

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB) MEETING
MINUTES
July 9, 2015
EDC Office, Willmar**

Present: Rollie Boll, Donna Boonstra, Gary Gilman and Linda Kacher

Ex Officio: Bruce Peterson and Doug Reese

Excused: Robert Carlson and Kelly TerWisscha

Absent: Art Benson

Media: Anne Polta, West Central Tribune

Staff: Steven Renquist, Executive Director, Jean Spaulding, Assistant Director and Connie Schmoll, Business Development Specialist

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

Vice President Linda Kacher called the meeting to order at approximately 11:01 a.m. Added to the Consent Agenda was item 3, approve payment of the June 30, 2015 statement from James M. Ruff in the amount of \$1,540 for progress billing on the 2014 audit and to New Business, item 4, resignation of Assistant Director and payout of vacation and sick leave.

IT WAS MOVED BY Gary Gilman, SECONDED BY Rollie Boll, to approve the revised Agenda and revised Consent Agenda. MOTION CARRIED.

CONSENT AGENDA—

Approve: 1. Minutes of June 11, 2015 meeting
2. Financial reports as of June 30, 2015, subject to audit
3. Payment of the June 30, 2015 statement from James M. Ruff in the amount of \$1,540 for progress billing on the 2014 audit

Accept: Committee Minutes
1. Agriculture and Renewable Energy Development 4/16/2015
2. Broadband and Advanced Technology 6/1/2015
3. Business Retention and Expansion/Recruitment 5/6/2015
4. Finance 5/12/2015
5. Marketing and Public Relations 5/18/2015

The board discussed not receiving committee minutes until after committee approval and if a meeting is not held or there is not a quorum, it can be several months before the board receives them. By consensus, LAA will forward committee minutes as they are ready for committee approval with draft or unapproved noted at the top.

[Donna Boonstra joined the meeting.]

Jean Spaulding indicated staff will be meeting to discuss how to divide her duties once she has left the EDC, including who will attend The Site Selectors Guild Fall Forum.

PROGRESS REPORTS—

Willmar. Bruce Peterson reported he has been dealing with contractors on the Industrial Park expansion for the city of Willmar—curb and gutter work may start in the next couple of weeks—progress is going well; is having a telephone conference next week with the Federal Aviation Administration on the Kvam easement issue and payout of funds—the land release is almost complete; is working with property owners on potential sites for the new school; work is being done to make a regional park; the Shell gas station and Ken’s Casuals closed. Board members also noted the New London Feed Mill closed. Peterson reported the former Champion Auto building will be removed and a new Thrifty White Drug will be constructed; the former Dairy Queen building on Highway 12 was sold. Spaulding reported space at Overhead Door is being rented by Drew Ryder of Feedlogic. Prinsco will take over Feedlogic’s space at MinnWest Technology Campus (MWTC). Peterson is working on the city’s sale of six acres in the area of the wastewater treatment plant to an ag business that wants to expand.

Willmar Downtown Development, Inc. Steve Renquist reported he and Spaulding met with representatives of Christianson & Associates, who are completing a \$50,000 EDC Revolving Loan Fund loan application for the Historic 313 (the HUB) building, which the EDC’s Finance Committee will review at its August meeting. The Willmar Area Multicultural Business Center is working on interesting projects. Peterson noted the Preservation Alliance of Minnesota is involved in the HUB project and will be issuing a letter of credit and the Willmar City Council approved the Foxhole Brewery’s license at its last meeting.

EDC/MWTC. Renquist distributed and highlighted areas from his Current EDC Development Projects July 2015 (see attached), including Connie Schmoll’s work with each community in the county to do its own BRE survey; local ag employers are working to retain employees following the Avian flu epidemic; the Willmar Housing and Redevelopment Authority began the workforce housing survey in June; and RTAC under “Inspire entrepreneurship” in his report stands for Rural Technical Assistance Center. Discussion was held on waste to energy, the future of the county landfill and whether the county will address a waste to energy project. Spaulding reported she will be working on transition and assignments and keeping things moving with MWTC.

UNFINISHED BUSINESS—

Executive Director job description. The board discussed the Executive Director Job Description and suggested changes to date (see attached).

IT WAS MOVED BY Donna Boonstra, SECONDED BY Gary Gilman, to approve the following suggested changes to the Kandiyohi County and City of Willmar

Economic Development Commission Executive Director Job Description and recommend the changes be adopted by the Joint Powers Board:

1. BASIC FUNCTION. Change the second sentence to read: The Executive Director is responsible to lead efforts in retention, expansion and location of businesses in Kandiyohi County.

2. DESIRED SKILLS AND ABILITIES.

Change paragraph 1 to read: Economic development background that dovetails with the EDC's goal to increase business retention, expansion, creation and recruitment in Kandiyohi County and possess the ability to realize innovative opportunities that have the potential to dovetail with strengths in the region.

Keep Joint Powers Board member Roger Imdieke's recommended addition to the end of paragraph 5, "and the county's existing business community and businesses that may be considering expansion into Kandiyohi County.

Keep Kacher's recommended addition to the end of paragraph 8, "and establish positive relationships with and market to "site selectors."

Keep Kacher's recommended addition to the end of paragraph 9, "or when legal advice is suggested."

Add the following section after the section on DESIRED SKILLS AND ABILITIES:

MINIMUM QUALIFICATIONS EDUCATION AND/OR EXPERIENCE

Bachelor's degree in Public Administration, Economics or related field (CID) with three to five years' experience in the effective presentation of technical economic, business and/or industrial information and knowledge of the sources of information regarding proposed economic expansion or movement. A combination of education and experience may be considered. Certified Economic Developer preferred.

SPECIFIC RESPONSIBILITIES

Keep Imdieke's recommended addition of "tourism" in paragraph 3.

Keep Renquist's recommended addition of "private and" in paragraph 6.

Keep Kacher's recommended addition of "goals" in paragraph 10.

Add Kacher's recommended new paragraph 15: Recognize and communicate with the boards regarding the impact of current or proposed state and federal legislation which is, or has, the potential to negatively impact the economic health of the city of Willmar and Kandiyohi County.

ACCOUNTABILITY

Change paragraph 4 to read: The EDC boards shall conduct an annual evaluation of the Executive Director and should review accomplishments against goals and targets established by the Director and boards.

MOTION CARRIED.

NEW BUSINESS—

Fiscal host for Kandiyohi County CEO program. Spaulding reported she was asked if the EDC would be the fiscal host for the Kandiyohi County Creating Entrepreneurial Opportunities (CEO) loan program (not operational funds). Funds for the loan program are raised by the students at their annual fund raiser. The students write business plans and apply for loans to finance their business they develop during the program. They go through a loan review process and, if approved, a loan agreement is signed. However, the loans are not technically binding as the students are minors and no servicing is necessary. It would be pass-through accounting. Spaulding considers the program as business and workforce development. The program and funds may be monitored by the EDC's Finance Committee.

IT WAS MOVED BY Gary Gilman, SECONDED BY Donna Boonstra, to approve the Kandiyohi County and City of Willmar Economic Development Commission serving as fiscal host for the Kandiyohi County Creating Entrepreneurial Opportunities (CEO) loan program as no extra staffing is required and to add income and expense line items for the program in the 2015 budget. MOTION CARRIED.

Funding request for Boom Town event. Spaulding provided information on Boom Town USA, which she has attended. The Vision 2040, Goal 2, Economic Development, group has requested the funds. Connie Schmoll presented the funding request and noted the partners to date are the Willmar Area Community Foundation, Lakeland Broadcasting, Ridgewater College and MWTC.

IT WAS MOVED BY Gary Gilman, SECONDED BY Rollie Boll, to approve a contribution of \$1,000 to host a Boom Town event. MOTION CARRIED.

[Bruce Peterson was excused from the meeting.]

Payout of Executive Director's vacation and sick leave pay. The board discussed whether to pay the Executive Director's vacation and sick leave at the rate it was earned as noted on the monthly Balance Sheet or to pay it at the current rate of pay.

IT WAS MOVED BY Rollie Boll, SECONDED BY Gary Gilman, to approve payment of accrued vacation and sick pay to Steven C. Renquist on his retirement as Executive Director based on prior years' calculations and rates earned. MOTION CARRIED.

Resignation of Assistant Director and payout of vacation and sick leave. Vice President Kacher stated she was sad to report that Spaulding has accepted a new position with Quam Construction and will be leaving the EDC as of August 7, 2015.

IT WAS MOVED BY Gary Gilman, SECONDED BY Donna Boonstra, to recommend to the Kandiyohi County and City of Willmar Economic Development Commission's Joint Powers Board that it accept, with regret, the resignation of Jean Spaulding as Assistant Director.

IT WAS MOVED BY Rollie Boll, SECONDED BY Gary Gilman, to approve payment of accrued vacation and sick pay to Jean Spaulding upon her resignation as Assistant Director based on prior years' calculations and at rates earned.
MOTION CARRIED.

Spaulding informed the board her resignation was a very difficult decision to make as she has enjoyed her work with the EDC and its boards and thanked the board for the direction and leadership given to EDC staff.

Renquist informed the Joint Powers Board that he is available through year end and he also has enjoyed his work with the EDC and its boards. At this time, Renquist's end date remains July 31, 2015. The board discussed how to handle the search for an Assistant Director and will await direction from the Joint Powers Board. Renquist stated, in the past, the majority of the work in hiring an Assistant Director was left to the Executive Director and the process worked well.

COMMITTEE REPORTS

Agriculture and Renewable Energy Development. Schmoll reported the committee is looking at possibly redoing a BRE survey and heard a presentation on how to advance ethanol in the county.

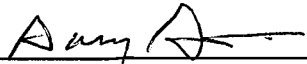
Broadband and Advanced Technology. Spaulding reported August 4 is Rural Broadband Day at Farmfest and she, Travis Bonnema and Jean Marthaler will attend on behalf of the committee and will present a case study on the needs and uses of broadband in rural ag areas.

Business Retention and Expansion/Recruitment. Schmoll will email the board a progress report on the BRE business survey.

Marketing and Public Relations. Spaulding distributed a draft Marketing Plan (see attached) and reported the committee continues to work on the new website.

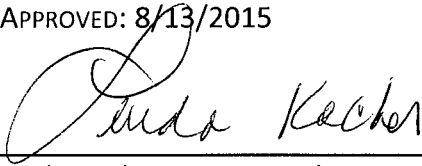
NEXT MEETING—The next board meeting is **11:00 a.m., Thursday, August 13, 2015**, in the EDC's board room.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 1:05 p.m.



Gary Gilman, Secretary

APPROVED: 8/13/2015



Linda Kacher, Vice President

**Current Kandiyohi County and City of Willmar
Economic Development Commission
Development Projects
July, 2015**

Atwater – Business retention, Bushmills expansion

Raymond –business acquisition; execute community marketing plan; group home

New London – Assist w/ motel project; Grocery store; downtown business acquisition; marketing highway potential; motel: Support BRE program; Manufacturing plant; Assist in finding buyer for local business

Pennock – develop city owned housing lots; develop downtown property

Kandiyohi – develop near RR property; two business loans

Lake Lillian – grocery store; natural gas pipeline; agricultural bio-mass pelleting center

Priam – reconstituted animal feed – corn bio-mass and distillers grain

Spicer – Highway 23 corridor marketing plan, downtown development; Native American interest; Support BRE program, Replace JOTS, motel & other retail

MinnWest Technology Campus

- Assisting in marketing this facility, results 30+ companies 475 employees
- Manufacturing Showcase – future direction
- Animal Science Conference
- U of M Technology Showcase
- U of M Office for Technology Commercialization – recruiting
- Business center

Mid-Central Research and Outreach Center

- U of M Regional Extension office
- U of M Avian Research Laboratory
- IREE
- AURI- Renewable energy center

Turkey Research and Development Facility – joint venture, build w/ lease-back if necessary

Bio-science Center

Dairy Research, Training and Consumer Education facility

Human vaccine

Department of Defense

Epitopix

Renewable Energy – What will happen to natural gas prices?

NH₃ (anhydrous ammonia) on hold – see what CHS does in N. D.

Methane

Bio-Gas

Bio-Mass

Ethanol – new energy source other than corn

Solar – solar farm near Atwater

Energy Commercialization Center

Ag Bio – Syntiron

Jennie-O – two possible projects

Workforce availability – work with Vision 2040

Workforce housing –

- HRA
- Bethesda

Venture capital - two possibilities

Meadow Star, employee housing & second facility
Broadband

Historic 313 on 4th Street – 5 businesses

Bio-Science corridor

Renewable resource zone

Beef finishing

Kandiyohi County Landfill – waste to energy

Buhler manufacture expanded product line

Area Infrastructure

Industrial park development/ WWTF Industrial Acquisition

Airport – development/implementation of marketing plan

Rail Served Industrial Park

Railroad By-Pass - \$35,000

Passenger Rail (long shot)

Highway 23 Task Force – final 15 miles

Highway 12 Task Force

Veterans Home – new concept

National retailers and hospitality – acquisition and site selection

Mills property (downtown and 1st Street)

Implementation of SWOT/Creation of Action Plan - County based business, hospitality and service sector attraction

County based BRE&R

- local continuation by cities
- ag-BRE &R
- MORE EMPLOYEES

Continued Willmar based BRE&R and Grow MN cooperation

Workforce Housing – Highest and best use

Promote technology utilization

- Blandin Web site grants have been successful
 - County based web coverage survey

Office center

- downtown
- Wal-Mart area business park

Erickson's Building – assist w/ tenant acquisition

Airport marketing

- Life Link III, complementary business'
- Metro Cargo Overflow
- Tour regional facilities – marketing plan

Community Owned Grocery – not at this time

Barn Shed project – food distribution center and other retail

Asian Market – new immigrants

Inspire entrepreneurship, CEO, RTAC, WAM BC

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EXECUTIVE DIRECTOR JOB DESCRIPTION

BASIC FUNCTION

With a passion for rural America, take a leadership and coordinating role in cooperation with all of Kandiyohi County and the city of Willmar, Willmar Area Development Corporation (WADC), Willmar Lakes Area Chamber of Commerce (WLACC) and other private, governmental and educational organizations and agencies, encouraging the retention and expansion of existing businesses and the recruitment of additional businesses to Kandiyohi County. The Executive Director is ultimately accountable for demonstrating success in retention, expansion and location of businesses in Kandiyohi County as measured by (1) number of people employed, (2) **average weekly wage trend (Renquist)**, (3) tax base and (4) creation or expansion of facilities. **Is this measurement really used? Conversely, is Director responsible for reduction in these statistics? See notes under #4 Accountability. (Kacher) The first paragraph is unrealistic in that it states it holds the director responsible for issues out of the director's control (people employed, etc.) (Gilman)**

DESIRED SKILLS AND ABILITIES

1. Economic development background that dovetails with the EDC's **goal to increase business retention, expansion, creation and recruitment in Kandiyohi County (Birkeland—based on the 2015 Strategic Plan do not specifically list as targeted activities is one Strategy under Objective 1 in the plan?)**. ~~targeted industries (airport based, e-commerce, health care and value-added agriculture and the manufacturing potential associated with each industry)~~. **Possess the ability to realize innovative opportunities that have the potential to dovetail with these strengths in the region (Kacher).**
2. Exceptional people and communication skills, including an outgoing personality and listening ability.
3. Ability to build and maintain coalitions and partnerships committed to mutual goals.

4. Ability to get things done and move people forward, including attention to details, recognition and utilization of resources and creation and promotion of strategies.
5. Ability to effectively work with elected officials, volunteers, government and educational agencies, committees and boards **and the county's existing business community and businesses that may be considering expansion into Kandiyohi County (Imdieke).**
6. Self-starter who regularly seeks out and interacts with businesses, volunteers and agencies.
7. Basic understanding of finance options (private and government) with the ability to access expertise from specialists.
8. Ability and comfort level to contact and market to relocation prospects within the region, state and nation. **Establish positive relationships with and market to "site selectors" (Kacher).**
9. Independent enough to weed through biases and make own judgments, including recognizing when board input is appropriate **or when legal advice is suggested (Kacher)**
10. Possesses a skill set that compliments the skills of the assistant director and other economic development and planning professionals within the county.

SPECIFIC RESPONSIBILITIES

1. Act as a "one-stop-shop" and coordinating resource of information for all aspects of economic development, including financing, governmental bonding, taxation policies, business counseling and general information on community facilities and amenities.
2. In recognition that the greatest potential for business growth and expansion will come from within, work with other organizations to actively retain and facilitate expansion of current businesses.
3. In cooperation with other groups, actively recruit the targeted industries of airport based, e-commerce, health care, **tourism (Imdieke)** and value-added agriculture, including the manufacturing potential associated with each industry, with outreach efforts beyond Kandiyohi County.
4. On an annual basis, review industries with targeted designation to include businesses that compliment Kandiyohi County's economic base and resources.
5. Provide leadership for a coordinated organization and volunteer network committed to economic development.

6. Work closely with **private and (Renquist)** elected officials in enhancing and maintaining a “business-friendly environment” within Kandiyohi County and its municipalities.
7. Enhance community awareness of the EDC’s goals, activities and accomplishments.
8. With the philosophy that both existing and relocating businesses will have access to the same economic development program incentives, develop and implement financial packages to retain, expand, recruit and/or relocate businesses to Kandiyohi County.
9. In cooperation with other groups and agencies, develop and implement promotional plans/website and materials to facilitate the retention, expansion and/or relocation of businesses in Kandiyohi County.
10. With input from the boards and cooperating organizations, annually evaluate, prepare and implement **goals (Kacher)**, a work plan and budget for the year.
11. Become knowledgeable and to the extent time permits, network with regional, state and federal partners that provide technical and/or fiscal support to the EDC’s economic development efforts.
12. Work with other agencies to access/offer educational opportunities that mirror the EDC’s objectives.
13. Prepare recommendations for board consideration of new and/or changes to existing EDC Policies and Procedures.
14. Other duties as assigned by the EDC boards.
15. **Recognize and communicate with the boards regarding the impact of current or proposed state and federal legislation which is, or has, the potential to negatively impact the economic health of the City of Willmar and Kandiyohi County (Kacher).**

ACCOUNTABILITY

1. Reports to the EDC boards on a regular basis as required.
2. Supervises other staff and contracted agencies.
3. Prepares an annual budget in accordance with the EDC Policies and Procedures Manual.
4. The EDC boards shall conduct an annual evaluation of the Executive Director ~~in compliance with the EDC Policies and Procedures Manual~~ **and should review accomplishments against goals and targets established by the Director and boards (Kacher, also note, that upon review of the Policies and Procedures Manual I see no reference to annual evaluations, only**

annual and 5 year goals). A candidate for this position should want to know how the candidate is evaluated. Reference to the Policies and Procedures Manual is very lacking. (Gilman) Note by Birkeland: I struck the language referring to the Policies and Procedures Manual. Since this job description was created in 2003, an Employee Handbook was created and implemented that sets forth the duties/expectations of the Executive Director and other staff in addition to a few items noted in the Policies and Procedures Manual.

5. The EDC boards shall periodically review the Executive Director's job description.

Comments by Kacher: Additionally, I see that in the process of reviewing the Willmar City Administrator job description, other city's job descriptions were included for reference; perhaps we might try to obtain a few different EDC Director job descriptions for our review.

The Willmar City Administrator job description and others include the Work Environment and physical abilities required of the person performing the job are (such as typical office space work, utilizing hearing, touch, etc.). Would we want to consider adding this type of information to the EDC Director job description?



Funding Request

The 7 ½ Keys to Big Success in Small Towns by Jack Schultz

1. Adopt a “can do” attitude
2. Shape your vision
3. Leverage your resources
4. Raise up strong leaders
5. Encourage an entrepreneurial approach
6. Maintain local control
7. Build your brand

Mr. Craig Lindvahl, creator of the CEO (Creating Entrepreneurial Opportunities) program and speaker on behalf of Jack Schultz’s book, encourages planning that allows small towns to prosper. He speaks about leveraging resources and working with local and state officials to attract industry and new business relocations and spur new business start-ups.

Vision 2040, Goal Two, Economic Development, has been partnering with the EDC in projects identified in the 2014 Business Retention and Expansion Program for economic development. This event has been initiated by Vision 2040 Goal Two Committee. The plan is to conduct a town Hall meeting on September 29th, 2015, at the MinnWest Technology Campus from 8:00 am -11:45 am., with the Craig Lindvahl as the presenter, speaking about Boomtown USA. Community leaders, next generation participants and the general community from all of Kandiyohi County will be invited to attend.

Agenda:

8:00 a.m. – Registration and light breakfast

8:30 a.m. –The 7 ½ keys to Big Success in Small Towns
Fostering Business Development in Small Towns
Growing your own Entrepreneurs
Connection with your Millennials as an Economic Development Tool

10:00 a.m. – Break

10:15 a.m. - Boom Town Community Development

11:45 a.m. Door Prize Winners! Check the registration table!
**Adjourn

Preliminary Budget:

EXPENSES

Craig Lindvahl Fee	\$3250.00
Craig Lindvahl Travel	\$ 900.00
Marketing and Misc. Expenses	\$1,000.00
Food (Coffee, Rolls, Juice) (Approx.)	<u>\$390.00</u>
TOTAL	\$5540.00

REVENUES

Registrations 130 people @ \$15	\$1,950.00
TOTAL	\$3,590.00

So far the partners include The Willmar Area Community Foundation, Lakeland Broadcasting and the MinnWest Technology Campus.

Since this fits as a project for the EDC, I am proposing that the Kandiyohi County and City of Willmar Economic Development Commission become a partner and invest \$1,000 toward the costs of the event plus assistance with marketing the event. The funds could come from our countywide development budgeted dollars (\$5,000 remains of \$6,000 budgeted) or the budget for BRE consultant funds (\$1,500 remains of \$2,000 budgeted.)

Please consider this request.

Connie Schmoll

Connie Schmoll
Business Development Specialist



EDC MARKETING PLAN DRAFT | 4/27/15

EDC Marketing Team Notes

Situation Analysis: The Kandiyohi County and City of Willmar EDC is a government agency whose mission is to be a catalyst for economic development of the greater Kandiyohi area. We do that in a wide variety of ways, including supporting existing businesses, assisting area entrepreneurs and recruiting targeted industries that are a fit for our region. While we have been successful in that mission, we face the ongoing challenge of educating our community, prospects and partners about how that is accomplished and what kinds of services we offer. We also need to lead area efforts to market our community to businesses outside of our region who are interested in locating or expanding here, a process that requires ongoing review and refinement in order to stay competitive.

Target Audience Groups:

1. **LOCAL / REGIONAL:** The EDC must reach our local and regional community for two reasons. First, we must educate them regarding our purpose and activities as a government funded, volunteer driven organization. Second, we must make our services and expertise known and available to local businesses and entrepreneurs who need help starting or expanding.
2. **OUTSIDE REGION:** The EDC must aggressively market our area outside of our region for the purposes of attracting new businesses and talent to our community. We need to promote our brand to enhance our economic development efforts, showcase our quality of life and bring more people to the community.

Strategy #1:

Create awareness of EDC activities & services in our local/regional community

OBJECTIVES

1. **Refine/remix EDC "brand"**

PROJECTS

- a) Create branding elements: new website design + old JUMP IN campaign

1. Utilize creative talents from both RedStar Creative and Johnson Group in updating the brand to reflect the new direction of the marketing materials.
- b) Update/create templates for marketing materials
 1. Panel brochure used in packets and booth displays.
 2. Update booth display.
 3. Update Finance brochure.
 4. Update Target Industries Brochures:
 - i. Advanced Manufacturing and Technology
 - ii. Retail
 - iii. MinnWest Technology Campus

2. Be an agent of positive messaging about our business community & economy

PROJECTS

- a) Complete new website with a searchable database, customized demographic reports and recruitment tools to assist companies.
- b) Create/publish social media content
 1. Facebook
 2. Twitter
- c) Monthly articles for the WCT Business Section (3rd Tues Publish date at business@wctrib.com) Due dates:
 1. July 13- Jean
 2. August 10- Steve
 3. September 7-Connie
 4. October 12 - Steve
 5. November 9 - New Director
 6. December 7 - Connie
- d) Create/distribute newsletter insert
 1. Distribute in the WCT November 2015 and May 2016
- e) Create advertising campaign and flight plan for full year
 1. Chamber AdVantage
 - a. February - Open House
 - b. April - Volunteer of the Year (Beverly Dougherty)
 - c. June - CEO Program
 - d. August - Steve's retirement
 - e. October - New Director (?)
 - f. December -
 2. Radio - to be determined

1. Educate community about services/resources of EDC

PROJECTS

- a) Sponsor WORKUP programming partnership targeting start-ups & entrepreneurs (including WORKUP, Ridgewater, KCEO and Heritage Bank)
 - 1. July QUP: Marketing your Business
MEETUP: Dallen Peterson
 - Aug QUP:
MEETUP:
 - Sept QUP:
MEETUP:
 - Oct QUP:
MEETUP:
 - Nov QUP:
MEETUP:
 - Dec QUP:
MEETUP:
 - 2. "Why Willmar is for Entrepreneurs"
- b) Create signage or visibility with projects EDC works on
- c) Support community organizations – be a part of messaging where appropriate
 - 1. Vision 2040 – BoomTown Speaker
 - 2. Animal Science Conference -
 - 3. HACK₂O – September 18-20
 - 4. KCEO – 2015/16 school year
- d) Create advertising campaign and flight plan for full year
 - 1. WCT – B2B advertising

Strategy #2:

Market our community outside of our region in order to attract targeted business and talent

OBJECTIVES

- 1. Deliver specific, sought-after area metrics such as workforce, demographics & accessibility

PROJECTS

- a) Finish website tools
- b) Create updated, customizable proposal template to attract business
- c) Create

2. Create customized packages to attract business interest:

PROJECTS

- a) Attend Site Selector Guild in Philadelphia
 - October
- b) Host Site Selector through DEED Marketing Partnership
 - September 13 – 15, 2015 agenda

3. Support the recruitment efforts of area businesses for workers & talent

PROJECTS

- a. Work with HR departments to develop online resources
- b. Create LinkedIn page for recruitment
- c. Network to develop direct and online contacts with post-secondary students graduating from Willmar – NLS – ACGC
 - i. Develop a partnership with area school foundations
 - 1. Hire an intern to develop data bases and newsletter content
- d. Develop a friends and family campaign
- e. Develop a formal Trailing Spouse Network
 - i. Develop partnerships with school foundations