

KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT POWERS BOARD OF COMMISSIONERS
JOINT OPERATIONS BOARD OF DIRECTORS (EDCOB)

Planning Session

MINUTES

July 11, 2012

The Oaks, Willmar

Joint Powers Board: Denis Anderson, Ron Christianson, Dean Shuck and Frank Yanish

Excused: Jim Butterfield and Harlan Madsen

Joint Operations Board: Ron Erpelding, Duane Hultgren, Rick Nordin and Milan Schmiesing

Ex Officio: Bruce Peterson

Excused: Jon Anderson, Bob Carlson and Bev Dougherty

Staff: Steven Renquist, Executive Director and Jean Spaulding, Assistant Director

Facilitator: Neil Linscheid, Educator, Community Economics, Center for Community Vitality, University of Minnesota Extension

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

Steve Renquist welcomed the EDC boards and gave an outline of today's agenda. Facilitator Neil Linscheid noted the EDC's 5-Year Goals and the minutes of the June 25, 2012 Business Retention and Expansion/Recruitment Committee and joint boards' planning session are provided for information (see copies attached). Linscheid reviewed the agenda. The boards set ground rules for the planning session and gave the following as their expectations:

- Set direction for obtaining goals (simple strategies; not manage staff; set policy for staff to operate)
- Timelines and measurable
- Set realistic goals (for 2013 or revise 5-Year Goals)

The boards identified the following categories:

Established ideas/activities/goals/standard operating procedures.

- Retain and expand current businesses/business visits/survey local business industry sectors/acknowledge small businesses as a "big" contribution
- Promote EDC and business environment/economic development marketing/promote business-friendly environment
- Expand partnerships
- Increase weekly wage rate/more jobs/attract high-tech companies
- Expand 2011 goal focus process into 2013
- Identify ways EDC can assist growing businesses/help MinnWest Technology Campus

- Expand airport for more traffic/increase transportation
- Help private sector community

Emerging ideas.

- Focus on business retention, local economy is stronger than national
- Robotic medical cluster/ag bio/technology—bio, ag, manufacturing/county and Willmar as high tech center/county and Willmar as ag/bio technology hot spot
- Cultural relationships in economic development processes (structure has had a lack of other two predominant local cultures in the economic development process—may be hard to get them to the table; need to understand their role in the local economy)
- Internet marketing/social media/broadband and cell phone coverage/broadband expansion and social media/recognize the technology industry is the future
- Creative partnerships (work with like-minded organizations/corridor concept)/ability for going ahead alone is over/cooperation and partnerships are essential
- Industrial park expansion/develop airport businesses
- Getting new board members ready

Create the environment for businesses to be successful and education will follow.

Dying concepts.

- Having an abundance of money to do/try new things
- Assisting a health care industry that is really autonomous (they know their industry more than anyone and if the EDC is asked to help, it will)/direct assistance to medical industry/5-Year goal #2/working with Rice Hospital and medical (community) should be ongoing as requested (1 in 6 employees is in health-care related fields)
- Alternative energy
- Some EDC subcommittees (worry about burnout)
- Regular scheduled aviation (acquire people not cargo)

Boundary ideas.

- 4-lane highway to Minneapolis/4-lane to Twin Cities
- Passenger service at airport/regional passenger air service (i.e. Allegiant Air)/aviation related/airport become a secondary cargo outlet to Minneapolis airport
- Countywide broadband (affordable)
- Multicultural opportunity (tourism/new business startups)/get past the fear factor of other cultures and downtown/Hispanics and Somalis in elected community positions
- Government being friendlier to business and commerce
- Elected officials working cohesively (comprising is okay)
- CoCo like facility to attract/retain talent (techies)
- Downtown redevelopment money

What positive steps can be taken to address the multicultural issues?

Bold steps. The boards reviewed the 5-Year Goals and 2011 goals in relation to the items identified under established ideas, emerging ideas, dying ideas and boundary ideas and were asked to identify bold steps.

THEME/CURRENT GOAL	BOLD STEP	TIMELINE	MEASURE
2. Assist Rice Memorial Hospital in strengthening its position as a regional hospital	Promote Rice Hospital's position as a regional hospital (indirectly and directly when asked)		
6. Achieve 25% increase in local airport utilization by 2015 Eliminate 6c "Increase on-field hangar facilities to attract on-base aircraft" and 6d "Enhance air taxi service and charter flight options and, instead, add "Develop a marketing plan"	Needs higher priority/hire a consultant Add FBO at airport to increase usage Develop specific marketing plan Does not have potential for major economic impact Back off on passenger and focus on cargo		
3. Technology Staff will do more 1f. 100% broadband and cell phone coverage within Kandiyohi County by 2015	Develop a CoCo focused on technology/engineering Survey cluster logistics and initiate Communicate more about technology County bond Broadband county wide Meet with providers mapping coverage Communicate successes to public	ASAP	
Less government regulation etc. for businesses to deal with			
Expand "culture" of economic development (bring other cultures in and find out what they see as the economic needs for their businesses and try to involve them in addressing those issues)	Meet with and engage minority leaders Better understand the economic needs of culturally diverse businesses Staff will continue Educate all business owners on cultural differences in doing business Technical assistance Assist WAMM and ADC, etc.	ASAP	
	Sell the idea that we can celebrate our economic wealth and success		
Improve economy in all of Kandiyohi County	Initiate community meetings and business attraction programs in three communities		

Duane Hultgren thanked the EDC for its work and encouraged the EDC to celebrate its successes.

Objective, reflective, interpretive, decisional (ORID) debriefing. Attendees had the final closing comments:

- Hultgren thanked everyone for working with the boards. The 5-Year Goals were well put together and some needed to be adjusted.
- Peterson—economic development is always changing and it is never done.
- Anderson—there was really good discussion and heard many different sides of issues; good ideas moving forward.
- Yanish—diversity seems to come up a lot and is very important, but it is not the only thing.
- Christianson—enjoy the conversations; it is hard to focus on business today; the EDC is a terrific tool, but there needs to be a list of priorities on which to focus.
- Nordin—Kandiyohi County is lucky to have the EDC when compared to other areas.
- Shuck—proud of the EDC's work and thanked the board members whose terms are done this year.
- Schmiesing—good discussion; moving in the right direction.
- Erpelding—have come a long way; have issues and need to figure out the common ground.
- Renquist—planning gives staff direction; excellent work; proud of 5-Year Goals and modifications are good; EDC is a microcosm of society; economy affects society.

The meeting was adjourned at approximately 12:05 p.m.