Upper Minnesota Valley
REGIONAL DEVELOPMENT COMMISSION
Helping Communities Prosper
323 W. Schlieman Ave. Appleton, MN 56208 320.289.1981 www.umvrdc.org

BOARD MEETING AGENDA
May 28, 2013 - 6:30 PM

Introductions
Approve Agenda/Additions

1. **Consent Agenda Items**
   a. Approve Minutes from April 2013
   b. Approve Treasurer's Report and List of Bills
   c. FY13 Fund Balance Revision #2 and Resolution

NOTE: All items listed under consent agenda will be enacted by one motion. There will be no separate discussion of these items unless desired by a Commission member. That item would then be removed from the consent agenda list and considered separately.

Citizen Comments

Round Robin: Please share any recent actions, discussions or issues from your council or board

Staff Presentation: Kristi Fernholz

2. **Information Items**
   a. Planner Update
   b. Executive Director Update
   c. Southwest Initiative Foundation Grant
   d. RDC Board Membership

3. **Action Items**
   a. Loan Advisory Board Recommendations – May meeting

4. **Discussion Items**
   a. BHAG Committee Update
   b. CEDs Presentation

Adjourn
Next Meeting Date: June 25, 2013

RDC BOARD MINUTES

Upper Minnesota Valley Regional Development Commission
Appleton Civic Center - Appleton, MN
April 23, 2013

Board Members Present:	Bruce Swigerd, Juanita Lauritsen, Gary Hendrickx, Jim Schmaedeka, Gary Johnson, Jim Dahlvang, Brett Buer, Rusty Dimberg, Mark Bourne, Brent Olson, Jeff Olson, Scott Peterson, Warren Rau, Debra Lee Fader
Board Members Absent:	Graylen Carlson, Heather Giese, Kathi Thymian, Vicki Oakes, Scott Rixe
Staff Present:	Dawn Hegland, Jacki Anderson, Jenifer Fadness, Kristi Fernholz and Jackie Sigdahl
Guests:	Nicole Zempel, Granite Falls Chamber; Forrest Peterson, Pollution Control Agency; and Ted Suss, National Blueway

Call to Order

Chairman Hendrickx called the meeting to order at 6:30 p.m.

Introductions

Introductions were made.

Approve Agenda/Additions

M/S/P – Brent Olson, Bruce Swigerd made motion to approve the agenda as presented.

1. Consent Agenda Items

a. Approve Minutes from March 2013
b. Approve Treasurer's Report and List of Bills
c. EDA Disaster Relief RLF Grant Award
d. Hazard Mitigation Contracts
e. Hazard Mitigation Hedgehog Application

M/S/P – Jeff Olson, Mark Bourne made motion to accept and approve the Consent Agenda Items as follows: minutes of the March meeting; approval of the March Treasurer's Report showing current revenue of $18,397 and current expenses of $55,579 along with the check listing as presented; authorize the Executive Director's signature on the EDA 2011 Disaster Relief Revolving Loan Fund grant award; authorization of the Chairman's and/or Executive Director's signature on the hazard mitigation contracts for Big Stone, Chippewa and Yellow Medicine Counties; approval of the Hedgehog Applications for Big Stone, Chippewa and Yellow Medicine Counties. Abstaining on the last action item were County Commissioners Brent Olson, Jim Dahlvang and Gary Johnson.

ROUND ROBIN DISCUSSION:

- *Gary Hendrickx, Swift County*: The new auditor has been hired and the former deputy auditor has become the Payroll HR Specialist. The county has upped the gopher bounty by $1.00. The potential contract for the prison is currently on hold and is not moving forward due to sequestration.
- *Brent, Big Stone County*: Ridgewater College will be having six ½ day sessions on "Management Training" in Ortonville, all the county department heads will be attending.
- *Gary Johnson, Yellow Medicine County*: 360 coyotes were shot this season. An offer was made to an applicant for the County Administrator position.
- *Rusty, Big Stone County Townships*: Thank you to the RDC for coming to the township meeting.
- *Brett, Dawson/Boyd Schools*: The elementary principal is retiring after this school year along with two teachers. The Ag. Department has received a $5000 donation by local farmers.
- *James, Chippewa County Townships*: passed
- *Jim, Chippewa County*: All county board members received I-pads. Suggestion was made to condense the size of the monthly packets, when possible.
- *Bruce, Prairie Five CAC, Inc*.: Prairie Five continues to have program funding worries.
- *Mark, LQP County Townships*: passed
- *Jeff, LQP County Municipalities*: passed
- *Scott, YM County Municipalities*: passed
- *Juanita, Workforce Council:* Continue to work with former staff from AMPI – hoping to extend the program for continued support.
- *Warren, Swift County Townships*: passed
- *Debra Lee, Chippewa County Municipalities:* In the process of gathering support for Phase III of the levy project.

Staff presentation:
Staff presentation was done by Jackie Sigdahl. She explained the variety of projects she works on in her role as Administrative Assistant and how she assists the planners.

2. <u>Information Items</u>

a. Planner Update - no questions/comments
b. Executive Director Update – no questions/comments
c. Community Development Committee BHAG update – no questions/comments
d. CEDS Update - no questions/comments

3. <u>Action Items</u>

a. RLF – April Meeting

M/S/P – Brent Olson, Jeff Olson made motion to approve a loan to C&L Powder Coat for $57,500 out of the original RLF at 2.9% over 10 years for the purchase of a new oven with a PMSI filing as collateral on the equipment.

M/S/P – Jim Dahlvang, Mark Bourne made motion to approve a $100,000 loan to Northern Grain out of the 2011 Disaster Response RLF at 2.9% over 5 years for working capital,

equipment and inventory to help with the expansion of their steel building and construction business with a third position UCC behind Citizens Alliance Bank.

M/S/P – Rusty Dimberg, Warren Rau made motion to approve interest-only payments for the Meat Center beginning May 2013 through October 2013 with regular payments resuming in November 2013.

M/S/P – Juanita Lauritsen, Rusty Dimberg made motion for approval of subordination agreements for Bremer Bank in the amounts of $875,000 and $200,000 for Kay's Processing.

b. UMVRDC Appointment to the RLF board

Gary Johnson was unanimously appointed as the new UMVRDC representative to the RLF Advisory Board beginning May 2013 for the remainder of the FY2013.

c. MN River Watershed Blueway Letter of Support

M/S/P – Bruce Swigerd, Jim Dahlvang made motion for approval of a letter of support for the Minnesota River Watershed National Blueway System Designation.

4. <u>Discussion Items</u>

a. BHAG Recap – Marketing Committee

James Schmaedeka recapped their committee meeting from earlier this evening. They reviewed the FY13 accomplishments, discussed future projects, talked about the monthly E-blasts, the quarterly newsletter design, reviewed the annual report, and did some brainstorming for FY14. Discussed how to handle emails and future press releases on ways to encourage more website visits, especially from local media.

National Blueways Presentation

A presentation was made on the National Blueway System to generate support for this proposal. This would designate the Minnesota River as a National Blueway and would tie the watershed alliances together. This is an economic development activity under one umbrella which includes the US Fish & Wildlife, DNR and the MN Watershed Alliance. The National Byway would allow five rivers for five years to become involved in the program.

<u>Adjournment</u>

A motion by Juanita Lauritsen, Bruce Swigerd for adjournment was made at 7:35pm.

APPROVED BY:	PREPARED BY:
_____	_____
Gary Hendrickx	Jackie Sigdahl
RDC Chairman	RDC Administrative Assistant

#1b

ACTION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Arlene Tilbury
Financial Officer

DATE: May 28, 2013

RE: Treasurer's Report – April 2013
April 2013 Check Listing

Attached is the treasurer's report for April 2013. On the bottom of the revenue report (page 2) I have added the current and year to date pass-thru revenue that is not included on the itemized revenue report. Pass-through items include things like payments to grants recipients; Meander and Tourism ads and special activities; Byway projects. At the end the disbursement report (page 3) are the agency balances for the following accounts: general checking, money market, revolving loan fund, agency auto and equipment fund. Also enclosed is the check listing that lists all checks cut for the month of April 2013.

ACTION REQUESTED:
For the Commission to approve the attached UMVRDC April 2013 Treasurer's Report and also the April 2013 check listing (check #17606 through 17641) as presented.

Enc.

April-13								#1b
UPPER MN VALLEY REGIONAL DEVELOPMENT COMMISSION								
REVENUE & EXPENSE REPORT								
								Page 2
		FY13		**Current**		YR-To-DT		
REVENUES		**Budget**						
Agency Revenues								
Agency Revenues								
Interest		4,800		108		2,428		51%
Levy		266,000				126,619		48%
Miscellaneous		2,000		300		2,121		106%
Certificate of Indebtedness		-				-		0%
Contracts & Reserve		14,500				-		0%
Economic Development/EDA								
EDA Planning Grant		64,628				48,471		75%
WesMN RLF Admin		34,000				17,692		52%
Technical Assistance								
Swift Co Solid Waste (FY12 HH 3,500)		3,500				-		0%
Milan Comp Plan Update (FY12 HH 4,850)		4,850				-		0%
Safe Routes for Schools		56,000				17,384		31%
Hazard Mitigation Apps BS/YM/Chipp		1,500				500		
PC's for schools		960				-		0%
Small Cities Web Development						-		
City of Maynard		180				180		0%
Blandin Marketing		4,827				5,875		0%
Grant Writing								
Granite Falls SCDP		4,600				4,600		100%
Ortonville SCDP (FY13 HH 3,000)		3,000				1,000		33%
Benson SCDP		7,800				7,800		0%
Granite Falls EDA App (FY12 HH 4,000)		4,000				4,000		100%
RLF Application		5,000				5,000		100%
Grants Admin/Management								
New SCDP Grant		**1,000**				-		0%
Granite Falls Overall Admin		30,000				8,033		27%
Granite Falls EDA Grant		5,000				-		
SCDP Appleton		11,405				13,523		119%
Dawson EDA Grant		12,000				134		1%
SCDP - Benson #2		5,000				-		0%
Transportation/MN DOT								0%
Planning Grant		50,000				45,000		90%
Forecast Public Arts		500				500		100%
Prairie Waters		69,690		300		51,944		75%
Byway Corridor Management Plan		27,400				11,657		43%
Art Crawl		45,000		7,300		52,590		117%
Total Revenue		739,140		8,008		427,052		58%
Pass-Thru Revenue (not included above)				123,599		759,376		

April-13	FY13 Budget	Current	YR-To-DT	
DISBURSEMENTS				
Salaries/Fringe	533,829	46,198	444,740	83%
Commissioner's Expense				
Per Diem/FICA	10,000	1,130	7,912	79%
Meeting Expense	3,000	622	1,045	35%
Public Officials Ins.	4,500		4,203	93%
Travel C&C	7,500	735	5,065	68%
Training	7,000	(201)	-	0%
Audit	11,500		11,418	99%
Computer Technical Assistance	8,000	441	5,467	68%
Contract for Services/Comm Dev	2,500		6,000	240%
Copy Charge/Xerox Lease	7,500	(46)	6,080	81%
Depreciation	11,000	1,748	9,295	85%
Dues	3,500		82	2%
Insurance	1,050		1,220	116%
Intern	3,750		3,741	100%
Legal Fees	1,000		-	0%
Miscellaneous/Employee Morale	4,000	75	1,766	44%
Office Rent	12,210	1,017	11,183	92%
Postage	6,000	315	4,936	82%
Printing/Advertising	5,000		3,087	62%
RDC Marketing Items	2,000		-	0%
Registration/Training	10,000	529	5,756	58%
Repairs/Maintenance	2,000	58	968	48%
Software/GMS Maintenance-Updates	5,000	64	2,538	51%
Sub./Publications	2,000	125	1,679	84%
Supplies	6,000	255	3,416	57%
Telephone/Internet	3,700	292	3,471	94%
Travel/Staff	20,000	2,496	16,222	81%
Art Crawl	28,500		9,494	33%
Web Hosting/Maintenance	1,500		642	43%
Tourism Trade Shows/Ads	15,000	3,018	15,439	103%
RLF Fees		330	330	0%
TOTAL	738,539	59,200	587,196	80%
Revenue over (under) expense	601	(51,192)	(160,144)	

General Checking	25,954	FY13 Hedge Hog Grants	20,000
Money Market	371,816	City of Ortonville	(3,000)
Certificate of Deposit	150,000	Dawson Strategic Planning	(650)
RLF Savings	142,109	Yellow Medicine Hazard Mitigation	(5,000)
Agency Auto	29,483	Chippewa Hazard Mitigation	(5,000)
Equipment Fund	21,468	Big Stone Hazard Hitigation	(5,000)
		Balance	1,350

UMVRDC Secretary/Treasurer **UMVRDC Executive Director**

APRIL 2013 CHECK LISTING

Check#	Check Date	Vendor Name	Check Amount	Description
17606	03/26/2013	Bourne, Mark L	76.68	Commissioner Expense Reimbursement
17607	03/26/2013	Buer, Brett T.	82.33	Commissioner Expense Reimbursement
17608	03/26/2013	Dahlvang, Jim	172.02	Commissioner Expense Reimbursement
17609	03/26/2013	Fader, Debra Lee	80.07	Commissioner Expense Reimbursement
17610	03/26/2013	Johnson, Gary L.	143.20	Commissioner Expense Reimbursement
17611	03/26/2013	Olson, Jeff	73.29	Commissioner Expense Reimbursement
17612	03/26/2013	Peterson, Scott	87.98	Commissioner Expense Reimbursement
17613	03/13/2013	Rau, Warren	121.73	Commissioner Expense Reimbursement
17614	03/13/2013	Swigerd, Bruce	71.60	Commissioner Expense Reimbursement
17615	04/12/2013	The Appleton Press	121.81	MADO Card Paper, Supplies
17616	04/12/2013	CDW Government Inc	241.93	24 GB Kingston Memory
17617	04/12/2013	CITY OF APPLETON	1,016.67	Rent - May
17618	04/12/2013	CHIPPEWA COUNTY AUDITOR/TREASUF	439.70	Dental Insurance - April
17619	04/12/2013	Dana F. Cole & Company LLP	27.00	Flex Fee - April
17620	04/12/2013	DONS FOOD PRIDE	98.45	Supplies, BHAG meal
17621	04/12/2013	Eric Bergeland Consulting	120.00	Meander Web Hosting
17622	04/12/2013	Eugene Schwitters	49.72	RLF Board Travel Reimbursement
17623	04/12/2013	F & M BANK	310.00	ACH Fee 2012
17624	04/12/2013	Federated Telephone	480.00	Spam Blocker, Maintenance
17625	04/12/2013	Grants Management Systems, Inc.	25.00	GMS Mainteance
17626	04/12/2013	Joe Fox	11.30	RLF Board Travel Reimbursement
17627	04/12/2013	Louis Sherlin	58.76	RLF Board Travel Reimbursement
17628	04/12/2013	Mediacom LLC	222.58	Telephone, Prairie Waters Telephone
17629	04/12/2013	Minnesota Secretary of State	75.00	UCC Annual Subscription
17630	04/12/2013	NCPERS Minnesota	32.00	Health Insurance - March
17631	04/12/2013	Nortec Communications Inc.	57.50	Repairs/Maintenance
17632	04/12/2013	Region Nine RDC	12.03	Executive Director's Lunch
17633	04/12/2013	Ruth Keller	75.00	Office Cleaning
17634	04/12/2013	Paul Wilson	39.55	RLF Board Travel Reimbursement
17635	04/12/2013	Terry Overlander	23.73	RLF Board Travel Reimbursement
17636	04/12/2013	Walter W. Wulff	38.42	RLF Board Travel Reimbursement
17637	04/24/2013	Bird Watcher's Digest	735.25	Prairie Waters Advertising
17638	04/24/2013	Chase Card Services	1,543.55	Survey Monkey subscription, Staff Travel, Supplies, Postage
			236.35	Staff Travel
			8.50	Staff Travel
			1,826.70	Prairie Waters Advertising, Staff Travel, Training
			420.45	Postage, Staff Travel
			381.00	Agency Auto
17639	04/24/2013	Midwest Living	630.00	Prairie Waters Advertising
17640	04/24/2013	Minnesota Counties Intergovernmental Trust	160.00	Managing the Human Resource Training
17641	04/24/2013	Southwest Initiative Foundation	100.00	Nonprofit Leader's Academy Training - Jacki A

APRIL 2013 CHECK LISTING

Kathi Thymian, UMVRDC Secretary/Treasurer

Dawn Hegland, Executive Director

Gray highlights are pass-thru expenses

#1c

TO: Upper MN Valley RDC Commissioners

FROM: Arlene Tilbury
Financial Officer

DATE: May 28, 2013

RE: FY13 Fund Balance Schedule Revision #2
FY13 Fund Balance Resolution

According to the Governmental Accounting Standards Board (GASB) Statement #54, at the end of each fiscal year we need to revise the fund balance schedule and resolution to reflect any changes that have occurred during the year that affects the schedule. At the July 2012 RDC meeting the FY13 Fund Balance Schedule was adopted by resolution. During the year we closed the Browns Valley and Blandin savings accounts as both projects are completed and all of the money has been spent so these accounts were removed from both documents. The other changes in the resolution are just some terminology corrections.

Please review the revised fund balance designation schedule and resolution.

ACTION REQUESTED:
For the Commission to approve the attached revised UMVRDC FY13 Fund Balance Designation Schedule and Resolution dated 05-28-2013.

Upper MN Valley Regional Development Commission
FY13 Revision #2
FUND BALANCE DESIGNATION SCHEDULE
5/28/2013

Proposed FY 13 Designation	FY13 Revision #2
Non-Spendable	**Non-Spendable**
Inventory	Inventory
Prepaids	Prepaids
Restricted	**Restricted**
Revolving Loan Fund - (for relending)	Revolving Loan Fund - (for relending)
Browns Valley Savings	
Scenic Byway Savings	Scenic Byway Savings
Blandin Accounts	
Committed	**Committed**
* Sick Leave Designation	Sick Leave Designation
** Vacation Designation	Vacation Designation
Unemployment Designation ($10,000)	Unemployment Designation ($10,000)
Medical Reimbursement Allocation ($12,000)	Medical Reimbursement Allocation ($12,000)
Flex Account	Flex Account
Assigned	**Assigned**
Agency Auto Fund	Agency Auto Fund
Equipment Replacement Fund	Equipment Replacement Fund
Between Tax Settlements ($100,000)	Between Tax Settlements ($100,000)
Unassigned	**Unassigned**
Fund Balance	Fund Balance

Gary Hendrickx
UMVRDC Chairman - Date

Dawn Hegland
UMVRDC Executive Director - Date

The sick leave fund will be adjusted at the end of the year by taking the applicable rate of the year end accrual listed in the year to date cost allocation report.
The annual leave fund will be adjusted at the end of the year by the amount listed in the year to date cost allocation report.

RESOLUTION
for FY13 Fund Balance
Governmental Accounting Standards Board (GASB) 54 Regulations
May 28, 2013

WHEREAS, the Governmental Accounting Standards Board (GASB) has implemented GASB 54 to establish a new fund balance classification system; and

WHEREAS, the Upper Minnesota Valley Regional Development Commission (UMVRDC) needs to provide a reserve enabling the UMVRDC to deal with unforeseen budget expenditures and revenue shortfalls; and

WHEREAS, the UMVRDC needs to establish a process for designating funds; and

WHEREAS, the following categories will be used in classifying funds according to the definitions;

A. **Non-spendable Fund Balance** – including but not limited to: Prepaid Expenses, Postage, Accrued Interest Receivable, Taxes Receivable, Inventory, Fixed Assets; and
B. **Restricted Fund Balance –** represents amounts that can be spent for only the specific purposes stipulated by constitution, external resource providers, or through enabling legislation such as Revolving Loan Fund (RLF) amount for relending; ~~Browns Valley Savings Account; Blandin Savings~~; Byway Savings. Any change in use requires formal action by the resource provider; and
C. **Committed Fund Balance –** represents amounts committed for specific purposes determined by the UMVRDC Board. It requires formal action by the UMVRDC Board to remove or change the constraints placed on these resources. Including but not limited to: ~~Designation~~ Committed for vacation; sick; unemployment; medical reimbursement ~~plan~~ allocation; ~~health reimbursement account~~; flex account; and
D. **Assigned Fund Balance –** represents amounts assigned by the UMVRDC for a specific purpose determined by the UMVRDC Board. Including but not limited to: between tax settlement; agency auto fund; equipment replacement fund; and
E. **Unassigned Fund Balance –** represents resources available to meet current and future years' expenditures – general fund balance; and

BE IT RESOLVED, that the UMVRDC Board will assign fund balances as needed. Requested changes in assignments must be presented to the UMVRDC Board prior to any change in the designation of funds; and

ALSO, BE IT RESOLVED, that the following order for resource use will be followed: restricted funds, committed funds, assigned funds and unassigned funds; and

ALSO, BE IT RESOLVED, that the UMVRDC Board will conduct an annual review of the sufficiency of the above listed designations.

_____ _____
Chairman (UMVRDC) Date

ATTEST: _____ _____
Executive Director (UMVRDC) Date

INFORMATION MEMO

TO: UMVRDC Commissioners

FROM: Jacki Anderson, Kristi Fernholz, Arlene Tilbury, Katie Kellner, Jenifer Fadness & Lindsey Knutson

DATE: May 28, 2013

RE: **Planner Update**

In an effort to update the Commission on projects, staff has prepared the following brief summary of current projects.

Hedgehog Grants:

FY13 Hedgehog Funds Available:		$16,350
Funds Awarded		
Ortonville SCDP	8/28/12	$ 3,000
Dawson Strategic Planning	3/26/13	$ 650

Contracts

Small Cities Development Program (SCDP) Applications – Jacki, Kristi
Grant awards are anticipated to be announced in May. Ortonville and Benson have submitted applications for grant funds to rehabilitate owner occupied, rental and commercial properties.

Dawson EDA Grant – Katie, Arlene
The City of Dawson has chosen Bolton & Menk, Inc. for engineering services for their Industrial Site project.

Granite Falls EDA Grant – Katie, Arlene
The City of Granite Falls has submitted plans and specifications for the lift station to EDA for their review.

Milan Comprehensive Plan update - Kristi
Kristi met with the Micronesian community on April 28th to get feedback for the Comprehensive Plan update.

Dawson Strategic Planning – Kristi, Dawn
A written work plan was created for the city of Dawson. This work plan contains seven action steps as well as denotes who will champion each step. The work plan also outlines the planning process and gives resources to help each action step become a reality.

Program Updates

Meander – Kristi
The Meander brochure is completed. Granite Falls Advocate Tribune received the bid this year. Copies will be printed by June 1st. This is the 10th year of Meander.

We have started working on ads, and will continue to do so over the summer.

Hazard Mitigation – Jacki, Kristi, Lindsey
The final application was submitted on 5/14/13 with statements of interest from each of the cities in the participating counties. Staff anticipate that a funding decision will be made sometime this summer. If funding is awarded plan updates would begin this fall.

Updated plans are due to HSEM by the following dates:

Big Stone	10/14/2015
Chippewa	8/30/2015
Lac qui Parle	6/23/2016
Swift	3/12/2017
Yellow Medicine	9/3/2015
USC	8/2/2015

Revolving Loan Fund – Jacki
Staff are working on completing final EDA award information to finish processing our new RLF fund. It's anticipated that the new funds will be available in June however each new loan will need go to EDA for approval and release of funds.

2010 CENSUS Profiles – Lindsey, Kristi, Jacki
Staff is finalizing the city profiles that will be distributed in May. All county Community Profiles are complete and are available on the UMVRDC website.

Comprehensive Economic Development Strategy (CEDS) – Jacki, Dawn, Kristi, Lindsey
The draft CEDS is available on the UMVRDC's website and will be open for comment through June 16th, 2013. The CEDS Strategy Committee will be meeting on June 4th to finalize recommendations for the plan to be presented at the UMVRDC board meeting on June 25th. The final document will need to be submitted to EDA by June 30th, 2013.

Minnesota River Valley National Scenic Byway - Kristi
The Byway has been participating in the Transportation Alternatives Program input to see how the byway program will evolve. Funding will become very limited for projects the byway typically requested.

A new visitors guide is in the works and should be available in June.

Prairie Waters Regional Tourism – Jenifer, Kristi
We held a board meeting on Wed., May 15, where we discussed details of the 2013 Annual Gathering. We picked a location and date. Please mark this date on your calendar: Wednesday, July 17th, at the Watson Hunting Camp. The start time has not yet been decided, but will be around 5:30 or 6:00 p.m. We will share more details as they become available.

Work on the New Visitors Guide continues. The new guides were scheduled to be printed and ready for distribution by Memorial Day, but due to some delays in ad sales and production, they will be 1-2 weeks late.

Rural Arts and Culture Summit – Kristi
The Rural Arts and Culture Summit filled at the end of April. The Summit will be held June 5 & 6 in Morris.

Safe Routes to School – Lindsey
The Safe Routes to School Planning process is moving along. The teams are putting together their action plans of programs, policies and projects they will implement in the next few years. Plans will be completed in the fall of 2013. The RDC was successful in our grant application to provide regional SRTS coordinator services to schools in our region. Beginning in the fall of 2013, staff will be working closely with the five communities currently undergoing plans to help them implement one program and one event that were identified in their plan. Additionally, both Clarkfield Charter School and the Montevideo Schools were selected to receive SRTS planning grants for next school year. The RDC will be working with these communities in the fall of 2013 to lead them through the SRTS planning process.

Transportation – Lindsey
With the passing of the current federal surface transportation bill, MAP-21 many changes to programming projects will have to be made. For Statewide Transportation Improvement Program (STIP) years 2014-2017, MnDOT made many decisions quickly without much stakeholder input so that the program aligned with new requirements. However, now MnDOT is taking a step back to gather input on the process for developing the STIP. Stay tuned for opportunities to provide input on how the process will need to change for STIP years 2018 and beyond.

Contracts active in FY13	Anticipated Completion
Safe Routes to School	June 2013
Swift County Solid Waste Plan	December 2013
Milan Comp Plan Update	December 2013
Web updates: Milan, Maynard	Complete to date/as needed
Dawson EDA Grant	February 2016
Granite Falls EDA Grant	March 2016
Big Stone HM	April 2016
Chippewa HM	April 2016
Yellow Medicine HM	April 2016

INFORMATIONAL ONLY- No Action requested

#2b

INFORMATION MEMO

TO: UMVRDC Commissioners

FROM: Dawn Hegland, Executive Director

DATE: May 28, 2013

RE: Director's Report

In an effort to update the Commission on my activities, I prepared the following brief summary of actions that I am working on.

- Arlene and I spent significant time this month developing draft budget, indirect cost plan and staff time allocation scenarios in preparation for the budget committee meeting on May 23.
- Kristi and I finalized the strategic planning report for Dawson.
- Reviewed and developed draft BHAG strategies for the Board Stewardship BHAG.
- Met with staff to review and critique all draft 2014 RDC BHAGS.
- Researched and developed a process for requesting public data from the RDC.
- Attended a RDC Executive Director meeting May 29-30.
- Developed RDC salary survey.
- Developed RDC statewide CEDS draft budget.
- All staff attended professional development training on May 26.
- Researched and developed a position description for hosting a summer intern.
- Developed a position description for new RDC planner

INFORMATIONAL ONLY- No Action requested

#2c

INFORMATION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Kristi Fernholz, Tourism Planner

DATE: May 28, 2013

RE: Southwest Initiative Foundation Grant

The Southwest Initiative Foundation (SWIF) approved a grant in the amount of $500 towards the 2013 Meander Art Crawl. The Executive Director signed this grant agreement as UMVRDC authorization is not required for grants of this amount.

SWIF has historically supported the Meander Art Crawl annually in the amount of $200 - $500.

INFORMATIONAL ONLY- No Action requested

KF

#2d

INFORMATION MEMO

TO: UMVRDC Commissioners

FROM: Dawn Hegland, Executive Director

DATE: May 28, 2013

RE: RDC Board Membership

Heather Giese, City Council Representative from Appleton has resigned her position on the RDC board due to the lack of time available to serve the RDC. I will begin the solicitation for a new Swift County Municipalities representative.

INFORMATIONAL ONLY- No Action requested

#3a

ACTION MEMO

TO: UMVRDC Commissioners

FROM: Jacki Anderson, Senior Planner

DATE: May 28, 2013

RE: Loan Advisory Board Recommendations

The following loan actions were taken under consideration at the May 13th loan advisory board meeting:

1. SEWearables – Loan Modification Request
   A request to all the lenders was made to consider the following:
   - Pay down of the loan with proceeds from the recent sale of equipment
   - Deferral of loan payments for May, June and July
   - Purchase of some new equipment as the business restructures to offer new and expanded services
   - Consideration of interest only payments or full deferral payments for August, September, October

The board reviewed this requested with the borrowers, the sale of equipment happen right before the meeting and as a result the board recommended applying the equipment sale proceeds to May, June and July payments with the remaining proceeds to pay down the principal of the loan. As the business restructures staff will meet with the borrowers and other lenders over the summer to determine if there is need for any additional action.

Recommendation: Authorize the proceeds received from the sale of the equipment to be applied towards May, June and July 2013 payments with the remaining proceeds to go towards the principal balance. Authorization for staff to work with borrowers and lenders to implement either interest-only payments or deferred payments for August, September and October 2013 contingent on all lenders taking the same action with full payments to resume in November 2013.

2. Dawson Mini-mall – Loan Extension
   The Dawson Mini-mall was due to pay off their loan in May, the borrower has requested to extend their regular monthly payments until the loan is paid off. With regular monthly payments the loan should be paid off this fall. Staff recommended extending the loan through December.

Recommendation: Approve the extension of regular payments for the Dawson Mini-mall through December 2013.

3. Woodlake Lumber – Subordination
   F&M Bank in Clarkfield refinanced some real estate improvements for the Woodlake Lumber and needs the UMVRDC to subordinate so that they can remain in a 1st position. Normally this would be an administrative action because it does not change the original approved in the project.

Recommendation: Approve subordination agreement for F&M Bank for Woodlake Lumber.

ACTION REQUESTED:
To approve the Loan Advisory Board Recommendations

#4a

DISCUSSION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Staff

DATE: May 28, 2013

RE: BHAG Committee Update

The BHAG Committee members will be meeting at 5:30pm prior to the Commission meeting. Members and staff of the committees will provide an oral report on their meeting at the full Commission meeting.

INFORMATIONAL ONLY- No Action requested

Board Stewardship: The RDC Commission will have 100% of the board members engaged in stewardship for the agency.					2013
Base Camps: **Attendance maintained at 80% or better.** **80% of board surveys report that board members feel engaged with meetings and agenda.** **Staff receives important information through discussions and interaction at board members that lead to projects**					
Strategy A.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	**Suggestions**
Develop an orientation strategy for all newly appointed Commission members to make sure all commissioners have a sufficient level of knowledge and understanding of the Commission to enable them to be strong advocates of the RDC.	1. Update orientation manual annually. Include a 1 page executive summary, revised acronym list.	Annually	Orientation manual will be updated with new board policies.	Updated board policies 11-27-12.	
	2. Executive Director will meet with all **NEW** Commission members to review orientation packet. Have new members sit in on RDC meetings for a few months before doing the orientation.	As needed	The Exec. Dir. met with all new board members. Have an existing board member there to share perspective.	Solicited for new board members.	Need to meet with Scott, Debra Lee, Heather, James, Kathi Should staff go meet with new board members on their own turf?
	3.RDC staff take turns with 5-minute staff report at the board meeting	Monthly	Staff reports will be included at every meeting	Done	Comments?
	4. Annually discuss special interest group board positions and reappoint members and or solicit new members. Current positions include: Prairie 5, Workforce Council, EDA.	April/May 2010	A decision will be made by the board on whether to change or add any new public interest reps.	5/28/13 mtg	Small Business Development Center, Countryside Public Health, Soil & Water Districts, largest city
	5. Provide orientation summary with full board each year and ask them to renew their board member commitment form.	December	Orientation summary will be provided and all members will renew their board member commitment form.	Collected with conflict of interest forms in January	After new board members join
Strategy B.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	**Suggestions**
To create a agenda that fully involves commissioners in policy setting and decisions and allows for the monitoring of BHAGs.	1. Set BHAG committees and meet prior to Commission meetings. BHAG committee meetings will rotate. Members will have 2- year terms- every 2 years1/2 of each BHAG committee rotates.	Every 2 years July 2010, 2012	BHAG committees met 3-5 times per year.		Any suggestions on the rotation?
	2. Commission members will report their committee discussion at RDC meetings. Staff will ask for a volunteer committee member to report.	Monthly	Board members will report to full board at each meeting.	Mark reported in August, Rusty in Nov, Juanita Feb	At the beginning of each mtg designate notetaker, at the end the notetaker should summarize comments to report out.
	3. Continue to implement the round robin at Commission meetings.	Monthly		Done	
	4. Have presentations under the discussion portion of the agenda. This could include speakers from communities, organizations or agencies. Staff will discuss and identify potential speakers at monthly planner meetings.	As determined by staff	At least 4 presentations will be made.	Center for Small Towns Oct, Audit- Nov, Dept of Ag- Jan, DEED/Cam Macht- Feb, MnDOT March	SBDC, WFC/PIC, Regional Recruitment, MIRC, Businesses the RLF funded, DEED, USDA, Prairie Five, Community Corrections, Woodland Centers, Customized Training, Countryside, MnWest, Meander Artists, Colleen Landkamer, SWIF, Skills @Work, Center for Rural
	5. Continue to utilize the Planner Update to inform and educate board members about the services and projects of the UMVRDC. Summarize topics better. Work with staff to determine what should be an info memo vs the planner update.	Monthly	Planner update will be included each month. Provide an email version for sharing.	E blasts sent out to large group after RDC meeting with some summarized issues.	What can we do to make this better and more useful? Help critique what you want and dont want to see on the update.
	6. Monitor attendance of board members per bylaws. Ask Chair and other board members to inquire about and encourage attendance	Monthly	Members will talk to those members absent from 3 meetings. Hand out attendance sheet at each meeting.	Done	Comments? What if they do not attend BHAG mtgs? What is a time for BHAGs that can get the most attendance? yep, give perfect attendance award
	7. Ask Commission members to share planner update with their boards/councils and share with others: city, county, school, EDA, P5 staff, county/city staff	Monthly	Add a question on survey to see if members are reading, sharing or have suggestions for the planner update. Provide an email version for sharing.	Was this done?	How can we make this easier? How many do this? Should we change anything? can board members report on how and when they shared this? Should we add more contact info email etc at bottom, we could scan the update and post separately so board members could share or pass on?
Strategy C.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	**Suggestions**
Create a process for ongoing leadership training and assessment of Board functioning.	1. Implement an annual board retreat. Alternate between board leadership training and agency strategic planning	Annually	At least one board training or retreat will be held annually.	Annual meeting tour	Tour a business prior to a meeting throughout the year? Auditor financial statement presentation? Training topics? Board motivation speaker? Board retreat?
	2. Survey Commission members about board meetings. Review results with Chair.	Monthly		Review past surveys?	What should we be asking? Ask about topics to know more about after round robin etc
Strategy D.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	**Suggestions**
Board members should identify opportunities for the RDC to work with projects in the region.	1. Suggestions for potential work will be shared at the round robin or directly with staff throughout the month.	Monthly	Ideas will be shared each month for staff to follow up on.	some	Staff have voiced a need for board members to think about ideas & opportunities for staff to followup on. Ask Chairman to remind board members to especially think of items that the RDC might be interested in
	2. Each year prior to RDC visit with county board, have county rep work with RDC staff to develop summary of what the RDC has been up to to report out at the meeting			not done	Can we visit with county dept heads?
	3.RDC rep should attend 2 city meetings in their county each year with RDC staff			not done	

Board Stewardship: The RDC Commission will have 100% of the board members engaged in stewardship for the agency.					2014
Base Camps: **Attendance maintained at 80% or better.** **80% of board surveys report that board members feel engaged with meetings and agenda.** **Staff receives important information through discussions and interaction at board members that lead to projects**					
Strategy A.	**Tactics**	**Timeline**	**Measurement**	**Accompli**	**Suggestions**
Develop an orientation strategy for all newly appointed Commission members to make sure all commissioners have a sufficient level of knowledge and understanding of the Commission to enable them to be strong advocates of the RDC.	1. Update orientation manual annually. Include a 1 page executive summary, revised acronym list.	Annually	Orientation manual will be updated with new board policies.		
	2. Executive Director will meet with all **NEW** Commission members to review orientation packet. Have new members sit in on RDC meetings for a few months before doing the orientation.	As needed	The Exec. Dir. met with all new board members. Have an existing board member there to share perspective.		Need to meet with Scott, Debra Lee, Heather, James, Kathi Should staff go meet with new board members on their own turf?
	3.RDC staff take turns with 5-minute staff report at the board meeting	Monthly	Staff reports will be included at every meeting		Comments?
	4. Annually discuss special interest group board positions and reappoint members and or solicit new members. Current positions include: Prairie 5, Workforce Council, EDA.	Spring 2014	A decision will be made by the board on whether to change or add any new public interest reps.		Small Business Development Center, Countryside Public Health, Soil & Water Districts, largest city
	5. Develop board mentor program/buddy program. Sit new board members next to experienced board members and ask them to check in about any questions each month.	As new members are brought on	Board members will be asked if it is helpful		How often do we check in? Do we assign township to township etc or someone that's in the same county or someone that's a good abassador?
	6. Survey newest members about what questions they have after being on the board for 1 year and modify the orientation to include the information.	As new members are brought on	Survey completed and orientation modified.		
	7. Provide orientation summary with full board each year and ask them to renew their board member commitment form.	July and as new members join	Orientation summary will be provided and all members will renew their board member commitment form.		After new board members join
Strategy B.	**Tactics**	**Timeline**	**Measurement**	**Accompli**	**Suggestions**
To create a agenda that fully involves commissioners in policy setting and decisions and allows for the monitoring of BHAGs.	1. Set BHAG committees and meet prior to Commission meetings. BHAG committee meetings will rotate. Members will have 2- year terms- every 2 years1/2 of each BHAG committee rotates.	Every 2 years July 2010, 2012, 2014	All BHAG committees will meet in Nov, March May.		Any suggestions on the member rotation?
	2. Commission members will report their committee discussion at RDC meetings. Staff will ask for a volunteer committee member to report.	Monthly	Board members will report to full board at each meeting.		At the beginning of each mtg designate notetaker, at the end the notetaker should summarize comments to report out.
	3. Continue to implement the round robin at Commission meetings.	Monthly			**After round robin ask about topics they would like more info on put it on mtg survey**

	4. Have presentations under the discussion portion of the agenda. This could include speakers from communities, organizations or agencies. **Include a regular item under the discussion portion of the agenda to identify topics the board would like additional information on. This could include speakers from communities, organizations or agencies. After round robin or at the end of the meeting each month identify topics that we could bring speakers in on. They can list it on their monthly meeting survey.**	As determined by staff	At least 4 presentations will be made.		SBDC, WFC/PIC, Regional Recruitment, MIRC, Businesses the RLF funded, DEED, USDA, Prairie Five, Community Corrections, Woodland Centers, Customized Training, Countryside, MnWest, Meander Artists, Colleen Landkamer, SWIF, Skills @Work, Center for Rural
	5. Continue to utilize the Planner Update to inform and educate board members about the services and projects of the UMVRDC. Summarize topics better. Work with staff to determine what should be an info memo vs the planner update. Ask Commission members to share planner update with their boards/councils and share with others: city, county, school, EDA, P5 staff, county/city staff	Monthly	**Add a question on survey to see if members are reading, sharing or have suggestions for the planner update. Provide an email version on web site for sharing. When they download or email the web connection when we send it.**		What can we do to make this better and more useful? Help critique what you want and dont want to see on the update. Can board members report on how and when they shared this? Should we add more contact info email etc at bottom, we could scan the update and post separately so board members could share or pass on? Or could we email it our - what format? List on Website: - blog posts
	6. Monitor attendance of board members per bylaws. Ask Chair and other board members to inquire about and encourage attendance - **Give an annual perfect attendance award**	Monthly	Members will talk to those members absent from 3 meetings. Hand out attendance sheet at each meeting.		Comments? What if they do not attend BHAG mtgs? What is a time for BHAGs that can get the most attendance? Give perfect attendance award
	7				
Strategy C.	**Tactics**	**Timeline**	**Measurement**	**Accompli**	**Suggestions**
Create a process for ongoing leadership training and assessment of Board functioning.	1. Implement an annual board retreat. Alternate between board leadership training and agency strategic planning	Annually	At least one board training or retreat will be held annually.		Tour a business prior to a meeting throughout the year? Auditor financial statement presentation? Motivational speaker? Mn Council on Non-profits? LMC, AMC, NADO?
	2. Survey Commission members about board meetings. Review results with Chair.	Monthly			What should we be asking? Ask about topics to know more about after round robin etc
	3. Complete NADO board self assessment help identify important areas of board operation that need improvement; measure progress toward the board's existing plans, goals, and objectives; define the criteria for an effective and successful board of directors; build trust, respect, and communication among board members; and enable individual board members to work more effectively as a team. **Ask staff to complete board assessment as well.**				

Strategy D.	**Tactics**	**Timeline**	**Measurement**	**Accompli**	**Suggestions**
Board members should identify opportunities for the RDC to work with projects in the region.	1. Suggestions for potential work will be shared at the round robin or directly with staff throughout the month.	Monthly	Ideas will be shared each month for staff to follow up on.		Staff have voiced a need for board members to think about ideas & opportunities for staff to followup on. Ask Chairman to remind board members to especially think of items that the RDC might be interested in
	2. Each year prior to RDC visit with county board, have county rep work with RDC staff to develop summary of what the RDC has been up to to report out at the meeting		Check in will occur		

2013 Community Development BHAGs

Community Development:	Be the premier agency for community development in Region 6W.				
Base Camps: 70% - 80% - 90% -	How do we measure these percentages? Is it our approval rating (i.e. percentage of LUGs that approve of our programs and services)?				
Strategy A. Increase relationships with LUGs to better understand their needs and how we can assist them.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	**questions to committee**
	1. Survey cities to find out what their short- and long-term project are, issues they are facing, what they are planning to do vs. what they want to-do, and how can the RDC better assist them.	Annually	Was the survey sent out?	Yes	
			What were the response rates?	50%	
	2. Follow up with survey results via phone, letter and in-person visits with cities	Annually	Was follow-up completed?	on-going - overall not as great of response as hoped for. Staff will try to connect again this spring with cities about potential projects that could be included in the CEDS	
	3. Through the CEDS process identify updated regional goals through a total of 12 EDA meetings and 5 county-wide meetings.	Fiscal Year	What are the update regional goals? Were meetings held in each county?	10 of 12 EDA meetings are complete, the remaining 2 are scheduled. County meetings will occur this spring.	
	4. Communicate to LUGs the results of the county-wide meetings and how they can leverage the new CEDS goals and strategies to help themselves.	Fiscal Year As-needed	Were the letters sent out?	Results will be sent out and available during the 60-day public review process	
	5. Continue to offer the "Smallest Cities" program for cities under 500 in population.	Fiscal Year As-needed	Was this requested from any of our smallest towns?	no opportunities this year	
Strategy B. Target local units of government with opportunities that help accomplish their goals and provide opportunity for the RDC to secure enough contracts to balance the budget.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	
	1. Send out 12 grant/loan opportunities throughout the year from state, federal or local entities for communities to apply to (maybe one a month through the eblast)	Fiscal Year	How many opportunities were sent out?	Over 20 opportunities have been sent out via eblasts--tracked by marketing	
	2. Develop a comprehensive plan update proposal to be sent out to all cities/counties that have plans authored by the UMVRDC.	Fiscal Year	Were the proposals sent out?	Proposals sent to: 1. Milan Comp Plan. Developing Comp Plan 101 training and zoning training. 2. Working on developing a contract with City of Madison for FY14 3. Working with Dawson on developing a proposal for strategic planning 4. Working with Graceville to develop a proposal to update their comp plan demographics	
	3. Develop 3 contracts for comprehensive planning services.	Fiscal Year	How many contracts were developed?	Contracts Developed: 1. Milan Comp Plan. 2. Working with Dawson on developing a proposal for strategic planning 3. Working with Graceville to develop a proposal to update their comp plan demographics 4. working with Granite Falls to develop contract for grants admin 5. 2 SRTS contracts with MnDOT	
	4. Provide a follow-up contact for additional services for every "plan" that the RDC completes during the fiscal year.	Fiscal Year	Follow-up: 1. Clara City, 2. Graceville, 3. Milan	Follow-up has been provided via phone calls to Graceville & Clara City. Milan is still in progress.	
Strategy C. Provide a regional format for education.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	
	1. Host three trainings or workshops. Topics: CENSUS data, Transportation, Regional Recruitment, Chamber/Tourism Training * Focus on Comp Planning	Fiscal Year	How much training occurred?	Held regional SRTS workshop with national expert. Planning a FAQ Census workshop for end of May, beginning of June, tentative TAC meeting to discuss MAP-21 implications	What types of training should the RDC consider?
	2. Coordinate 3 ED Pro's Meetings: 1. August, 2. Winter Meeting, 3. Spring Meeting	Fiscal Year	How many meetings were coordinated?	August and winter meetings held, spring meeting is scheduled for May 30th.	
Strategy D. Continue to be a driver in developing regional programming, plans and platforms.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**	
	Regional Trails Project	Fiscal Year	Was the regional plan completed?	**June, 2013**	
	Indentify potential seed funding for the Regional Recruitment Initiative	Fiscal Year	Were seed funding opportunities identified? How many?	Talk to Blandin and EDA	
	Identify funding sources and apply for funding to recapitalize the revolving loan fund.	Fiscal Year	How many sources of funding were identified and secured?	Applied to EDA - award anticipated	
	Expand regional art programming (more art-based projects, complimentary events, etc.)	Fiscal Year	How many events/projects?	Public Art Plan done	
	Offer opportunities to increase regional tourism efforts through meetings, the RDC annual event and collaborative marketing.	Fiscal Year	How many new marketing opportunities have been created?	Talked to Big Stone and Yellow Medicine Counties about Prairie Waters	

2014 Community Development BHAGs

Community Development:	Be the premier agency for community development in Region 6W.		Comments	
Base Camps: 5-year - Have contracts with 50% of our LUGs 10-year - Have contracts with 60% of our LUGs 15-year - Have contracts with 75% of our LUGs			- Repeat Customers - Budget met - number of new contracts - post-participant survey - 5 year assessment survey	
Strategy A. Increase relationships with LUGs to better serve their needs.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**
	1. Survey cities to find out what their short- and long-term project are, issues they are facing, what they are planning to do vs. what they want to-do, and how can the RDC better assist them.	Annually???	Was the survey sent out? What were the response rates?	
	2. Follow up with survey results via phone, letter and in-person visits with cities	Annually	Was follow-up completed?	
	3. Review community project needs identified in the CEDS	Semi - Annual (October and March ?)	Did we review twice per year)	
	4. Visits to half of the LUGs each year (city council meetings or visits with the city manager/clerk)	Fiscal Year	How many were vistited?	
	5. Take advantage of opportunities to build relationships with state and federal agencies as well as legislators.	Fiscal Year	How many activies have we participated in to further our relationships?	
Strategy B. Target local units of government with opportunities that help accomplish their goals and provide opportunity for the RDC to secure enough contracts to balance the budget.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**
	1. Send out 24 (2 per month) grant/loan opportunities throughout the year from state, federal or local entities for communities to apply to (maybe one a month through the eblast)	Fiscal Year	How many opportunities were sent out?	
	2. Develop a process for Active Living Audits for cities comprehensive plans. Address strategic planning services to communities from CEDS strategy.	Fiscal Year	Was a process and program developed? Was the program promoted? Any new contracts?	
	3. Develop 3 contracts for planning services.	Fiscal Year	How many contracts were developed?	
	4. Develop 3 contracts for grant writing servicse	Fiscal Year	How many contracts were developed?	
	5. Provide a follow-up contact for additional services for every "plan" that the RDC completes during the fiscal year. Plans Completed:	Fiscal Year	Follow-up:	
Strategy C. Provide a regional format for education.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**
	1. Host or coordinate three trainings or workshops. Topics: CENSUS data, Transportation, Regional Recruitment, Chamber/Tourism Training, Housing, Empty Building	Fiscal Year	How much training occurred?	
	2. Coordinate 3 professional development meetings with community staff	Fiscal Year	How many meetings were coordinated?	
Strategy D. Continue to be a driver in developing regional programming, plans and platforms.	**Tactics**	**Timeline**	**Measurement**	**Accomplishments**
	1. Indentify potential seed funding for the Regional Recruitment Initiative to address CEDS strategies to develop programs to attract, retain and retrain employees as well as develop a regional brand and develop and market tourism opportunities	Fiscal Year	Were seed funding opportunities identified? How many? To address CEDS marketing strategy	
	2. Expand regional art programming (more art-based projects, complimentary events, etc.)	Fiscal Year	How many events/projects?	
	3. Offer opportunities to increase regional tourism efforts through chamber exec meeting/training once per year and through Prairie Waters programming.	Fiscal Year	Was training/meeting held?	
	4. Respond to requests to coorinate regional programs such as wheelage fee and ditch determination			

Marketing BHAG: All local units of government (LUGs) in Region 6W will know who we are and what we do

Base Camps:
5-year: 70% of our LUGs
10-year: 80% of our LUGs
15-year: 90% of our LUGs

FY2013. Year 5 of BHAG

Strategy A.		Tactics	Timeline	Measurement	Accomplishments
Continue to create marketing materials based on our brand/slogan, keeping them simple, professional and useful. Refine existing materials and digital marketing to meet our changing needs. Marketing pieces we currently utilize: website annual report newsletter commissioner cards note pads & pens business cards brochure	1	RDC website:	Ongoing		
		Update staff page. Ideas: Include more than one photo; answer the question: What do you like to do when you're not working? Get input from committee on what they would like to see.	12 months	completed updates on staff page.	Staff page is updated with new photos and contact info. Staff discussed the idea of changing our bios; will revisit in FY14.
		Update board page. Ideas include using map as background with each county's reps as call-outs on map. JF will talk with Vivid Image about this.	12 months	completed updates on board page.	Board page is updated. Could include map for extra charge, not doing at this time.
		Staff will review and update at least 3 sections of website in FY13.	12 months	3 sections updated	SRTS added under Transportation; CEDS under EDA; Comm Profile brochures added to Census page.
		Make links and resources more user-friendly on our website. Idea: Create place for grants, best practices, fresh ideas.	Ongoing	New section on website	Currently using "Take Note" section for most important links.
	2	Email blasts - Monthly planner update e-blast after every RDC meeting. Other e-blasts as determined by planners.	Monthly	at least 12	9 planner updates, at least 24 planner e-blasts so far in FY13.
	3	Continue to create feature projects or case studies to use in packets and on RDC website.	Ongoing	at least 6 (every 2 months)	New feature coming in May: RLF; June: Tourism.
	4	Highlight different commissioners & staff members in newsletter & on website.	Ongoing	4 newsletters + website	Sept-Gary H & Jim D; Dec-Vicki O.; Mar-Graylen
	5	Send press releases, and include photos whenever possible:			
		– for every contracted project	Ongoing	# of contracts	1 (Forecast Art Plan)
		– for grant writing, when $ is awarded	Ongoing	# of grants	2 (Dawson, GrFalls Byway)
		– for comp plans, when starting project	Ongoing	# of comp plans	1 (Clara City Comp Plan done)
		– misc press releases, such as after Annual Board Meeting with RDC Board group photo, other general info press releases.	Ongoing	At least one each year.	Annual Mtg story & pics on RDC web & in newsletter; PW Jan 13; Byway Apr 13; Rural Arts & Culture Apr 13.
		Create boiler plate that includes board members from involved communites.	Oct 2012	Completed boiler plate.	Boiler plate completed and reviewed by planners.
	6	Take more photos of the region, relevant events, and projects.	Ongoing	At least one photo per project	
		Make spreadsheet of photos needed and ask staff to take camera along when traveling in region.	12 months	New photos from at least 5 of our communities	
	7	Give aways: Currently giving out notepads, pens, Hedgehog magnets. Board received business card holders at Annual Meeting.	12 months	One each year	
	8	Inventory and encourage cities and counties (& other identified partners such as EDAs & Chambers) to link to us on their websites.	12 months	Updated inventory list	JS has current list.

Strategy B.		Tactics	Timeline	Measurement	Accomplishments
Continue a distribution strategy with effective communication to our clients (LUGs) that is broad-based but with a focus on cities and counties. Continue outreach to townships, cities, counties, schools; and to a lesser degree, the general public.	1	Reach out to all 5 counties:			
		Send survey to county staff and follow up with phone call or emails.	12 months	5 surveys	JA, KF, LK followed up.
		Executive Director will visit each county board with updated information about the UMVRDC.	12 months	5 board visits	All 5 counties completed.
	2	Reach out to all 37 cities:			
		Send survey to all cities and follow up with phone call.	12 months	37 surveys	JA, KF, LK followed up.
		Visit at least 10 cities, as strategically identified by staff.	12 months	10 city visits	Ortonville, Dawson & GrFalls multiple visits, Graceville in Nov.
	3	Reach out to townships:			
		Attend all 5 township association meetings.	12 months	5 meetings	DH YMC; JA Swift; LK Big Stone; KF LqP. (Chip missed due to weather.)
	4	Reach out to school districts in our region:			
		Send survey to schools and follow up with phone call or email.	12 months	10 surveys	JA, KF, LK followed up.
		Executive Director or other staff will meet with at least 3 school boards.	12 months	3 meetings	CGB, Ortonville, Dawson & LqPV (Blandin)
	5	Reach out to tribal government and staff:			
		Send survey and follow up with phone call.	12 months	1 survey	JA/KF met with tribal planner December 12. Followed up with email/note. Will talk again after tribal council elections.
		Connect with tribal planner via email, phone calls, and personal meetings at least 3 times.	12 months	3 connections	(see above)
	6	Contact all newly elected officials.Send packet with annual report, current newsletter, and staff contact info.	January 2013	# of new elected officials	DH did new elected officials training w/ partners in Jan 13.

Strategy C.		Tactics	Timeline	Measurement	Accomplishments
Evaluate effectiveness of marketing campaign with goal of measuring 70% basecamp in 2013.	1	Complete a spreadsheet showing meaningful staff contact and meetings with each of our LUGs: 5 counties, 37 cities, 1 tribal govt., 10 school boards, 5 township assoc. annual meetings.	12 months	per LUG	Will work on with planners in May 13.
	2	Use the annual survey to ask specific questions to each of our LUGs about whether they know who we are and what we do. 5 counties, 37 cities, 1 tribal govt., 10 school boards	12 months	per LUG	
	3	Gather website statistics to evaluate the use of our website.	Ongoing	Compare with past months/years	Jenifer has web stats available; shares with committee at least 2x/year

Marketing BHAG: All local units of government (LUGs) in Region 6W will know who we are and what we do

Base Camps:
5-year: 70% of our LUGs
10-year: 80% of our LUGs
15-year: 90% of our LUGs

DRAFT - FY2014: Year 5 of BHAG

Strategy A.		Tactics	Timeline	Measurement	Accomplishments
Continue to create marketing materials based on our brand/slogan, keeping them simple, professional and useful. Refine existing materials and digital marketing to meet our changing needs. Marketing pieces we currently utilize: website annual report newsletter commissioner cards note pads & pens business cards brochure	1	RDC website:	Ongoing		
		Staff will review and update at least 3 sections of website in FY14.	12 months	3 sections updated	
		Make links and resources more user-friendly on our website. Discuss creating place/page/sub-page for grants, best practices, fresh ideas.	12 months	New section on website	
		Have website review: decide with planning staff on who (professional, ie Vivid Image, Anne Treacy; focus group) will do review.	12 months	Review to share with staff & committee	
	2	Email blasts - Monthly planner update e-blast after every RDC meeting.	Monthly	at least 12	
		Email blasts - Other e-blasts as determined by planners	Ongoing	at least 12	
	3	Feature projects or case studies: Continue to create feature projects or case studies to use in packets and on RDC website.	Ongoing	at least 6 (every 2 months)	
	4	Highlight different commissioners & staff members in newsletter & on website.	Ongoing	4 newsletters + website	
	5	Send press releases, and include photos whenever possible: SET GOALS, WEB UPDATES AS PRESS RELEASES			
		– for every contracted project	Ongoing	# of contracts	
		– for grant writing, when $ is awarded	Ongoing	# of grants	
		– for comp plans, when starting project	Ongoing	# of comp plans	
		– misc press releases, such as after Annual Board Meeting with RDC Board group photo, other general info press releases.	Ongoing	At least one each year.	
	6	Utilize (use & re-use?) stories on all media channels for optimum media coverage (newsletter, website, e-blast, press release).	Ongoing	Analyze process	
	7	Take more photos of the region, relevant events, and projects.	12 months	New photos from at least 5 of our communities	
		Keep internal list of photos needed. List on white board. Add reminder to staff car keys.	12 months	Updated inventory list	
		Explore having aerial photos taken of our region and the downtowns of each of our cities.	12 months	Get price quote & discuss with staff &	
	8	Inventory and encourage cities and counties (& other identified partners such as EDAs & Chambers) to link to us on their websites.			
	9	Explore the use of Facebook and Linked In for the UMVRDC. Determine what's best fit for our audience.	12 months	Ideas to share with staff & committee	
	10	Update content and design of the UMVRDC tri-fold brochure.	12 months	Updated brochure	

Strategy B.		Tactics	Timeline	Measurement	Accomplishments
Continue a distribution strategy with effective communication to our clients (LUGs) that is broad-based but with a focus on cities and counties. Continue outreach to townships, cities, counties, schools; and to a lesser degree, the general public.	1	Reach out to all 5 counties:			
		Send community development survey to county staff. Follow up with phone call or emails for a 100% return rate.	12 months	5 surveys	
		Executive Director will visit each county board with updated information about the UMVRDC.	12 months	5 board visits	
	2	Reach out to all 37 cities:			
		Send commnity development survey to all cities. Follow up with phone call to encourage completion of survey.	12 months	37 surveys	
		Visit at least half of our city councils each year.	12 months	18 city visits	
		Visit 5-10 city staff as strategically identified by planning staff.	12 months	at least 5 city visits	
	3	Reach out to townships:			
		Attend all 5 township association meetings.	12 months	5 meetings	
	4	Reach out to school districts in our region:			
		Send out email blast to give useful information to our schools.	12 months	5 blasts	
		Executive Director or other staff will meet with at least 3 school boards.	12 months	3 meetings	
	5	Reach out to tribal government and staff:			
		Send survey and follow up with phone call.	12 months	1 survey	
		Annually encourage a board member appointment.	12 months	1 letter invitation	
	6	Connect with tribal planner via email, phone calls, and personal meetings at least 3 times.	12 months	3 connections	
	7	Contact all newly elected officials. Send packet with annual report, current newsletter, and staff contact info.	January 2013	# of new elected officials	

Strategy C.		Tactics	Timeline	Measurement	Accomplishments
Evaluate effectiveness of marketing campaign with goal of measuring 70% basecamp in 2014. (70% = 41 contacts out of 58 possible)	1	Complete a spreadsheet showing meaningful staff contact and meetings with each of our LUGs: 5 counties, 37 cities, 1 tribal govt., 10 school boards, 5 township assoc. annual meetings.	12 months	per LUG	
	2	Use the annual community development survey to ask specific questions to each of our LUGs about whether they know who we are and what we do. 5 counties, 37 cities, 1 tribal govt., 10 school boards	12 months	per LUG	
	3	Gather website statistics to evaluate the use of our website.	Ongoing	Compare with past months/years	

#4b

DISCUSSION MEMO

TO: UMVRDC Commissioners

FROM: Jacki Anderson, Senior Planner

DATE: May 28, 2013

RE: CEDS Presentation

We've got a draft of CEDS going! In order to meet all of EDA's deadlines we've posted the DRAFT CEDS on the UMVRDC's website at: http://umvrdc.org/what-we-do/programs/economic-development/ceds-corner/

This initial draft will be available for review and comment through June 16th.

Tonight's short presentation will focus on the goals, objectives and strategies in the CEDS document that support both regional and local economic development efforts. Handouts will be provided.

A couple of things about the goals, objectives and strategies to keep in mind as we review them:

- The idea is to keep them tangible to a degree yet broad enough to support our changing needs and can be supportive of any project in the region that is worthy of investing time and resources.
- Not all of the goals, objectives and strategies will be implemented by the UMVRDC; some will be implemented on local level while others may be implemented regionally but by another agency or organization.

The CEDS Strategy Committee will meet one more time on Tuesday, June 4th from 1-3pm to make any changes, hear about any comments from our communities and to make a recommendation for approval to the UMVRDC.

The UMVRDC will be asked to approve/adopt the CEDS at the June 25th meeting.

Please feel free to contact any of the CEDS community development team (Dawn, Kristi, Jacki, and Lindsey) with any questions or comments.

INFORMATIONAL ONLY- No Action requested