

# Minutes

Strategic Planning Meeting  
Friday, March 26, 2004  
1:00 p.m.

Tamarac Room, Holiday Inn, Detroit Lakes, MN

<b>Meeting called by:</b>	Mike Metelak
<b>Type of meeting:</b>	Special Meeting - Strategic Planning Meeting
<b>Attendees:</b>	Bob Bristlin, Harry Salminen, Gerald Schram, Paul Joyce, Mike Metelak, Terry Johnson, Dan Aune; Others present: Jon Thomsen, Lana Fralich, Stan Thurlow, Liz Anderson (Shooting Star Casino), Abbey Anderson (Lake Park EDA), Nathan Bowe (DL Newspaper), Kelcie Klemm (City of Frazee), Vern Van Orum (Becker County Resident), Brian Berg (Becker County Administrator), and Joe Egge (Facilitator)
<b>Board Members Absent:</b>	None

## Agenda topics

- 1) **Call Strategic Planning Meeting to Order at 1:00 p.m.**
- 2) **Approval of Agenda: Motion and Second** to approve agenda as presented (Salminen, Joyce), carried.
- 3) **Overview of Economic Development Activities (pamphlet by Joe Egge)**
  - a) Review of various types of economic development activity for broad understanding of what falls under economic development efforts. Discussion followed on a shared plan, a Shared Belief, and a shared goal. Discussion of the Chamber of Commerce versus an Economic Development. Reviewed and discussed the "Community Development" Chart. Reviewed differences of a 501(c)3, a 501(c)4, a 501(c)6, EDA's, and For Profit organizations.
- 4) **Overview of Meeker County Development Corporate Structure**
  - a) Review of Staffing: Overview of staffing responsibilities.
    - i) 15% Housing focused activity and resources required
    - ii) 70% Industrial focused activity and resources required
    - iii) 15% Other focused activity and resources required

The above is a review of Joe Egge's time with economic development. Per Joe, other activities include research, lobbying, consulting with cities, reporting, and politics. His assistant spends 60% of her time on housing focused activity and resources, 35% on industrial focused activity and resources, and 5% on other focused activities and resources.



## 5) Financial overview of Meeker County Development Corp (MCDC)

- a) Review of income generated from MCDC versus relying on Meeker County for funding and which asset areas or programs can be income generating to sustain MCDC. Discussion followed. Programs include IRP of about \$2 million with was raised locally, through USDA, and MN Investment Fund. Meeker Co also has a \$2 million revolving loan fund. Other programs discussed include DEED, MCCF, and the Initiative Foundation.

## 6) Overview of Becker County EDA Structure

- a) Staff presented a history overview of HRA merged into Becker County EDA
- b) Review of Staffing: Overview of staffing responsibilities
  - i) 81% Housing focused activity and resources required
  - ii) 19% Industrial focused activity and resources required
  - iii) 0% Other focused activity and resources required

## 7) Financial Overview of Becker County EDA

- a) Reviewed current housing program activities by category
- b) Reviewed Housing Outline previously drafted
- c) Reviewed EDA operating budget and Becker County EDA levy financial support

Discussion followed. Joe Egge presented a housing cash flow as an example.

## 8) Overview of Activities of an Effective Economic Development Director (Non-Housing)

- a) Strategically align with other county community EDA's:
  - i) Act as a "primary resource" for Frazee, Audubon, Lake Park, etc.
- b) Facilitator for existing businesses in the county:
  - i) Contact existing non-retail businesses conducting a "needs assessment"
- c) Primary resource for utilization of available programs:
  - i) SCORE (Service Core of Retired Executives)
  - ii) Minnesota Technology consultants and programs
  - iii) SBIR funding and other business expansion funds available (SBA, etc.)
  - iv) Local seminar planning for existing businesses
  - v) Other programs (JOBZ, etc.)
- d) Strategically align with other county development agencies (DLDA, MMCDC, etc.) as well as Regional Chamber of Commerce
- e) Solicit new business location into Becker County
  - i) Attend Tri-State Manufacturers and MinKota Manufacturers Association meetings to network and solicit new business. Discussion followed regarding 80% should be for growing your existing businesses and 20% time spent for outside businesses. Brian Berg entered the meeting.
- f) Promotional activities
  - i) Attend civic organizations, member of Rotary, Kiwanis, etc., and find local prospectors.



- g) Other Community Development activities
  - i) Homework – need to have homework done and be the “one stop shop”. Need to know demographics, inventories of what is available, developed network of people and funding sources, and have the research completed.
  - ii) Business Retention and Expansion
  - iii) Marketing
  - iv) Housing

Discussion followed. Joe Egge presented questions in regards to tax abatements, business subsidy policy, technical support, business incubators, business expansions, and what the “worth” is to the County. Joe Egge presented an example of the economic impact for bringing in a company or stopping current traffic to spend ½ day in the community.

**9) Preliminary discussion of a Model EDA Structure for Becker County**

No discussion was made on this agenda item due to lack of time.

**10) Proposed Mid-April Meeting Objectives**

- a) Tentatively arranged for Ben Winchester, Center for Small Towns organization located at the U of MN Morris campus, to present economic demographic and housing data to us. This data will also compare Becker County to comparable counties in Minnesota. There is no charge for Ben’s services.
- b) Ben Winchester will contact Pat Conroy, former Executive Director of West Central Initiative Fund (Fergus Falls) to facilitate this meeting, or Joe Egge will be asked to facilitate. **Motion and Second** to keep Joe Egge as the facilitator at the April 29<sup>th</sup>, 2004 meeting (Salminen, Johnson), carried. The Meeting on April 29<sup>th</sup> will be set up the same as this meeting.
- c) The goal of the April 29th meeting is to arrive at a consensus for Becker County EDA in terms of establishing a Vision Statement, Goals, and Objectives:
  - (1) Review economic development data for Becker County as compared to other similar counties in Minnesota
  - (2) Develop a Vision Statement, Goals, and Objectives

11) **Adjourn: Motion and Second** to adjourn the meeting (Johnson, Joyce), carried.

ATTEST:

Respectfully submitted:  
/s/ Jon Thomsen  
 Acting Housing Director

/s/ Mike Metelak

EDA Board Vice President

