

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**JOINT OPERATIONS BOARD OF DIRECTORS (OB)**  
**BUSINESS RETENTION & EXPANSION/RECRUITMENT (BRE/R) COMMITTEE**  
**AIRPORT BUSINESS TASK FORCE**  
**AMENDED MINUTES**  
**March 8, 2006**  
**Board Room, Heritage Bank, N.A., Willmar**

Present: Dave Baker, Gary Geiger, Cameron Macht, Lloyd Melvie and Tom Sand  
Staff: Steve Renquist, Executive Director  
Secretarial: Karen Carlson, Legal and Administrative Assistants, Inc. (LAA)

Chairperson Gary Geiger called the meeting to order at approximately 11:43 a.m. and stated the main purpose of this meeting is setting goals for 2006.

**REVIEW 2005 GOALS**

1. Develop a freight distribution center with UPS, FedEx, etc.

This goal is still in process and will remain as a 2006 goal. **Steve Renquist** will meet with UPS corporate office to get specifications. One of the issues for the company is the current amount of UPS traffic in the Willmar area.

2. Determine a niche.

~~Macht completed research and determined that Kandiyohi County does not have a niche.~~ Macht received new information from Bob Isaacson, Director of Analysis and Evaluation at the Minnesota Department of Employment and Economic Development, listing the NAICS codes for Minnesota industry exports moving via air when leaving the United States. (See detailed report below.) Using these codes, Macht can assist Renquist in acquiring the names of companies in these industries for recruitment to the new Willmar industrial park area.

No progress has been made on goal 2.a.iv., identification of available grants for airport-related business development. Rather than looking for grants, the task force will create a specific list of industries to target for location in the area. This task force could then assist interested businesses in researching grants and other funding sources for location in this area. Some industries discussed included airplane repair, maintenance and renovation, including upholstery and painting.

No research has been completed on goal 2.a.v., research and identification of businesses using multi-engine airplanes within our region and state. One of the purposes of this task force is to gain knowledge in the airport industry. The original idea was to contact those businesses that use multi-engine airplanes and begin recruiting efforts.

**2006 GOALS**

1. Develop a freight distribution center with UPS, FedEx, etc. Renquist has a meeting scheduled with UPS corporate office.

2. Three areas to focus recruitment efforts for airport-related businesses: avionics, airplane repair, maintenance and renovation, including upholstery and painting.
3. Recruit businesses to the new industrial park that will use the new airport. **Macht** will assist **Renquist** in locating industries likely to use airports. Sand reported there is a registration list through the FAA of businesses that currently own airplanes. This list could be sorted by registered location. Those businesses located within 200 to 1,000 miles of Kandiyohi County could be contacted. It was reported the Crystal, Minnesota, airport may be closing. It could be worthwhile contacting the businesses operating around this airport to see if there is interest in relocating.
4. Expand Marketing Efforts—Review current marketing plan, revise and update. Some marketing ideas included:
  - a. Join an aviation related association and put some ads in the publications sent to members.
  - b. Have a presence at aviation related trade shows, etc.
  - c. Make offers to attract some attention such as free hangar space for a year.
  - d. Mass marketing and advertising.
  - e. Community marketing coalition brochures distributed to airport terminals, etc.
5. Have a hangar party. Invite the public to let local community get involved and raise awareness.
6. Support the creation of adequate hangar space at the new airport.

## NEW BUSINESS

**Bob Isaacson report.** Macht shared a report from Isaacson’s office (see copy attached to original minutes). This report includes a list of industries and commodities that have relatively higher reliance on air transportation. From the table showing the share of Minnesota industry exports moving via air when leaving the United States, Macht reported on the number of businesses currently in Kandiyohi County for the following codes:

NAICS code	# of Businesses in Kandiyohi County	Percent Exported Via Air
325 Chemicals	3	54.1%
323 Printed Products	7	28.9%
327 Non-Metallic Products	9	26.2%
337 Furniture	8	12.9%
321 Wood products	4	1.1%
311 Food products	12	0.7%

This **task force** will work on narrowing the search by looking at key indicators such as businesses that own a plane, are currently located within 1,000 miles of Kandiyohi County and in an industry using a high percentage of air cargo transportation. Renquist is looking for guidance and prioritization of goals in targeting companies. Sand reported a company named Tanis is currently making airplane engine heaters in Glenwood. Tanis has a worldwide market and has lost some of its top leadership. **Renquist** will make contact with Tanis.

**Charter Service.** The task force discussed the possibility of a charter service in Willmar. Marshall operates a successful charter service. Willmar is a little bit too close to the cities to make it cost effective. Current FAA regulations require charter flights to use twin engine planes which more than doubles the cost. **Renquist** agreed to visit with the Ray Johnson of the Marshall charter service to see if there is any interest in placing a plane or two in Willmar.

**REGULAR MEETING.** The next regular task force meeting is **11:30 a.m., April 12, 2006**, at the board room of Heritage Bank, N.A., Willmar. The Task Force would like to meet at the new airport terminal. **Renquist** will contact Bruce Peterson prior to sending out the agenda.

**ADJOURNMENT**—There being no further business, the meeting was adjourned at approximately 12:48 p.m.