

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
BUSINESS RETENTION & EXPANSION/RECRUITMENT (BRE/R) COMMITTEE
MINUTES
February 1, 2006
Board Room, Heritage Bank, N.A., Willmar**

Present: Doug Dodge, Ron Erpelding, Les Nelson, Bob Mathiasen, Bruce Peterson, Diane Schulte and Jean Spaulding

Staff: Steven Renquist, Executive Director

Secretarial: Karen Carlson, Legal & Administrative Assistants, Inc. (LAA)

Co-Chairperson Ron Erpelding called the meeting to order at approximately 10:37 a.m.

MINUTES—

IT WAS MOVED BY Les Nelson, SECONDED BY Doug Dodge, to approve the minutes of the January 4, 2006 meeting. MOTION CARRIED.

UNFINISHED BUSINESS

2006 GOALS—See details on page three of these minutes. During the discussion of the goals, the committee noted they would like a presentation at the March meeting from the WorkForce Center on learning how to access and better utilize the Minnesota Job Bank website for professional job openings.

TASK FORCE REPORTS

AIRPORT BUSINESS—This task force will meet February 8, 2006. A report will be given at the March 1 meeting.

HEALTH INDUSTRY— Due to time limitations, a report will be given at the March 1 meeting.

TECHNOLOGY—Task Force Chair, Jean Spaulding reported on the January 11 Technology Task Force meeting. She voiced some concerns that not all technology leaders are represented on the task force at this time. She also recommended recruiting a technology leader to chair the task force meetings in the future. Several names were mentioned. **Spaulding** and **Renquist** agreed to work on recruiting additional task force members.

NEW BUSINESS

Development of New Industrial Park. Bruce Peterson reported on the development of the new industrial park and showed a preliminary design of the proposed development of the existing airport area. The plan has been broken down into phases. Initial plan for phase one includes the addition

of a north/south route and connections to that route. Part of State Highway 40 may be moved to the north should Jennie-O choose to add on to the north of their current corporate office location. The preliminary plan shows two alternate routes for County Road 5. The Kandiyohi County Engineering Department is hoping County Road 5 could be a higher-speed through-street directing north and westbound traffic around Willmar. Peterson walked the committee through the diagram and explained sizes of proposed lots and how the proposed locations of roads are to be determined. An engineering consulting group took these preliminary drawings and reduced the amount of street miles by 20% which will be a huge cost savings. Project budgets will determine when each phase of the project will move forward. Phase one will be funded through the addition of 1/2% sales tax and lot sales should assist in funding future phases.

Note: Before closing, the committee was asked to review the proposed tasks associated with each of the 2006 goals and give feedback via e-mail or phone calls **prior** to the March 1 meeting so these tasks do not take up the majority of next month's meeting time.

ADJOURNMENT—There being no further business, the meeting was adjourned at approximately 11:45 a.m.

NEXT MEETING—The next regular committee meeting is **10:30-11:30 a.m., Wednesday, March 1, 2006**, at the board room of Heritage Bank, N.A.

**Kandiyohi County and City of Willmar Economic Development Commission (EDC)
Joint Operations Board of Directors (OB)
Business Retention & Expansion/Recruitment (BRE/R) Committee**

MISSION STATEMENT

Business retention, expansion and recruitment.

PHILOSOPHY

We will cooperate extensively with GROW Minnesota, private economic development associations, the Willmar Area Multicultural Market and any other organizations who share our goals.

Within reason, we will provide for existing industries to expand the same incentives provided to recruited industries.

2006 GOALS

1. Identify funding mechanisms to hire consultants, etc., and seed capital sources.
 - a. Research what is required to set up an investment fund group with legal and financial input (lawyers, accountants and bankers).
 - b. Visit with the Willmar Area Development Corporation (WADC) officers.
 - c. If the WADC is willing, have them assist in identifying local and regional individuals to invite to an informational meeting.
 - d. Hold the meeting. (If feasible, have the WADC host this meeting.)
 - e. Identify an organization or several individuals to take the leadership role in working with the group.

2. Identify/organize regional venture capitalists/angels.
 - a. Invite venture capitalist organizer from the St. Cloud area to present at a BRE/R meeting.
 - b. Determine the potential for venture capitalist involvement in the west central Minnesota area.

3. Continue to assist in development of Willmar's new industrial park.
 - a. Support city of Willmar's efforts in industrial park development.
 - b. Receive regular updates on the industrial park development.

4. Develop system to promote professional job openings region wide.
 - a. Further study of the current Minnesota Department of Employment and Economic Development's (DEED) system and its potential for promoting professional job postings.
 - b. Facilitate greater publicity of the DEED professional job postings system.
 - c. Continually update the committee and task forces about the activities of the Bring Them Back Home Task Force.
 - d. Involve adjoining counties in the professional job openings promotional effort.
 - e. Consider creating or using an offline private professional job sharing system.

5. Assist with marketing and promotion of MinnWest Technology Campus.
 - a. Involve WADC in the process.
 - b. Use Enterprise Network System (ENS) Analysis to identify types of industries to pursue.
 - c. Assist in identifying types of businesses to target for location on the campus.
 - d. Assist in creation of a marketing initiative with the EDC's Marketing & Public Relations Committee.
 - e. Assist in solicitation of prospective businesses relocation.

6. Continue efforts of BRE/R task forces (Airport Business, Health Industry and Technology) and other EDCOB committees. It is understood that these task forces will rely heavily on input from both the EDC Director and Assistant Director to assist in steering all efforts in similar directions with like goals in mind.
 - a. Seek task force input in identifying prospective companies for relocation to Kandiyohi County.
 - b. Continue task force meetings as needed.

7. Continue cooperative efforts and promotion of skills and resources, such as Grow Minnesota, Willmar Lakes Area Chamber of Commerce, Ridgewater College, WADC, SCORE and Small Business Development Center.
 - a. Regularly inform and invite involvement of various economic development organizations.

8. Invite development of a broader-based business visit system.
 - a. Invite Grow Minnesota representative to the BRE/R meeting for update on their business visit system.
 - b. Identify gaps in service in the current system of visits to individuals and businesses.
 - c. Set up a system to close these gaps.
 - d. Assess techniques of conducting business visits.
 - f. Consider three or four targeted group dialogue luncheons in 2006, bringing businesses in like industries together for group interviews and feedback.

9. Celebrate extended successes of existing businesses.
 - a. Assist in conducting the business celebration and recognition event the second Thursday in May.
 - b. Participate in manufacturer's week in October.