

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
BUSINESS RETENTION & EXPANSION/RECRUITMENT (BRE/R) COMMITTEE
TECHNOLOGY TASK FORCE
MINUTES
December 6, 2007
EDC Board Room, Willmar**

Present: Jay Bosch, Dean Bouta, Bill Fenske, Jim Millard, Charles Oakes and Jeff Roiland
Excused: Ron Erpelding, Don McGrath, Ron Nelson, Jeff Tengwall and Jean Spaulding
Guests: Nicole Franzwa and Mary Millard
Staff: Kathy Schwantes, Assistant Director
Secretarial: Allison McGeary, Legal & Administrative Assistants, Inc. (LAA)

Assistant Director, Kathy Schwantes, called the meeting to order at approximately 7:42 a.m.

MINUTES—

IT WAS MOVED BY Dean Bouta, SECONDED BY Jim Millard, to approve the minutes of the November 16, 2007 meeting as mailed or e-mailed. MOTION CARRIED.

UNFINISHED BUSINESS—

Mapping service area.

Recap of meeting with providers. Nicole Franzwa stated an e-mail was sent to all local service providers inviting them to attend a meeting held on November 28, 2007, which two provider companies attended. Franzwa stated the meeting consisted of discussion on options of how to go forward with creating a map. Franzwa showed the task force a map she received from Cloudnet. Schwantes stated the EDC's trails website was shown at the provider's meeting as an example of an electronic map that was built off of the Kandiyohi County's Graphic Information Systems (GIS) map. Franzwa stated providers would be willing to share an overview of what they provide for coverage. Bonnema Surveys Inc. will submit a bid for putting together the information onto a map, but is not interested in collecting the information needed. Franzwa stated **Matt Johnson** with Mid-Minnesota Regional Development Commission (MMRDC) will collect information from Gopher State One Call and put it in a format Bonnema Surveys Inc. can use. Schwantes stated the task force will still need to receive permission from the providers to let Gopher State One Call release general information for use on the map. Schwantes suggested when logging into the map it show all providers first and then users could click on one specific provider to show where that provider has service and also be able to click on the provider as a link to go to the provider's website for more information.

Project bids. Franzwa stated bids were collected from Bonnema Surveys Inc. and MMRDC. Bonnema Surveys Inc. bid is \$3,997 with an additional \$500 per year for maintenance of the map. Bonnema Surveys Inc. will ask Kandiyohi County if it could host the map site or Bonnema Surveys Inc. could put it onto its site for a fee of \$50. MMRDC will assist in creation of the map and will charge a fee of \$20 per hour with no more than 30 hours. Schwantes referenced the November 28 meeting notes for more information (see copy attached to original minutes). Schwantes stated maintenance of

the site would be the responsibility of the EDC, BRE/R Committee or this task force could meet once a year. Discussion was held on how information could be collected for the map. **Franzwa** will clarify if there will be a cost for MMRDC to compile service provider maps for maintenance of the map in the future. The task force agreed the map site would be great to have, but it needs to be maintained.

IT WAS MOVED BY Dean Bouta, SECONDED BY Jim Millard, to accept Bonnema Surveys Inc. bid of \$3,997 to create the service providers map. MOTION CARRIED.

IT WAS MOVED BY Charles Oakes, SECONDED BY Dean Bouta, to accept Mid-Minnesota Regional Development Commission's bid of \$20 per hour with no more than 30 hours for the initial gathering of information from service providers needed for the map. MOTION CARRIED.

Dean Bouta stated another motion will need to be made at a future meeting if MMRDC will gather the information for maintenance of the map. **Franzwa** will contact Bonnema Surveys Inc. and MMRDC to let them know the task force accepted the bids. **Franzwa** will ask Bonnema Surveys Inc. if it will gather information needed for maintenance or if the task force will need MMRDC to collect the information again.

Get Broadband residential goals.

Training sessions. Franzwa distributed MMRDC Senior Surf program brochure (see copy attached to original minutes). Franzwa stated MMRDC would charge \$65 per hour to teach classes with the task force providing the location for the classes. Franzwa stated the Willmar Public Library has eight computers the task force could use two Fridays a month at no cost. Ridgewater College charges \$100 for use of its computer lab two Fridays a month. Franzwa stated LeAnne Freeman of the Willmar Area Senior Citizens Community Center had a similar program, Computers Made Easy, with college students teaching step-by-step in four class periods. Franzwa stated the college students teach the class for \$8.50 per hour and the Willmar Area Senior Citizens Community Center would provide a place to host the classes for free and also offer coffee and refreshments. Franzwa stated Computers Made Easy is worried about marketing and promoting the classes and has set some dates for January. Franzwa stated Washington Learning Center also offers 12 laptop computers in its lab with no cost. Franzwa went through the handout Computers Made Easy uses for its classes (see copy attached to original minutes). Franzwa suggested a fourth session be an overview of what was learned and time to answer questions the attendees may have. Bosch suggested the curriculum include teaching file systems, by showing attendees what can be put into a folder by using a concept of a file cabinet. Franzwa suggested the file system be taught in a couple of different places to reiterate it more than once. Discussion was held on questions that senior citizens may have or do on the computer unknowingly. Schwantes stated according to Freeman the students who taught the classes are patient with the senior citizens. Franzwa stated training sessions outside of Willmar could possibly be held at the New London school, and libraries in Lake Lillian and Raymond. Franzwa stated the task force would have to pay the students mileage and drive time for locations outside of Willmar. Bosch suggested a flat fee of \$10 be paid to the students for classes outside of Willmar. Franzwa stated Willmar Area Senior Citizens Community Center charges \$10 per session, which is made up of four classes. Schwantes stated seniors citizens are on a limited budget and the task force's goal is to have people at the sessions. Jim Millard suggested all the students teach consistently, for example, how to save with control S or use file, save. Jim Millard stated the task force needs to be aware of attendees' mobility issues and disabilities for the classes.

IT WAS MOVED BY Jay Bosch, SECONDED BY Jeff Roiland, to accept partnering with Computers Made Easy, paying \$8.50 per hour for classes held in Willmar and paying a determined fee for classes held outside of Willmar as determined by the Assistant Director, Kathy Schwantes. MOTION CARRIED.

Franzwa will confirm with the college students. Franzwa stated the task force will have three sessions per month, two in Willmar and one in other communities within Kandiyohi County.

Franzwa and Schwantes met with the EDC's Marketing and Public Relations Committee for ideas on how to market what broadband is and a logo. Franzwa stated a couple of ideas for marketing were using e-connect and local connect. Franzwa stated the task force would use the logo on all marketing materials and window clings. Franzwa showed the task force logos Betsy Bonnema developed (see copy attached to original minutes). Discussion was held on what logo to use and how it will work with the task force's goals.

IT WAS MOVED BY Dean Bouta, SECONDED BY Charles Oakes, to use Local-e-Connected as the logo. MOTION CARRIED.

Schwantes stated the final artwork for the logo will be sent to the task force for approval before using it in marketing material. Schwantes stated advertising deadlines have passed for the Chamber Advantage and Community Education Booklet. Schwantes stated other marketing efforts are the logo, window clings, posters, YMCA, statement stuffers for providers to put on bills or with bills to customers, newspaper ads and radio ads. Franzwa stated the YMCA will add the classes to its calendars and allow the task force to show a presentation to the Silver Sneakers program and the active senior organization. Schwantes stated an open mic session will be done the last week of January on KWLM 1340 AM radio. Schwantes suggested the task force have a task force member, website designer, instructor and a provider at the open mic session. **Bouta, Jim Millard and Charles Oakes** volunteered to speak at the open mic session. **Schwantes** will gather talking points for the group to use. Jim Millard stated the task force should make sure all questions are answered even if the information has to be researched after the open mic session and get back to the person who asked the question. Oakes suggested having task force members call into the station and ask questions to get excitement going about the program.

Residential work plan and time line. Schwantes went through the "Local-e-Connected" Residential Work Plan-Time Line (see copy attached to original minutes). Jim Millard suggested the technology task force do a donation to the Willmar Public Library for technology equipment. Bouta suggested the donation be revisited at the end of the *Get Broadband* program.

Review list of businesses with public access to the internet. Franzwa went through Connected Businesses list (see copy attached to original minutes). Schwantes stated the list was compiled after an email was sent out twice to all EDC boards and committee members for input on businesses that offer public access to internet. Schwantes stated the businesses on the list will receive one of the task force's window clings. Bosch suggested checking with each business on the list to make sure it would be okay to put their business on the electronic map.

***Get Broadband* business goals.**

Business website development work plan. Franzwa and Schwantes went through the work plan that was in the November 16, 2007 minutes (see copy on file).

Seminar presenters confirmed to date. Franzwa stated Cecil Meyer of Grand Cottages, John Soderholm of E-Markets, Gary Peterson of Maracom, Sue Danielson of Fabric Warehouse, Paul Witzel of Cloudnet and Jim Millard have been confirmed to speak at the seminars. Franzwa went through the agendas for the Local-e-Connected seminars (see copy attached to original minutes). Franzwa stated a basic PowerPoint presentation with the task force logo and information will be given to all presenters. Franzwa stated a moderator will be needed for the seminar. Jim Millard suggested the seminars mention more advanced features on e-commerce, and web compatibility issues, for example, Nova-Tech Engineering, LLC. Jim Millard suggested sharing information on global awareness to let attendees know there are other operating systems. Franzwa stated the goal is to create 20 new business websites and upgrade 20 existing business websites.

A sub task force consisting of Bosch, Bouta, Franzwa, Jim Millard and Schwantes will meet Fridays at 10:00 a.m to work on the seminars.

Review sample PowerPoint presentation material. Bouta went through the New Ulm presentations on Web Exploration 101 and 201 (see copy attached to original minutes).

Review Technical Support and Service Providers list. The task force reviewed the “Local-e-Connected” Service Providers and “Local-e-Connected” Technical Support - Website Designers lists (see copy attached to original minutes). Bennet Office Technologies will be added to the “Local-e-Connected” Technical Support - Website Designers list. **Franzwa** will split the list to consist of Computer Technical support and Website support. **Franzwa** will contact businesses on the lists to validate, confirm and get permission to have the business on the list.

Get Broadband budget. Schwantes reviewed the budget for the *Get Broadband* program with the task force (see copy attached to original minutes).

IT WAS MOVED BY Dean Bouta, SECONDED BY Jim Millard, to accept the Kandiyohi County and City of Willmar Economic Development Commission Budget for the *Get Broadband* program. MOTION CARRIED.

Schwantes suggested not waiting until all website grant applications are in to distribute the grants. Allison McGeary listed applications received so far. Bosch suggested a cutoff date for receiving the applications.

MINNWEST TECHNOLOGY CAMPUS (MWTC)—Schwantes stated the MWTC is working on a promotional campaign to a targeted market. Famous Davis is a new business located at the MWTC.

NEXT MEETING—The next regular committee meeting is **7:30 a.m., Thursday, January 3, 2008**, at the EDC Office.

ADJOURNMENT—There being no further business, meeting was adjourned at 9:25 a.m.