated this weekend. Fischer is working with Intuition Brewing to create a Brewery Festival, and are in need of a committee member. Fischer and Olson will collaborate on Farmfest.

WHAT'S UP?

Benson is actively involved with the Willmar Stingers and commented on the economic benefits to Willmar. The Stingers attract large crowds who spend money at other businesses in town. Thirty percent of season ticket holders are not from Willmar.

Warzynski - Employment Plus is getting 4-5 people per day from Nicaragua or Cuba. Approximately 30% have valid ID's and most don't speak English.

Hultgren - Has seen many H-2A temporary agricultural workers in the area this year. These are people who want to work and it is great to have them available. There has been a lot of rain which helps with pre-emergent chemicals. Weed control is off to a really good start.


Steve Gardner is running for re-election and is unopposed.

Marotzke - SWIF is working on the Promise Act for the region, which will allocated up to \$50,000 to businesses based on tax returns from the pandemic era. Marotzke will lend support by getting the word out to local businesses.

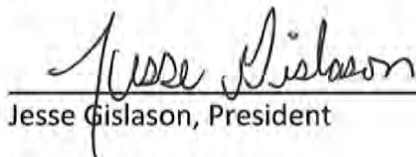
Gislason - Business is good, but it is hard to raise prices fast enough to keep up with increased costs.

ADJOURNMENT—There being no other business, the meeting was adjourned at approximately 1:19 p.m.

NEXT MEETING—The next meeting is 11:00 a.m., Thursday, July 11, 2024 at the Community Room of Heritage Bank, Willmar.


Mary Warszynski, Secretary

APPROVED: 7/11/2024


Jesse Gislason, President

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
REVENUES			
County Tax Levy (4.9% Increase)	\$ 637,850	\$ 608,056	\$ 9,507.37
Fiscal Agent			
Creating Entrepreneurial Opportunities student loan program	\$ 22,000	\$ 22,000	\$ 16,630.32
Grants			
MN Department of Agriculture / USDA	\$ 5,000	\$ 5,000	
MN Department of Employment & Economic Development (DEED)			
Child Care Grant	\$ 10,000	\$ 5,000	\$ 31,305.96
Elevate Community Business Academy	\$ 84,420	\$ 119,080	
Other Grants	\$ 8,000	\$ 8,000	
Total Grants	\$ 107,420	\$ 137,080	\$ 31,305.96
Insurance dividends	\$ 400	\$ 400	
Interest on investments			
Citizens Alliance CD (closed 4/2024)			\$ 2,835.25
Concorde Bank (Revolving Loan Fund savings account)	\$ 100	\$ 950	\$ 168.26
Concorde Bank CD matures October 2024			
Heritage Bank savings account	\$ 100	\$ 150	\$ 9.76
Lake Region Bank - Microenterprise Loan account	\$ 350	\$ 900	\$ 214.53
United Prairie Bank \$109,619.23 CD matures July 2024	\$ 300	\$ 250	
Total Interest on investments	\$ 850	\$ 2,250	\$ 3,227.80
Loans			
Microenterprise Loan Fund repayments interest	\$ 1,323	\$ 700	\$ 660.74
Microenterprise Loan Fund closing fees	\$ 200	\$ 200	
Revolving Loan Fund closing fees	\$ 900	\$ 900	\$ 920.00
Revolving Loan Fund repayments interest	\$ 14,080	\$ 6,500	\$ 5,040.04
Total Loans	\$ 16,503	\$ 8,300	\$ 6,620.78
Other Income			\$ 325.00
Elevate Community Business Academy - Corporate Donations	\$ 3,000	\$ 3,000	
Reimbursements, sponsorships and in-kind contributions			
Engineering and Professional Service Reimbursement	\$ 5,000	\$ 7,000	
Farmtastic	\$ -	\$ 5,500	
Workforce Events	\$ 2,500	\$ 3,500	
SWIF Contributions			\$ 5,000.00
Elevate Community Business Academy	\$ 53,000	\$ 41,490	
Total Other Income	\$ 63,500	\$ 60,490	\$ 5,325.00
TOTAL REVENUES	\$ 848,523	\$ 838,576	\$ 72,617.23

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
EXPENSES			
CREATING ENTREPRENEURIAL OPPORTUNITIES STUDENT LOAN EXPENSES			
Advertising/Promotions	\$ 400	\$ 400	
Dinner Event and Silent Auction			
Advertising	\$ 700	\$ 700	
Decorations	\$ 2,200	\$ 2,000	\$ 2,040.11
Entertainment	\$ 500	\$ 500	
Event Food and Beverages	\$ 8,000	\$ 8,000	\$ 6,422.35
Silent Auction baskets/gifts	\$ 1,000	\$ 1,500	\$ 237.60
Meals/Meeting refreshments	\$ 300	\$ 600	\$ 14.88
Memberships/Dues	\$ 1,000	\$ 1,000	\$ 692.76
Miscellaneous	\$ 1,000	\$ 1,500	\$ 347.67
Supplies	\$ 500	\$ 500	\$ 285.01
Transportation/Travel	\$ 200	\$ 200	\$ 137.88
Total CEO Loan Expenses	\$ 15,800	\$ 16,900	\$ 10,178.26
Board Expenses			
Joint Operations Board (includes meals/administrative time)	\$ 4,700	\$ 4,900	\$ 1,369.04
Joint Powers Board (includes meals/administrative time)	\$ 2,500	\$ 2,500	\$ 971.88
Total Other Expenses	\$ 7,200	\$ 7,400	\$ 2,340.92
Countywide Business Development			
CEO Student Program Administration	\$ 200	\$ 200	
Engineering and Other Professional Services (County)			
Countywide	\$ 6,000	\$ 6,000	\$ 2,573.00
Willmar Wye/Willmar Industrial Park	\$ 7,000	\$ 7,500	\$ 500.00
Entrepreneurial Technical Assistance	\$ 1,000	\$ 1,000	
Mowing/Maintenance of Lot	\$ 2,500	\$ 2,500	
Total Countywide Business Development	\$ 16,700	\$ 17,200	\$ 3,073.00
Economic Development Community Contributions			
Sponsor Fees			
Central MN Tour of Manufacturing	\$ 850	\$ 850	
Family Resource Center / Vision 2040	\$ 1,000	\$ 1,000	\$ 1,000.00
Total Economic Development Community Contributions	\$ 1,850	\$ 1,850	\$ 1,000.00
Elevate Community Business Academy			
Mileage/Travel	\$ 1,400	\$ 1,600	\$ 2.88
Professional Services			
Consultants	\$ 121,730	\$ 129,270	\$ 9,772.33
General Administrative Services	\$ 4,900	\$ 4,100	\$ 299.60
Personnel	\$ 13,300	\$ 5,700	\$ 5,410.40
Total Professional Services	\$ 139,930	\$ 139,070	\$ 15,482.33
Supplies & Curriculum	\$ 23,100	\$ 22,900	\$ 1,175.38
Other	\$ -		\$ 526.96
Total Elevate Community Business Academy	\$ 164,430	\$ 163,570	\$ 17,187.55

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
COMMITTEE EXPENSES			
Agriculture and Renewable Energy Development			
Advertisement (Ind. Hemp Rooted magazine ad)	\$ 1,500	\$ 1,400	\$ 714.50
Ag Projects (Ind. Hemp Econ. Impact Study)	\$ 5,000	\$ 5,000	
Conferences/Seminars/Trainings (including Industrial Hemp)	\$ 4,000	\$ 3,000	\$ 100.00
Meals/Meeting refreshments	\$ 300	\$ 200	
Mileage/Travel	\$ 2,500	\$ 1,000	
Local Donations			
Willmar EcoFair (e.g. speaker/booth/giveaways)	\$ 500		
Other Speaker/Event Fees	\$ 500		
FarmFest (giveaways & booth)	\$ 1,150	\$ 1,025	
Farmtastic (Stingers Night)			
Stingers Package	\$ -	\$ 6,000	
Giveaways	\$ -	\$ 850	
Partners in Ag Innovation Conference Sponsor & Marketing	\$ 1,500	\$ 1,500	\$ 1,500.00
Professional Services			
General Administrative Services	\$ 2,500	\$ 2,500	\$ 434.00
Other	\$ 1,500		
Supplies (office or program)	\$ 300	\$ 300	\$ 250.00
Total Ag Committee Expenses	\$ 21,250	\$ 22,775	\$ 2,998.50
Broadband and Advanced Technology			
Digital Inclusion Grant			
Supplies	\$ 500		
Contracts	\$ -		
Conferences/Seminars/Trainings	\$ 500	\$ 800	
Marketing	\$ 500	\$ 750	
Meals/Meeting Refreshments	\$ 200	\$ 200	
Mileage/Travel	\$ 500	\$ 500	\$ 171.52
Postage/mailing services	\$ 500	\$ 500	
Printing, copying & publishing	\$ 500	\$ 750	
Professional Services			
General Administrative Services	\$ 3,000	\$ 2,500	\$ 2,488.50
Total Professional Services	\$ 3,000	\$ 2,500	\$ 2,488.50
Total Broadband and Advanced Technology Committee Expenses	\$ 6,200	\$ 6,000	\$ 2,660.02
Business Retention and Expansion/Recruitment (BRE)			
Childcare Initiative			
Contractual			\$ (2,261.50)
Shared Services Agreement with UCAP	\$ 29,900	\$ 28,521	\$ 6,072.90
Supplies	\$ 100		\$ 8.50
Travel	\$ 400		\$ 133.34
Total Childcare Initiative	\$ 30,400	\$ 28,521	\$ 3,953.24
Highway 23 Coalition			
Conferences/Seminars/Trainings	\$ 100	\$ 100	
General Administrative Services	\$ -	\$ 500	\$ 31.50
Mileage/Travel	\$ 500	\$ 500	\$ 139.36
Total Highway 23 Coalition	\$ 600	\$ 1,100	\$ 170.86
Marketing	\$ 500	\$ 500	
Mileage/Travel	\$ 600	\$ 600	\$ 182.91
Professional services			
General administrative services	\$ 2,000	\$ 3,000	\$ 199.50
Total Professional Services	\$ 2,000	\$ 3,000	\$ 199.50

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
Workforce Development			
Career/Job Fairs	\$ 1,000	\$ 1,000	\$ 1,000.00
Workforce Events	\$ 1,500	\$ 1,500	
Workforce Solutions Summit	\$ 2,500	\$ 3,500	
Total Workforce Development	\$ 5,000	\$ 6,000	\$ 1,000.00
Total BRE Committee Expenses	\$ 39,100	\$ 39,721	\$ 5,506.51
Finance			
Meals	\$ 700	\$ 800	\$ 144.85
Mileage/Travel	\$ 150	\$ 150	
Non-Traditional lender event	\$ 500	\$ 500	
Other misc.			\$ 20.00
Professional services			
General administrative services	\$ 2,200	\$ 2,000	\$ 703.50
Legal services	\$ 400	\$ 300	\$ 281.25
Total Professional Services	\$ 2,600	\$ 2,300	\$ 984.75
Total Finance Committee Expenses	\$ 3,950	\$ 3,750	\$ 1,149.60
Marketing and Public Relations			
Branding	\$ 1,100	\$ 750	
Community events	\$ 600	\$ 1,200	
Displays and giveaways	\$ 2,900	\$ 2,900	
Meals/Meeting refreshments	\$ 1,250	\$ 1,250	\$ 436.05
Media			
Newspaper	\$ 1,200	\$ 1,200	\$ 370.00
Printing, copying & publishing	\$ 500	\$ 500	
Publications (Impact, visitor's guide, etc.)	\$ 850	\$ 850	
Radio - MPR	\$ 2,520	\$ 2,520	
Video production	\$ 600	\$ 600	
Media - Other (Facebook promotions)	\$ 200	\$ 200	
Total Media	\$ 5,870	\$ 5,870	\$ 370.00
Mileage/Travel	\$ 1,000	\$ 1,200	\$ 240.33
Professional services			
General administrative services	\$ 3,500	\$ 3,750	\$ 987.00
Total Professional Services	\$ 3,500	\$ 3,750	\$ 987.00
Subscriptions	\$ 2,600	\$ 2,600	\$ 596.32
Website Development/Maintenance	\$ 1,200	\$ 500	\$ 726.00
Other			\$ 50.00
Total Marketing and Public Relations Committee Expenses	\$ 20,020	\$ 20,020	\$ 3,405.70
Tourism/Leisure Travel			
CVB Tourism Partnership Agreement	\$ 25,000	\$ 25,000	\$ 6,250.00
Meals/Meeting refreshments	\$ 100	\$ 100	
Mileage/Travel	\$ 200	\$ 200	\$ 2.68
Total Tourism/Leisure Travel Committee	\$ 25,300	\$ 25,300	\$ 6,252.68
Total Committee Expenses	\$ 115,820	\$ 117,566	\$ 21,973.01

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
EMPLOYEE COMPENSATION			
Executive Director			
Director's salary	\$ 122,500	\$ 128,128	\$ 42,709.44
Director's health insurance	\$ 8,500	\$ 15,500	\$ 6,377.98
Director's payroll taxes (FICA = 6.20%; Medicare = 1.45%)	\$ 9,371	\$ 9,802	
Director's pension (PERA) employer rate is 7.5%	\$ 9,188	\$ 9,610	\$ 3,203.20
Total Executive Director's Compensation	\$ 149,559	\$ 163,040	\$ 52,290.62
Business Development Manager's position			
Business Development Manager's salary	\$ 85,387	\$ 82,900	\$ 14,000.00
Business Development Manager's health insurance	\$ 6,700	\$ 6,100	\$ 2,008.36
Business Development Manager's payroll taxes	\$ 6,532	\$ 6,342	
Business Development Manager's PERA	\$ 6,404	\$ 6,218	\$ 1,050.00
Total Business Development Specialist's Compensation	\$ 105,023	\$ 101,559	\$ 17,058.36
Marketing & Communications Specialist			
Marketing & Communications Specialist's salary	\$ 58,477	\$ 56,774	\$ 18,924.64
Marketing & Communications Specialist's payroll taxes	\$ 4,474	\$ 4,343	
Marketing & Communications Specialist's PERA	\$ 4,386	\$ 4,258	\$ 1,419.36
Total Marketing & Communications Specialist's Compensation	\$ 67,337	\$ 65,375	\$ 20,344.00
BlueCross Vision Plan	\$ 500	\$ 493	\$ 68.12
Employee workers' compensation insurance	\$ 1,000	\$ 1,000	\$ 433.00
Employer payroll taxes			\$ 5,716.25
Total other employee compensation	\$ 1,500	\$ 1,493	\$ 6,217.37
Total Employee Compensation	\$ 323,418	\$ 331,468	\$ 95,910.35
ADMINISTRATIVE EXPENSES			
Geofencing for conferences		\$ 800	
MCIT property/casualty insurance	\$ 6,500	\$ 5,700	\$ 4,998.00
Meals not for a committee	\$ 1,000	\$ 1,200	\$ 145.75
Memberships, dues, subscriptions			
Community Venture Network (CVN)	\$ 2,125	\$ 2,125	\$ 2,125.00
EDAM membership	\$ 695	\$ 695	\$ 770.00
Greater Minnesota Partnership	\$ 1,500	\$ 1,500	\$ 1,500.00
Highway 23 Coalition membership	\$ 250	\$ 250	\$ 250.00
Industrial Hemp Association	\$ 325	\$ 325	\$ 325.00
Local organizations	\$ 900	\$ 900	\$ 650.00
MAPCED membership	\$ 625	\$ 625	\$ 500.00
MN DEED Marketing Partnership dues	\$ 700	\$ 700	\$ 715.05
Subscriptions	\$ 1,000	\$ 1,100	\$ 241.75
Memberships, dues, subscriptions - other	\$ 393		\$ 392.60
Total Memberships, dues, subscription	\$ 8,513	\$ 8,220	\$ 7,469.40
Moving expenses for new Executive Director			
Professional services			
Accountant fees	\$ 500	\$ 500	
Auditor	\$ 13,600	\$ 13,600	
Bookkeeping fees	\$ 9,000	\$ 7,500	\$ 2,713.88
Executive search firm	\$ -	\$ 24,000	
Legal fees	\$ 600	\$ 600	
Other	\$ -		\$ 1,225.00
Total Professional Services	\$ 23,700	\$ 46,200	\$ 3,938.88
Travel, conference, school	\$ 16,000	\$ 15,000	\$ 6,404.62
Virtual meetings & promotions	\$ 400	\$ 600	\$ 23.96
Total Administrative Expenses	\$ 56,113	\$ 77,720	\$ 22,980.61

2025 Proposed Budget		2024 Budget Amended 3.14.2024	As of 4/30/2024
OFFICE EXPENSES			
Bank Fees	\$ 100	\$ 100	
Cleaning person	\$ 3,000	\$ 2,500	\$ 388.36
Equipment maintenance and rental			
Software, including Executive Pulse (CRM Annual Fee)	\$ 2,800	\$ 2,800	
Technology maintenance contract for computers/Cybersecurity	\$ 10,500	\$ 9,000	\$ 3,470.78
Other	\$ 500	\$ 1,000	\$ 65.00
Total Equipment Maintenance & Rental	\$ 13,800	\$ 12,800	\$ 3,535.78
Furniture and equipment			
Xerox lease	\$ 5,500	\$ 5,500	\$ 1,769.12
Furniture and equipment - Other	\$ 2,000	\$ 2,000	\$ 647.25
Total Furniture and Equipment	\$ 7,500	\$ 7,500	\$ 2,416.37
Office equipment and miscellaneous	\$ 1,500	\$ 1,500	\$ 237.07
Postage, mailing service	\$ 500	\$ 500	\$ 86.36
Printing, copying and publishing	\$ 900	\$ 500	\$ 749.65
Professional services:			
Engineering and other services			\$ 310.00
General administrative	\$ 53,000	\$ 53,000	\$ 8,502.90
Planning session facilitator	\$ 3,500	\$ 3,500	
Total Professional Services	\$ 56,500	\$ 56,500	\$ 8,812.90
Rent and storage unit	\$ 49,984	\$ 25,500	\$ 8,720.00
Rent (water cooler, post office box)	\$ 300	\$ 300	\$ 231.79
Supplies	\$ 4,500	\$ 4,500	\$ 1,267.72
Telephone/Telecommunications	\$ 6,700	\$ 6,700	\$ 2,160.42
Office Expenses - Other			\$ 55.00
Total Office Expenses	\$ 145,284	\$ 118,900	\$ 28,661.42
TOTAL PROGRAM EXPENSES	\$ 846,615	\$ 852,574	\$ 203,305.12

MEMORANDUM OF UNDERSTANDING

Date: May 31, 2024

To: Kandiyohi County and City of Willmar Economic Development Commission

Attn: Aaron Backman, Executive Director

From: Sarah Swedburg, Independent Contractor

Subject: Extension of Contract for Elevate

This memorandum of understanding serves to extend the contract between the Kandiyohi County and City of Willmar Economic Development Commission ("EDC") and Sarah Swedburg ("Contractor"). A formal contract was established in January 2024 for program management services for the Elevate Community Business Academy during staff transitions. This contract ends on May 31, 2024 and the services to manage Elevate through the Spring 2024 class have been completed.

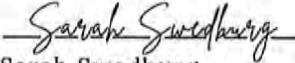
As the new Business Development Manager continues to transition into the program management role, some additional support has been identified to ensure a successful full transition. In order to provide this additional staff support, an extension of the original Elevate Contract has been agreed upon from June 1, 2024 through September 30, 2024. The end of this contract will be two to three weeks into the Fall 2024 semester, ensuring that the Business Development Manager has been through a full Elevate CBA class cycle.

During this extended contract, the Contractor will be responsible for supporting or accomplishing the following:

- Lead debriefing of Spring 2024 class and graduation to document opportunities for improvement in future classes;
- Support the Business Development Manager through the marketing, information sessions, applications, and beginning of the Fall 2024 Elevate CBA Class;
- Continued development of the identified Business Assistance Services (BAS) Programming, as committed in the Minnesota Department of Employment and Economic Development Small Business Assistance Partnership Grant. Namely, continued development of the "elevateMN Podcast," networking events, and mentorship program;
- Support reporting of aforementioned State grant;
- Documentation of standard operating procedures for Elevate program management; and
- Updating waitlist and alumni tracking spreadsheets.

Compensation for the Contractor's services under this Extension will be \$75.00 per hour with a maximum of 90 hours (\$6,750.00). All other contract terms, including reimbursement of mileage and expenses, will remain the same as stated in the original contract.

This memorandum serves as an addendum and extension of the existing contract on file.


Sarah Swedburg
Independent Contractor

Aaron Backman
Executive Director



TO: Joint Operations Board

FROM: Michelle Marotzke, Business Development Manager

DATE: June 13, 2024 Board Meeting

Economic Development Activity

- Two sites in Willmar were submitted to DEED on June 10th for a significant industrial development. The sites are in the Rail Park and Industrial Park and the materials submitted were formed through collaboration between the owner of the Rail Park, the City of Willmar Planning Department, and Willmar Municipal Utilities. There is another project due on June 14 that will be submitted with the same two sites. Success at this time will include a request for more information or a site visit.
- On Thursday, June 6th, I attended the Mid-Year Commercial Real Estate Summit in Golden Valley. While there, I spoke with an associate from a commercial real estate organization and offered information about Willmar's business development opportunities. I received an email from them on Friday relating to a specific client and have communicated some opportunities for land. I also spoke with another attendee who has family in the Spicer area, so we exchanged information with the offer to familiarize him with what the area has to offer for businesses.

Elevate

- Graduation went well. Of the 20 graduates, we had 18 who were able to attend. Many thanks to Cathy and Kelsey for their hard work in making everything go smoothly. Also thanks to those who attended.
- Sarah Swedburg and I met with the Spanish instructor and monitor (Danny Carranza and Andres Albertson) for a debrief of the Spring session. They provided good feedback for us to consider.
- I met with the English instructor (Stephanie) and we discussed the Spring session (I served as the classroom monitor). Stephanie also provided good feedback.
- Stephanie will be taking the Fall session off from instructing, but Danny has agreed to fill that position. Andres would like to remain in the Spanish class, so he will also take the fall off. I am working to secure a monitor for the semester.
- I am meeting bi-weekly with Rupa from Rising Tide Capital to dig into the website and materials for Elevate. I will also be taking the instructor training course in July. We expect to have the Fall info sessions scheduled, the application deadline, and set the Fall start date by June 19th. We are hoping to start in the new space but will play it by ear and adjust accordingly.

Child Care Program

- The First Children's Finance Strategic Supply Plan (SSP) meetings are going well. The SSP is a follow-up program to the 2018 Rural Child Care Innovation Program. We finished the fourth meeting on June 10th and three new goals were created. The next meeting (July 8) will be for teams to flesh out those goals and develop actions for them. One of the goals is to determine long-term sustainability of support programs for child care providers (center and family-based), so we are excited to dig into the next part of this.
- The Provider Appreciation event will be held at The Land on August 1st. Providers/employees and their guest(s) will enjoy music by Brooke & Johnny and a meal. Southwest Initiative Foundation is graciously covering the cost of the meal and drinks, and a team from the RCCIP/SSP are working on gift bag and door prize donations.
- Aaron and I met with Debi and Heather at UCAP to discuss extending the contract for a Child Care Community Coordinator (Tanna's position). It was agreed that this has been a fantastic partnership and we plan to extend the contract. KCED's cost has been built into the 2025 budget.

Ag and Renewable Energy

- The Partners in Ag Conference will be held on Thursday, June 18th, at MinnWest Technology Campus. Joanna Schrupp and I will co-emcee the event. It is free and open to anyone working or interested in the agriculture and renewable energy space.

- We are looking for a new member of the Industrial Hemp Subcommittee. If you know anyone who might be willing to serve in this capacity, please send them my way.

Broadband

- Mark Boeschen, chair of the committee, and I met with the Lake Florida Lake Association on June 1st to review the Round 10 award that will affect Lake Andrew and Colfax townships. There are 41 locations that were not covered in this grant round, so we explained the reason behind that (TDS received Enhanced-ACAM funds for those locations). We had some good follow-up conversations with residents.

Finance

- There are no loans in the pipeline at this time. The previous one was able to be serviced through their primary lender.

Child Care Community Coordinator Report

Joint Operations Meeting June 13th, 2024

Mentor/Mentee Program: The Mentor/Mentee group met on April 9th at Robbins Island. They enjoyed Chipotle for dinner. After the meal we played Child Care Bingo. We spoke to them about the technology grant that is available through First Children's Finance. Sue Thomes talked about the changes that will be coming to Parent Aware and a little about the new Provider Hub. The next meeting has not been set at this time. I am hoping to have a bonfire later this summer for them at a county park.

DEED Grant: KCED was awarded \$500,000 from DEED to increase the need for Child Care Slots in Kandiyohi County. \$250,000 will be used to create a Nature Based Preschool Child Care at Prairie Woods Environmental Learning Center. Atwater Ford will also receive \$250,000 to build 4 Specialized Family Child Care units.

Rural Child Care Innovation Program (RCCIP) & Strategic Supply Plan (SSP)

The RCCIP meeting was held on February 12th at The Heritage Bank at that meeting we Discussed the SSP surveys being sent out, and upcoming meetings for the SSP Core Team. We also talked about the Provider Appreciation Event, Family Child Care Provider Hub, Upcoming grants, and had Partnership updates.

The SSP Core team had their first meeting on March 11th @ Heritage Bank at that meeting First Children's Finance (FCF) went over the results of the surveys and what the needs for Child Care in Kandiyohi County. The Core team members' second meeting was held on April 8th at that meeting they discussed Ideas and Goals. The RCCIP meeting and the SSP meeting were held together on May 20, 2024, at the Kandiyohi YMCA multipurpose room from 6:00pm till 8:00pm. The next meeting was held on June 10, 2024, at Heritage Bank.

I also attended the ribbon cutting for Stay N Play Child Care in March. I have been attending the PACT for families Early Childhood Meetings each month as well as their Full Collaborative Meetings.

I am currently working with a committee to plan a Child Care Appreciation Event for all Family and Center Child Care providers. The event will be held June 27, 2024, from 6:00pm to 8:00pm at The Landing. We plan to have Live music, food and door prizes for Child Care providers who attend.



KANDIYOHI COUNTY ECONOMIC DEVELOPMENT

Joint Operations Board Update

6.13.2024

Marketing Projects

- The webpage has been reviewed, and comments have been submitted. There will be time for comments to be responded to and some changes made. This comment period was the only opportunity to provide feedback before publishing the site. Some additional items, like a dichotomous key to our organization and a partner with our road map, will be created with RVTS after the soft launch.
- Eco-friendly swag product examples have been received, minus one order we are still awaiting. The MPR Committee will review these
- The What We Do Flyer, Elevate Flyers, and Industrial Hemp Flyers have been updated with the new logo – it is almost gone!
- A temporary sign out front with the new logo, which also includes our new address, was ordered and received. In addition, a tablecloth, backdrop, and pens with the new logo were ordered and received.
- Email invite sent out for the Partners in Ag Conference
- Digital invite, donation request letters, and a list of businesses to make donation requests created for the Child Care Appreciation Event
- New branded memo template created
- Branding Guide updated

Trainings:

- EDAM Webinar: Evolution of the RFI: Understanding the Site Selection Process & How it is Changing
- AMA Webinar: AI Made Easy: Practical Tools for Marketing Transformation
- SCORE Webinar: Unlock the Power of Slides: Strategies for Amplifying Impact + Income
- SCORE Webinar: Digital Marketing 101
- SCORE Webinar: Marketing Basics: What You Need to Know to Set Your Marketing Plan

Outreach:

- Volunteered at Kandi is Dandy Days, took photos
- Continue to build our photo library of images from New London's Ribfest, Goat Ridge Brewery, and Commerce in action
- Continue to collect success stories around the community for the website, including a recent update with Hanson Silo

Other Projects:

- Continue organizing Executive Pulse CRM for full functionality, identifying areas that need addressing, including technical issues as we go. Thank you, Cathy!
- Executive Pulse tags and organization updated