

**KANDIYOHI COUNTY AND CITY OF WILLMAR ECONOMIC DEVELOPMENT COMMISSION (EDC)
JOINT OPERATIONS BOARD OF DIRECTORS (OB)
BUSINESS RETENTION & EXPANSION/RECRUITMENT (BRE/R) COMMITTEE
TECHNOLOGY ADVISORY COMMITTEE
MINUTES
March 5, 2010
EDC Office, Willmar**

Present: Dean Bouta, Jeff Roiland and Jeff Tengwall
Excused: Kathy Dillon
Staff: Jean Spaulding, Assistant Director
Secretarial: Ruth Koenen, Legal & Administrative Assistants, Inc. (LAA)

Jean Spaulding called the meeting to order at approximately 7:32 a.m.

MINUTES

IT WAS MOVED BY Dean Bouta, SECONDED BY Jeff Tengwall, to approve the December 4, 2009 meeting minutes as e-mailed. MOTION CARRIED.

UNFINISHED BUSINESS

Mission/members/2010 goals. Spaulding informed the committee about the need to adopt goals for 2010 and distributed the 2010-2011 goals adopted by the EDC's boards to review. The committee reviewed the goals from 2009. Last year, the Technology Advisory Committee used approximately \$8,000 of the \$11,000 that was budgeted for the BRE/R Committee. A majority of the BRE/R Committee's 2010 budget will go towards marketing the Willmar Airport. It is estimated that approximately \$5,000 will be available, if there is a project to work on. The committee decided that goals 2 and 3 have been accomplished.

Blandin Grant update. Spaulding reported that Blandin's Broadband Stimulus Grant application in 2009 was not funded. They wrote a new grant for 2010, again asking for demonstration communities. The grant was written towards improving a community's current systems. Blandin notified the EDC that there is a good chance this grant may go through. Willmar agreed to be a demonstration community. The grant is for approximately \$160,000 with a requirement for local in-kind contribution, which can include in-kind services. Discussion occurred as to what and how to determine a project plus getting different entities to agree on what needs to take place. The committee decided its first goal is to keep track of the Blandin Grant to see what takes place. At that time, the committee's goals can be expanded, if needed.

Cellular phone coverage. Discussion took place on the recent article in the *West Central Tribune* on Verizon/Midwest/Alltel cellular phone coverage. Consensus was that because of competition overall, cell phone coverage in this area will be better than average. Until all the details with mergers and territories are finalized, it is an educated guess.

Marketing via social media. Discussion occurred on whether seminars for social media in Kandiyohi County were needed and/or wanted. General consensus was, for the most part, it is not needed. At one time there may have been an interest, but social media marketing has been getting a lot of exposure, and now it seems individuals need to decide if it makes sense for their business.

NEW BUSINESS

Website discussion. Spaulding asked the committee for input in the technology area of the EDC's new website. Discussion topics and potential wording were offered. **Spaulding** took the suggestions and will work with them.

There being no further business, the meeting was adjourned at approximately 8:50 a.m.

NEXT MEETING—The next regular committee meeting is **7:30-9:00 a.m., Friday, June 4, 2010** at the EDC office.