

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD (OB)
FINANCE COMMITTEE
MINUTES
July 10, 2012
EDC Board Room, Willmar

Present: Matt Behm, Les Nelson, Bruce Peterson and Russ Weeks

Excused: Nick Dalton, Rick Nordin and Randy Zinda

Absent: Kevin Rueckert and Justin Schnichels

Staff: Jean Spaulding, Assistant Director

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

Jean Spaulding called the meeting to order at approximately 12:06 p.m.

MINUTES—Approval of the May 8, 2012 minutes was tabled due to a lack of a quorum.

LOAN PROGRAM QUARTERLY REPORTS

Entrepreneurs' Loan Guarantee Program (ELGP). The committee reviewed an update on the status of the outstanding ELGP loans, all of which are current (see attached).

Revolving Loan Fund. The committee reviewed an update on the status of the outstanding Revolving Loan Fund loans, all of which are current (see attached). Spaulding reported she and a Southwest Initiative Foundation representative intend to visit Feedlogic Corporation.

UNFINISHED BUSINESS

Finance Seminar. Spaulding reminded the committee the seminar was proposed to begin at 7:00 a.m., which may be too early. Spaulding spoke with Liz Struve of the Small Business Development Center about the EDC's seminar and received her responses to the committee's questions (see attached). Struve's responses mentions a Profit Mastery course, an in-depth course by the Small Business Development she feels could be a follow up to this seminar and which she is interested in bringing to Kandiyohi County this fall, if there is interest. Struve suggests the EDC's seminar be an introductory overview of the Profit Mastery course.

Spaulding informed the committee the EDC purchased Synchronist, a customer relation management program. The program contains a database of 3,700 Kandiyohi County business contacts and could possibly be used in marketing the Finance Seminar.

The committee discussed whether to include what bankers are looking for and suggested covering the 5 Cs of credit (character, capacity, capital, collateral and conditions), if Struve does

not already cover the topic in her planned program. The subject title could be “What you need for a successful loan application.” Five committee members will be asked to volunteer and take one of the 5 Cs of credit to discuss at the seminar. Matt Behm informed the committee he will be out of state in September. The EDC will work on brochures, post cards and marketing, including social media. Brochures and post cards will be available at the August committee meeting. Suggested locations were The Oaks or MinnWest Commons. The committee recommended no charge to the attendees and suggested the seminar be held on a Tuesday or Thursday beginning at 7:30 a.m.

Tool box. Spaulding asked if there are tools the area needs to fill a gap should a large project come to the county so as to not lose the project? Spaulding suggested doing a case scenario and program analysis to see if a large financing project could be covered with the programs currently available without a gap occurring. Committee members believe lenders feel the financing programs under the United States Department of Agriculture or Minnesota Department of Employment and Economic Development are complicated and are unsure of when they apply to a project.

NEW BUSINESS

ELGP reserve amount. Whether to change the amount in reserve for the ELGP was tabled until there is a quorum.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:25 p.m.

NEXT MEETING—The next regular committee meeting is **noon, Tuesday, August 14, 2012** at the EDC Office, 333 Litchfield Avenue SW, Suite 100, Willmar.

We met at noon today and had a few questions....we were concerned that the audience we would be trying to attract would not be able to take the morning off work. We thought we should change the time to 7:00 am – 8:30 – that would cut our overview to a very bare minimum description. **The SBDC is open to a time that you and the group believe would work best for the business community. In this case with the presentation lasting only 1.5 hours early morning may work well.**

I thought you said you had tested the program...what results have you had for feedback? **The program has been tested by other regional SBDC's but not through the Southwest Center. When we first visited, our training was just completed for the Profit Mastery course.**

Do you think the time we are proposing would work better for the audience? **We have had mixed results with early morning presentations – if a group is accustomed to attending early meetings the turn-out proves to be good. If not, people often plan to attend and are no-shows.**

Also, do you have any upcoming workshops – I would be interested in attending if possible to see how the content works. **When we discussed this program, I thought that this type of short introductory type class may be the means to bring in attendees to a full Profit Mastery class. The cost for the book and class is at minimum around \$400, with classes lasting several days – with taking components from the program the costs and time commitments are both reduced.**

We were wondering if it's too basic – hard to tell from an outline. **Depending on who the audience is – the outline does appear to be quite basic, but it is surprising how many business owners do not know how to read their financials. Throughout this course a financial concept is introduced and then the business owner is shown how to convert the concept into dollars and apply to their own business.**

Lastly, we thought adding a component of “what the banks are looking for” might be good for this audience. **Excellent seminar material – we are in leadership training next week and one of the break-out sessions is focused on exactly that topic.**

We had a few bankers in the room who have informally done this type of outline with clients and thought they had ideas how we could work it together if you are interested. **Would be very interested in this type of workshop, but would have to believe that 1.5 hours would not be sufficient to cover the material.**