



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**

**October 25, 2011**

**6:30 PM**

### **Call to Order**

### **Introductions**

### **Approve Agenda/Additions**

#### **1. Consent Agenda Items**

- a. Approve Minutes from September 27, 2011
- b. Approve Treasurer's Report and List of Bills
- c. RLF Plan Certification
- d. Staffing Update
- e. Fund Balance Designation Revision

**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 by Barb**

#### **2. Information Items**

- a. Planner Update Memo
- b. Community Development BHAG Update
- c. Board Leadership Academy Notes
- d. NADO Conference Notes
- e. Draft Meander Results

#### **3. Action Items**

- a. Revolving Loan Fund Advisory Board Recommendations
- b. December RDC Meeting

#### **4. Discussion Items**

- a. Marketing BHAG Report
- b. Audit Report presentation

Next Meeting – November 22, 2011 Appleton Civic Center

Adjourn

*UMVRDC Mission Statement*

*“Enable the region to thrive through assisting local governments.”*

**RDC BOARD MINUTES**  
Upper Minnesota Valley Regional Development Commission  
 Appleton Civic Center -Appleton, MN  
 September 27, 2011

Board Members Present: Bruce Swigerd, Juanita Lauritsen, Brent Olson, Mark Bourne, Rusty Dimberg, Gary Hendrickx, Jeff Olson, Warren Rau, Harold Solem, Gary Johnson, Jim Schmaedeka, Angela Doren, Scott Peterson, Jim Dahlvang, Brett Buer, Kathi Thymian, Heather Giese

Board Members Absent: Pam Lehmann, Mike Thein

Staff Present: Dawn Hegland, Jacki Anderson, Kristi Fernholz, Barb Jordahl, Jackie Sigdahl

Guests: Bobbi Retzlaff, MNDOT, Susan Moe, Federal Hwy Administration, Katie Caskey, MN DOT

**Call to Order**

Chairperson Dahlvang called the meeting to order at 6:30 p.m.

**Introductions** were made by all in attendance.

**Approve Agenda/Additions**

Brent Olson made motion to approve with the change of moving 1d. Big Stone County Small Cities Development Program Contract to 4c as a Discussion Item. Seconded by Juanita Lauritsen. All in favor motion carried.

**1. Consent Agenda Items**

- a. Approve Minutes of August 23, 2011
- b. Approve Treasurer's Report and List of Bills
- c. New Staffing
- d. Upper Sioux Community Energy Plan Amendment
- e. Benson SCDP Contract
- f. Swift County HRA Contract

Kathi Thymian made change to her Round Robin from August meeting to state "no deadline". Motion to approve Consent Agenda with change was made by Gary Hendrickx seconded by Gary Johnson. All in favor motion carried.

**Citizens Comments** - None

**ROUND ROBIN DISCUSSION**

- Angela– Big Stone County Municipalities: Advertising locally for City Administrator, 1% increase with levy approval, discussion on Ortonville Council with a 4/3 vote to complete cut Chamber budget to zero and cut EDA by \$40,000 and going to a zero budget over the next few years– looking for suggestions/ideas on how to handle this issue;

- Gary Hendrickx– Swift County: Levy is at 3.375%, tax abatement for loan (5 years) with Case for their 17,000 sq. foot addition, activity in the county with requests for wind turbines, turkey barns, & hog barns;
- Gary Johnson– Yellow Medicine County: County Auditor/Recorder resigned now combining positions to save \$30,000/year, Financial/Administration & property. Restorative justice staff resigned. Close street down for Meander.
- Rusty– Big Stone County Townships: FEMA was out surveying water damage
- Brett– Dawson/Boyd Schools: water issue in wrestling room is almost fixed, school bus accident occurred on Saturday in Minneota, bus driver's fault – no injuries.
- Harold– LQP County: working with FEMA, working on negotiations & budget;
- Brent- Big Stone County: 1<sup>st</sup> negotiations with union were this past Thursday, working to change a lot of things with water in county;
- James– Chippewa County Townships: FEMA came out for 2<sup>nd</sup> time and turned them down again;
- Kathi– Ortonville School: into the new school year and no issues;
- Warren – Swift County Townships: nothing to report
- Jim– Chippewa County: nothing to report
- Bruce- Prairie Five CAC, Inc.: nothing settled on cutbacks
- Mark- LQP County Townships: nothing to report
- Jeff- LQP County Municipalities: street project
- Heather- Swift County Municipalities: working on the budget for hospital and on the nursing home situation;
- Scott- YM County Municipalities: Sewer project going okay, looking for new financial officer;
- Juanita-Workforce Council: Seeing an increase in job postings, watching the proposed job bill by the President to see the future effects;

## 2. Information Items

- a. Planner Update: Kristi Fernholz

Discussion made on the Byway program and the 287 mile corridor along the MN River that has been historically funded by Federal money. She talked about the US - Dakota War of 1862 and the upcoming 150<sup>th</sup> Anniversary coming in 2012. This has been a challenging story to tell but 10 panels have been developed to keep the history alive and will be displayed prior to the anniversary next year. The project was funded by a grant through the MN Historical Society of \$37,000, and an additional \$7,000 to hire an editor. Grant money of \$5,000 from the Schmidt Foundation been given to complete this project. The panels that tell the story of this time in history will be placed at the following sites along the MN River: Henderson (2), Camp Release (3), Renville County (2), New Ulm (3). Examples of the panels were displayed for viewing.

- b. Board Stewardship BHAG. No questions

## 3. Action Items

- a. RLF Advisory Board Recommendations

Jacki informed board members that the Loan Advisory Board met and reviewed a new loan request to help an individual purchase the Galen's Building Products in Dawson. Discussion made and motion to approve the loan for \$62,000 at 4% for 10 years was made by Gary Hendrickx seconded by Gary Johnson. All in

favor motion carried. The board was also informed that all loans are current and there are approximately 30 loans right now with a potential to have 32 or 33 by the end of October.

b. Byway Update Corridor Management Plan Grant Agency Agreement (handout)

A grant for \$119,000 has been received that needs 20% local match. This project will take 2-3 year for completion. A motion to commit funds was made by Scott Peterson seconded by Mark Bourne. All in favor motion carried.

4. Discussion Items

- a. Community Development BHAG Update given by Angela: The agency has a new intern that will be reaching out to the 25 cities with a population under 500 and looking for grants to assist a city of this size with their wants and needs. He will be assisting with identifying goals/ideas for these small cities and trying to promote additional ways to educate all cities in this region. No questions from board on this update.

MN/DOT Presentation on Minnesota GO – the 50-year transportation vision. A draft was handed out. Bobbi discussed the need for developing a vision for all forms of transportation for Minnesotans. There is a 31 member committee. The plan is the stage of getting public input and comments and these comments are being accepted until October 21 and can be submitted via: online, email, mailing or phone call. They anticipate that Minnesota's multimodal transportation system will maximize the health of people, the environment and our economy. The process used to develop the vision has included: Steering committee, Quality of Life Research, Expert Interviews, Advisory Groups, Interactive Website, Student Perspectives, Public Workshops, MnDOT online Customer Community, Briefings, Public Hearing. MnDOT is going around promoting this vision asking for feedback. Harold stated that he attended a meeting on this issue and depending on where you live you have a different vision. Our biggest concern for rural is getting product to market. Jim Dahlvang stated that funding needs to be a concern and how this system will be funded. Other concerns were: has discussion been made with our neighboring states with regard to interstate rules; is the rural voice being heard at these regional levels because of the meeting locations- need to get to different locations for different views. It was stated that "we're an island", our transit needs are different than that of the metro area. Susan Moe said that rural does have a voice and MnDOT hears it.

Big Stone SCDP contract was discussed by Brent Olson with the latest situation. Graceville & Beardsley have gone out and hired an individual company to work for their cities after approval was made by the EDA. Gary Hendrickx made motion that should a grant application be approved and contingent upon board approval by Big Stone County Board that we approve application. Seconded by Angela Doran. All in favor motion carried.

Meeting was adjourned at 7:50 pm. The next meeting will be October 25, 2011 at 6:30 pm.

APPROVED BY:

PREPARED BY:

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Jim Dahlvang  
RDC Chairman

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Jackie Sigdahl  
RDC Administrative Assistant

Checks \_16498 through \_16589

### SEPTEMBER 2011 CHECK LISTING

| Check#        | Check Date | Vendor Name                        | Check Amount | Description   |
|---------------|------------|------------------------------------|--------------|---|
| <b>Check#</b> |            |                                    |              |   |
| 16498         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16499         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16500         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16501         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16502         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16503         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16504         | 09/01/2011 | Wasted Check                       | 0.00         |   |
| 16505         | 09/02/2011 | Wasted Check                       | 0.00         |   |
| 16506         | 09/03/2011 | Wasted Check                       | 0.00         |   |
| 16507         | 09/04/2011 | Wasted Check                       | 0.00         |   |
| 16508         | 09/05/2011 | Wasted Check                       | 0.00         |   |
| 16509         | 09/06/2011 | Wasted Check                       | 0.00         |   |
| 16510         | 09/07/2011 | Wasted Check                       | 0.00         |   |
| 16511         | 09/08/2011 | Wasted Check                       | 0.00         |   |
| 16512         | 09/08/2011 | Bangsund Construction Inc.         | 15,220.00    | Granite Falls Owner Rehab   |
| 16513         | 09/09/2011 | Aaron Kells Construction           | 15,150.00    | Appleton Owner Rehab  |
| 16514         | 09/09/2011 | Affordable Floor Covering          | 2,209.00     | Appleton Owner Rehab \$2,062 and Benson Owner Rehab \$147                                 |
| 16515         | 09/09/2011 | Dana F. Cole & Company LLP         | 30.94        | Flex Admin Fee  |
| 16516         | 09/09/2011 | Dyrdahl Lumber Co.                 | 3,738.00     | Clarkfield Owner Rehab  |
| 16517         | 09/09/2011 | Evenson Contracting                | 2,130.00     | Benson Owner Rehab  |
| 16518         | 09/09/2011 | Hawleys Inc.                       | 4,571.00     | Appleton Owner Rehab  |
| 16519         | 09/09/2011 | Karen Evenson                      | 288.00       | Benson Owner Rehab  |
| 16520         | 09/09/2011 | Mediacom LLC                       | 109.95       | Internet Charge 9/4/11 - 10/3/11  |
| 16521         | 09/09/2011 | Molde's Plumbing and Heating, Inc. | 1,850.00     | Appleton Owner Rehab<br>Granite Owner Rehab \$124; Clark. Owner Rehab \$400; Granite Own. |
| 16522         | 09/09/2011 | PRAIRIE FIVE CAC                   | 1,066.00     | Rehab Admin \$39; Appleton Com. Rehab Admin \$498; Appleton<br>Com. Rehab Admin \$5       |
| 16523         | 09/09/2011 | SWIFT COUNTY HRA                   | 1,055.00     | Appleton Owner Rehab Admin  |
| 16524         | 09/09/2011 | Thaemlitz Construction             | 6,272.00     | Clarkfield Owner Rehab  |
| 16525         | 09/09/2011 | Upper MN River Watershed Dist.     | 5,700.54     | Browns Valley Diversion   |
| 16526         | 09/16/2011 | Advocate Tribune                   | 14.50        | Community Dev/PW ads  |
| 16527         | 09/16/2011 | Appleton Meat Center               | 104.85       | Transit Meeting   |
| 16528         | 09/16/2011 | Chase Card Services                | 3,525.86     | NADO - \$1,880/Meander postage/Byway Travel/Agency Gas/Misc                               |
| 16529         | 09/16/2011 | CHIPPEWA COUNTY AUDITOR            | 338.01       | September 2011 Dental   |
| 16530         | 09/16/2011 | CITY OF APPLETON                   | 1,016.67     | October 2011 Office Rent  |

## SEPTEMBER 2011 CHECK LISTING

| Check# | Check Date | Vendor Name                                 | Check Amount | Description                            |
|--------|------------|---|--------------|--|
| 16531  | 09/16/2011 | Clara City Herald                           | 54.00        | Prairie Waters Gathering               |
| 16532  | 09/16/2011 | DAWN HEGLAND                                | 75.00        | Cell phone reimb                       |
| 16533  | 09/16/2011 | DAWSON SENTINEL                             | 97.50        | PW Gathering                           |
| 16534  | 09/16/2011 | DONS FOOD PRIDE                             | 4.55         | Miscellaneous Supplies                 |
| 16535  | 09/16/2011 | Douglas Anderson                            | 41.07        | RLF Board Travel                       |
| 16536  | 09/16/2011 | Eugene Schwitters                           | 48.84        | RLF Board Travel                       |
| 16537  | 09/16/2011 | Federated Telephone                         | 840.00       | Computer TA/Spam filter                |
| 16538  | 09/16/2011 | Grants Management Systems, Inc.             | 242.00       | Accounting Software Maintenance        |
| 16539  | 09/16/2011 | Java River Company                          | 150.00       | Food for Meander                       |
| 16540  | 09/16/2011 | Josh Falness                                | 23.31        | Board Travel                           |
| 16541  | 09/16/2011 | JUANITA LAURITSEN (coding error)            | 7.66         | September 2011 Participant Fee         |
| 16541  | 09/16/2011 | JUANITA LAURITSEN (coding error)            | -7.66        | September 2011 Participant Fee         |
| 16542  | 09/16/2011 | KENNETH KOENEN                              | 33.30        | RLF Board Travel                       |
| 16543  | 09/16/2011 | Kennedy's Bakery                            | 12.60        | RLF Board Meeting                      |
| 16544  | 09/16/2011 | KERKHOVEN BANNER                            | 54.00        | Prairie Waters Event                   |
| 16545  | 09/16/2011 | Louis Sherlin                               | 57.72        | RLF Board Travel                       |
| 16546  | 09/16/2011 | Mattheisen Disposal, Inc.                   | 168.25       | Dumpster Rental                        |
| 16547  | 09/16/2011 | Montevideo Publishing                       | 53.15        | Prairie Waters/Community Dev Staff Ads |
| 16548  | 09/16/2011 | Nortec Communications Inc.                  | 115.00       | Phone Maintenance                      |
| 16549  | 09/16/2011 | Ortonville Independent                      | 66.00        | PW Annual Gathering                    |
| 16550  | 09/16/2011 | Outdoor News Publications                   | 772.50       | PW Display                             |
| 16551  | 09/16/2011 | Paul Wilson                                 | 38.85        | RLF Board Travel                       |
| 16552  | 09/16/2011 | Ruth Keller                                 | 60.00        | Office Cleaning August 2011            |
| 16553  | 09/16/2011 | Swift County Monitor-News                   | 43.50        | Prairie Waters Gathering               |
| 16554  | 09/16/2011 | TDS Telecom                                 | 204.60       | Telephone                              |
| 16555  | 09/16/2011 | Terry Overlander                            | 22.76        | RLF Board Travel                       |
| 16556  | 09/16/2011 | The Appleton Press                          | 345.99       | Meander/Prairie Waters/Supplies        |
| 16557  | 09/16/2011 | Vicki Oakes                                 | 22.20        | RLF Board Travel                       |
| 16558  | 09/16/2011 | Vivid Image, Inc.                           | 789.00       | Web update/maintenance                 |
| 16559  | 09/16/2011 | Walter W. Wulff                             | 37.74        | RLF Board Travel                       |
| 16560  | 09/16/2011 | West Central Initiative                     | 500.00       | Board Leadership Training              |
| 16561  | 09/16/2011 | WESTERN GUARD                               | 71.22        | Prairie Waters Annual Gathering        |
| 16563  | 09/22/2011 | Babcock Construction                        | 14,979.00    | Granite Owner Rehab                    |
| 16564  | 09/22/2011 | Bangsund Construction Inc.                  | 8,210.00     | Appleton Owner Rehab                   |
| 16565  | 09/22/2011 | Craig's Inc.                                | 376.00       | Benson Owner Rehab                     |
| 16566  | 09/22/2011 | Don's Heating and Cooling                   | 3,600.00     | Appleton Owner Rehab                   |
| 16567  | 09/22/2011 | Dyrdahl Lumber Co.                          | 8,887.00     | Granite Rent Rehab                     |
| 16568  | 09/22/2011 | Grossman's Plumbing and Heating, Inc.       | 465.00       | Benson Owner Rehab                     |
| 16569  | 09/22/2011 | Healthsmart Benefit Solutions, Inc. - NCPER | 32.00        | October 2011 Life Insurance            |
| 16570  | 09/22/2011 | Select Account                              | 7.66         | September Admin Fee                    |

## SEPTEMBER 2011 CHECK LISTING

| Check#                                 | Check Date | Vendor Name        | Check Amount                     | Description                   |
|--|------------|--------------------|----------------------------------|-------------------------------|
| 16571                                  | 09/22/2011 | USAble Life        | 26.70                            | Life Insurance - October 2011 |
| 16572                                  | 09/27/2011 | Bourne, Mark L     | 74.92                            | Commissioner Reimbursement    |
| 16573                                  | 09/27/2011 | Buer, Brett T.     | 83.80                            | Commissioner Reimbursement    |
| 16574                                  | 09/27/2011 | Dahlvang, Jim      | 81.03                            | Commissioner Reimbursement    |
| 16575                                  | 09/27/2011 | Dimberg, Harold R  | 72.70                            | Commissioner Reimbursement    |
| 16576                                  | 09/27/2011 | Doren, Angela      | 72.70                            | Commissioner Reimbursement    |
| 16577                                  | 09/27/2011 | Hendrickx, Gary    | 94.35                            | Commissioner Reimbursement    |
| 16578                                  | 09/27/2011 | Johnson, Gary L.   | 87.13                            | Commissioner Reimbursement    |
| 16579                                  | 09/27/2011 | Lauritsen, Juanita | 47.17                            | Commissioner Reimbursement    |
| 16580                                  | 09/27/2011 | Lehmann, Pamela G. | 86.58                            | Commissioner Reimbursement    |
| 16581                                  | 09/27/2011 | Olson, Brent       | 72.70                            | Commissioner Reimbursement    |
| 16582                                  | 09/27/2011 | Olson, Jeff        | 73.81                            | Commissioner Reimbursement    |
| 16583                                  | 09/27/2011 | Peterson, Scott    | 89.35                            | Commissioner Reimbursement    |
| 16584                                  | 09/27/2011 | Rau, Warren        | 123.21                           | Commissioner Reimbursement    |
| 16585                                  | 09/27/2011 | Schmaedeka, Jim    | 86.02                            | Commissioner Reimbursement    |
| 16586                                  | 09/27/2011 | Solem, Harold      | 132.09                           | Commissioner Reimbursement    |
| 16587                                  | 09/27/2011 | Swigerd, Bruce     | 72.15                            | Commissioner Reimbursement    |
| 16588                                  | 09/27/2011 | Thein, Mike        | 107.11                           | Commissioner Reimbursement    |
| 16589                                  | 09/27/2011 | Thymian, Kathi     | 69.37                            | Commissioner Reimbursement    |
|  |            |                    | \$ 107,544.52                    |                               |
| Brett Buer, UMRDC Secretary/Treasurer  |            |                    | Dawn Hegland, Executive Director |                               |
| Gray highlights are pass-thru expenses |            |                    |                                  |                               |





ACTION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Arlene Tilbury  
Financial Officer

DATE: October 25, 2011

RE: Treasurer's Report – September 2011  
September Check Listing

Attached is the September 2011 treasurer's report. 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 September 2011.

ACTION REQUESTED:

For the Commission to approve the attached UMRDC September 2011 Treasurer's Report and also the September check listing (check #16498 through 16589) as presented.

Enc.

ACTION MEMO

TO: Upper MN Valley RDC Commissioners  
FROM: Jacki Anderson, Senior Planner  
DATE: October 25<sup>th</sup>, 2011  
RE: RLF Plan Certification

EDA is requiring semi-annual approvals of the RLF plan. We tried to coordinate this with the semi-annual reporting periods in September and March; reports are due one month after the reporting period ends. The plan has not changed since the last approval in March 2011.

The Loan Advisory Board has plans to review both the RLF Plan and the RLF application beginning in January 2012. Any recommendations that come out of the review process will be presented to the UMRDC for action and submission to EDA.

ACTION REQUESTED:

Approve and authorize the Chairman and Executive Director's signature on the RLF Plan Certification Resolution.

Enclosure

**RESOLUTION**  
**Certification of the Upper Minnesota Valley Revolving Loan Fund Plan**

**WHEREAS**, the Upper Minnesota Valley Revolving Loan Fund (RLF) is committed to long-term gap financing assistance to businesses in Region 6W; and

**WHEREAS**, the establishment of long-term employment opportunities for residents in the region is high priority; and

**WHEREAS**, input for creating the RLF Plan was solicited from each Region 6W county through a RLF Advisory Board membership, Upper Minnesota Valley Regional Development Commission and the Region 6W Comprehensive Economic Development Strategy (CEDS) Committee in order to ensure broad geographic representation; and

**WHEREAS**, the UMVRDC has reviewed the RLF's performance for the preceding year and the RLF Plan; and

**WHEREAS**, the RLF Plan is consistent with and supportive of Region 6W's CEDS; and

**THEREFORE, BE IT RESOLVED**, that the Upper Minnesota Valley Regional Development Commission certifies and endorses the Upper Minnesota Valley RLF Plan dated December 21<sup>st</sup>, 2010 as prepared and is committed to supporting the goals and objectives found within.

Adopted this 25<sup>th</sup> day of October, 2011.

By:

\_\_\_\_\_  
Chairman (UMVRDC)

October 25<sup>th</sup>, 2011  
Date

ATTEST:

\_\_\_\_\_  
Executive Director (UMVRDC)

October 25<sup>th</sup>, 2011  
Date

ACTION MEMO

TO: Upper MN Valley RDC Commissioners  
FROM: Dawn Hegland, Executive Director  
DATE: October 25<sup>th</sup>, 2011  
RE: Staffing

A new Community Development-Transportation planner started October 10. Lindsey Knutson accepted the position at the Planner Level IV- Step 2. Lindsey comes to us with a bachelors degree from UWI in Interior Design, Art History and Architecture, and a masters degree from UMN Humphrey Institute in Urban and Regional Planning. Originally from Hudson WI, she had internships with the City of Redwing (developing a master bike/pedestrian plan and doing some work on Safe Routes for School), City of Hudson (parking management plan, Gateway Transit Corridor planning), Transit for Livable Communities (transit research and best practices), Minnesota Brownfields (research and mapping for redevelopment whitepaper).

We are thrilled to have her join our team and ask that you please provide her a warm welcome and a helping hand as she learns the ropes as a new transportation planner.

ACTION REQUESTED:

To confirm the above offer of employment for Lindsey Knutson as a Planner Level IV- Step 2.

**RESOLUTION**  
**for**  
**Governmental Accounting Standards Board (GASB) 54 Regulations**  
**Revised 10-25-2011**

**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 for vacation; unemployment; medical reimbursement plan; 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

TO: Upper MN Valley RDC Commissioners  
FROM: Arlene Tilbury, Financial Officer  
DATE: October 25, 2011  
RE: Revised FY12 Fund Balance Designation Schedule

The Governmental Accounting Standards Board (GASB) has implemented GASB Statement #54 to establish a new fund balance classification policy. At the July RDC meeting this policy was adopted along with the FY12 Fund Balance Designation Schedule.

Amy from Dana Cole received further clarification regarding which funds need to be listed and in which category. Recommended changes are as follows:

- Remove postage, accrued interest receivable, fixed assets and due from government as these do not need to be listed on the schedule.
- Reclassify Medical Reimbursement Allocation and Flex Account from restricted to committed.

Please review the attached revised fund balance designation schedule and resolution.

**ACTION REQUESTED:**

For the Commission to approve the attached revised UMRDC FY12 Fund Balance Designation Schedule and Resolution dated 10-25-2011.

TO: Upper MN Valley RDC Commissioners  
FROM: Arlene Tilbury, Financial Officer  
DATE: October 25, 2011  
RE: Revised FY12 Fund Balance Designation Schedule

The Governmental Accounting Standards Board (GASB) has implemented GASB Statement #54 to establish a new fund balance classification policy. At the July RDC meeting this policy was adopted along with the FY12 Fund Balance Designation Schedule.

Amy from Dana Cole received further clarification regarding which funds need to be listed and in which category. Recommended changes are as follows:

- Remove postage, accrued interest receivable, fixed assets and due from government as these do not need to be listed on the schedule.
- Reclassify Medical Reimbursement Allocation and Flex Account from restricted to committed.

Please review the attached revised fund balance designation schedule and resolution.

**ACTION REQUESTED:**

For the Commission to approve the attached revised UMVRDC FY12 Fund Balance Designation Schedule and Resolution dated 10-25-2011.

**Upper MN Valley Regional Development Commission  
FY12**

**FUND BALANCE DESIGNATION SCHEDULE**

**7/26/2011**

**Revised 10/25/2011**

**07/26/2011 Schedule**

**10/25/2011 Revision**

**Non-Spendable**

**Non-Spendable**

Fixed Assets

Inventory

Prepays

Interest Receivable

Taxes Receivable

Due from Governments

Inventory

Prepays

**Restricted**

**Restricted**

Revolving Loan Fund - (for relending)

Browns Valley Savings

Scenic Byway Savings

Blandin Accounts

Medical Reimbursement Allocation

Flex Account

Revolving Loan Fund - (for relending)

Browns Valley Savings

Scenic Byway Savings

Blandin Accounts

**Committed**

**Committed**

- \* Sick Leave Designation
- \*\* Vacation Designation
- Unemployment Designation (\$10,000)

- Sick Leave Designation
- Vacation Designation
- Unemployment Designation (\$10,000)
- Medical Reimbursement Allocation
- Flex Account

**Assigned**

**Assigned**

- Agency Auto Fund
- Equipment Replacement Fund
- Between Tax Settlements (\$100,000)

- Agency Auto Fund
- Equipment Replacement Fund
- Between Tax Settlements (\$100,000)

**Unassigned**

**Unassigned**

Fund Balance

Fund Balance

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Jim Dalvang  
UMVRDC Chairman - Date

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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.



#2a

## **INFORMATION MEMO**

TO: UMVRDC Commissioners

FROM: Dawn Hegland, Jacki Anderson, Kristi Fernholz, Barb Jordahl, Arlene Tilbury, Jenifer Fadness & Lindsey Knutson

DATE: October 25, 2011

RE: Planner Update

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

### **Hazard Mitigation – Jacki**

Swift County – Recommendations for small adjustments have been received by the Department of Homeland Security and Emergency Management (HSEM), staff have been working on making these changes and submitting the plan back to the state for submission to FEMA.

Lac qui Parle County – The plan has been adopted by the County and all cities. Staff are working with HSEM on the project close-out process.

### **Upper Sioux Community (USC) Energy Plan – Kristi**

On October 13, Kristi met with the USC to give opportunity to hear from the Elders. Kristi and Audrey Fuller have proceeding with the plan that is scheduled to be completed in November.

### **Minnesota Intelligent Rural Communities – Dawn, Jacki**

Staff are working on a webinar presentation for other MIRC communities around the state to learn about the projects in our region. The statewide Broadband Conference is coming up in November in which staff will join other MIRC demonstration communities to talk about the work that is being done across the state related to our MIRC grants.

### **Revolving Loan Fund – Jacki**

Approximately \$200,000 is available for lending at this time. The next Loan Advisory Board Meeting Monday November 14<sup>th</sup>. Staffs are working on the semi-annual report due to EDA at the end of October.

### **Appleton SCDP Grant – Arlene, Barb**

On September 22, 2011, Jeremy LaCroix from DEED visited the UMVRDC office and met with Laura Milbrandt and Bill Kashmark from Prairie Five, Tim Mooberry from Swift County HRA, and Barb from the UMVRDC. The purpose of the visit was to monitor the Small Cities Development Program Grant. Program areas monitored were grant and financial management, fair housing, equal opportunity employment, environmental, owner occupied housing rehabilitation, commercial rehabilitation, lead hazards, and labor standard. DEED's primary concern is to help the City of Appleton meet the

objectives set forth in this program and to ensure compliance with all applicable regulations so that the city will derive the full benefit from the SCDP grant.

**Minnesota River Valley National Scenic Byway (MRVSB) – Kristi, Jenifer**

The byway and staff have continued work on completing the interpretation projects from the summer and starting on the planning for their Corridor Management Plan Update.

**Meander – Kristi, Jenifer**

Meander 2011 was a success! The Meander artists and event coordinators met on October 12 to review the process and plans are already being made to work on Meander 2012.

**Prairie Waters Regional Tourism – Jenifer, Kristi**

We are working on the 2012 budget and workplan, including the 2012 Explore Minnesota Tourism (EMT) grant for advertising.

Jenifer and Kristi will be attending the Appleton City Council meeting on October 17, and plan to meet with the Montevideo CVB on November 14.

**Clara City Comprehensive Planning – Kristi**

Kristi met with the Clara City Planning Commission on October 5th to discuss the survey results. Of the 800 surveys that were sent out, the city received 288 back.

**New Miles Verification Effort – Lindsey**

Lindsey has been getting acquainted with the workings of the RDC and working with County and City engineers to update MnDOT's road databases for the New Miles Verification Effort.

**Meetings and Conferences**

|                |                                 |              |
|----------------|---------------------------------|--------------|
| 10/13/11       | Upper Sioux Energy Plan meeting | Kristi       |
| 11/16-17, 2011 | Blandin Broadband Conference    | Jacki & Dawn |

INFORMATIONAL ONLY- No Action requested

**Community Development: Be the premier agency for community development in Region 6W.**

|  |   |                 |  |                        |
|--|---|-----------------|--|------------------------|
| Base Camps:<br>70% -<br>80% -  | How do we measure these percentages?<br>Is it our approval rating (i.e. percentage of LUGs that approve of our programs and services)?  |                 | In early 2012 determine the method of obtaining this information - consider a thrid-party survey.  |                        |
| <b>Strategy A.</b>   | <b>Tactics</b>  | <b>Timeline</b> | <b>Measurement</b>   | <b>Accomplishments</b> |
| <b>Increase relationships with LUGs to better understand their needs and how we can assist them.</b>                 | 1. Survey cities and follow-up with fact sheets regarding information about the top two topics communities were most interested in. 2011 Results: - Water, Sewer & Wastewater Infrastructure - Roads, Bridges & Sidewalks   | Annually        | Survey completion/ response rates & was follow-up information provided?  |                        |
|  | 2. Identify LUGs to provide "follow-up" out-reach to. e.g. graceville, website is complete, is there another opportunity to be of assistance to Graceville (i.e. website maintenance, grant writing, etc.)  | Fiscal Year     | Goal of reaching out to five (5) LUGs based on opportunities to "follow-up".   |                        |
|  | 3. Staff debrief after RDC meetings on potnetial topics to follow-up on from round robin discussions.   | Monthly         | Did staff meet monthly to debrief?   |                        |
| <b>Strategy B.</b>   | <b>Tactics</b>  | <b>Timeline</b> | <b>Measurement</b>   | <b>Accomplishments</b> |
| <b>Apply to state and federal agencies on behalf of community and regional projects through contracts with LUGs.</b> | 1. Connect communities to the Minnesota Small Cities Development Program promoting our grant writing and grants management services.  | Spring/ Summer  | Review locations of existing grants and identify areas of need. Newspaper research. Newsletter feedback. Goal of two (2) SCDP applications.                          |                        |
|  | 2. Review communities comprehensive plans (hazard mitigation) to idenfity potential grants or programs that can help them achieve their community priority goals.   | Fiscal Year     | Goal of six (6) connections to grants or programs to aid communities in achieving the comprehensive plan or community project goals.                                 |                        |
| <b>Strategy C.</b>   | <b>Tactics</b>  | <b>Timeline</b> | <b>Measurement</b>   | <b>Accomplishments</b> |
| <b>Provide a regional format for education.</b>  | 1. Host trainings and workshops. Potential topics include: B3 Benchmarking, Variance Changes and a Topic from Survey Results (e.g. wastewater).   | Fiscal Year     | Goal of four (4) trainings.  |                        |
|  | 2. Convene meetings for target groups in the region, (i.e. city administrators, city staff, economic development staff/boards, etc.) to provide a forum for the discussion of common needs and issues. Keep in mind different staffing availability in small cities vs larger cities. | Fiscal Year     | Meetings Coordinated or Assisted in the Coordination. Goal of two (2) meetings coordinated or assisted in the coordination of.                                       |                        |
| <b>Strategy D.</b>   | <b>Tactics</b>  | <b>Timeline</b> | <b>Measurement</b>   | <b>Accomplishments</b> |
| <b>Helping our smallest cities</b>   | 1. Market to all 25 cities with populations under 500 (based on 2010 Census) about why planning is valuable and how-to information so that communities can plan for success in their community. - explain why comp plans and priority lists are important.                            | Fiscal Year     | Inquiries for assistance regarding strategic planning and success stories as a result of how-to information provided. Goal of five (5) inquiries or success stories. |                        |
|  | 2. Ask to do a short planning session with small cities who respond to marketing (provide additional out-reach as needed). Internal goal of completing 3 planning sessions with small communities.  | Fiscal Year     | Number of cities that completed a short planning session. Goal of three (3) cities to complete short   |                        |
| <b>Strategy E.</b>   | <b>Tactics</b>  | <b>Timeline</b> | <b>Measurement</b>   | <b>Accomplishments</b> |
| <b>Ensure integration of community development projects in local and regional plans.</b>                             | Identify goals in plans such as CEDS, Hazard Mitigation Plans, MN DOT Plans, Prairie Waters & Regional Tourism that are completed as a result of UMRDC projects worked on.  | Ongoing         | Number of UMRDC activities contracts that help achieve a goal/strategy in a regional or local plan such as those listed. Goal of ten (10) connections.               |                        |
|  | Communicate achievments as a result planning efforts in the region and local communities through press releases, newsletters and blogs features.  | Ongoing         | Promote the ten (10) connection listed above using communication tools such as blog features, newsletters and press releases.  |                        |

INFORMATION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Jacki Anderson, Kristi Fernholz & Barb Jordahl

DATE: October 25<sup>th</sup>, 2011

RE: Community Development BHAG Update

**BHAG**

Attached is the updated Community Development BHAG sheet. Our committee met and reviewed the goals set forth by the Commission.

**Smallest Cities**

Jacki shared with the board that staff had been successful in getting an intern awarded to the agency for assistance with community development projects this semester. A University of MN Morris student, Thomas Roloff accepted the internship. The internship will focus on assisting us with some of our out-reach to our smallest communities (populations under 500) with information about planning best practices as well as UMVRDC assistance and services. Staff are working on developing a program concept to assist small towns with develop work plans to achieve their goals.

**Trainings**

Staff updated the board on some trainings being held in the region, related to the MIRC project but that were contributing to our goals of hosting regional trainings for city/county staff. The board discussed ideas for new trainings such as water/wastewater funding from the Department of Employment and Economic Development and/or the Public Facilities Authority. Staff will look into these opportunities. Staff and board agreed it was important to provide timely topics and resources.

**INFORMATIONAL ONLY- No Action requested**

Enclosure

**INFORMATION MEMO**

TO: Upper MN Valley RDC Commissioners  
FROM: Dawn Hegland, Executive Director  
DATE: October 25<sup>th</sup>, 2011  
RE: Board Leadership Academy Notes

Warren, Brent and Dawn are attending a three-part Board Leadership Academy this fall. The first meeting was October 3 and the following topics were on the agenda:

- Board Development Cycle
- Nonprofit Principles & Practices
- Nonprofit Best Practices Panel
  - Recruiting
  - Orientation
  - Effective Meetings

Notes and thoughts from the class are below. I believe the first item I will work toward is the board orientation manual and making sure the items mentioned are covered and included. One item I will implement immediately is a revised monthly meeting evaluation.

**Notes from Dawn**

**Review Board Orientation Binder**

- Does it outline the communication protocol for communication between board members and the Executive Director? The Chairperson? Other Board members? How about new laws around the use of email?
- Does it emphasize Mission and Goals enough?
- Does it review the RDC programs enough?
- Does it explain the budget and how we report it each month? Does the monthly treasurer's report reflect all the funds we manage: pass through, admin, dedicated accounts?
- It should include the most recent audit (it does not right now)
- Should I meet with the new members on their own turf instead of as a small group in our office?
- Should I or a board member formally follow up with new members after several months to see if they have any questions?
- Spend more time on the list of board member responsibilities.

- Emphasize attendance?
- Annually renew board member responsibility form with ALL board members.

### **Effective meetings**

- Do board members understand our financial materials we include each month?
- Should there be a written Chairman's report ?
- Should there be a written Executive Director report?
- We should monthly evaluate our meetings and the functioning of the board ( we do this quarterly now).
- Should we include a board development "tidbit" each month?
- Review attendance policy.
- Review consent agenda item- should our information memos be on the consent agenda?

### **Board Make Up**

- Should the board stewardship committee be the nominating committee each year to look for replacement members, and make nominations for chair etc?
- Should we complete the board member analysis to see what characteristics we might really want to look for in new members? EX: we need more diversity, more women, more regional organizations.

### **Notes from Warren**

The two things that I feel are very important are the **new member orientation** which you are doing a good job on currently. I think it's critical to educate the new board members if we have any hope of getting and keeping them active.

Secondly if we can try to do a better job of **recruiting new members** for board replacements when needed. If we can locate people with an active interest in what we can do for the community it should increase the likelihood of them becoming involved board members. The problem will be finding who these people are. Many of us don't have that much contact or knowledge of this pool of candidates from which we would like to choose people. It all relates to the Good to Great idea of getting the right people on the bus.

Warren

### **Notes from Brent**

The first session of the Board Leadership Academy, held in Fergus Falls on October 3<sup>rd</sup>, was well run and informative.

Identifying the "BoardSource" website was very likely worth the trip all by itself – there is a wealth of information available at [www.boardsource.org](http://www.boardsource.org).

Another item of value was the discussion held around the importance of taking things off your plate as well as adding to what you do. That's an area where I feel many organizations, including the RDC, fall down. A lack of focused mission can mean a dilution of resources, to the end effect that very little of substance is accomplished.

A great deal of emphasis was placed on new board member orientation. The point was that a healthy board requires turnover every eight years or so and to just throw away one year of that while a new board member is finding their equilibrium is a profound waste of time and productivity.

Perhaps the most useful tidbit of information was the suggestion that every meeting have at least some attention paid to strategic planning. It doesn't have to be for long, but five minutes each month where the entire board gives some thought to the future and the course being steered. The RDC already does this better than any other board I'm on, but it is worth emphasizing. It can be too easy to keep doing what we have been doing without spending much attention to trends and possibilities.

In terms of concrete actions to take I would suggest that they include

- A more detailed financial report, including audit reports
- A written Executive Director Report
- More purposeful board orientation
- Written conflict of interest forms from entire board, every year.\
- Address diversity in new board member selection
- Encourage turnover after a decade or so on the board

Our next training is Wednesday, October 19.

**INFORMATIONAL ONLY- No Action requested**

**INFORMATION MEMO**

TO: Upper MN Valley RDC Commissioners

FROM: Dawn Hegland, Executive Director

DATE: October 25<sup>th</sup>, 2011

RE: Board Leadership Academy Notes

Angela, Mike and Dawn attended the National Association of development Organizations (NADO) fall training conference. Dawn's notes and thoughts from the meeting are attached. There were numerous ideas that I thought warranted some further discussion and will be considered by myself, staff and the other RDC executive directors.

**INFORMATIONAL ONLY- No Action requested**



# NADO Conference

October 8-11, 2011

Miami Beach FL

RDO= Regional Development Organization (RDC, COG, PDD etc)

Cdbg= community development block grants

Xd= executive director

## **Overarching Thoughts and Comments**

**Status quo is no longer an option**

**With the current crisis.... All I can see is opportunity for our agency....**

We are problem solvers, we will work out the details, we can partner, we are result oriented...don't be protectors of the status quo we need to present new ideas and solutions for and with our region.

We are a knowledge based firm....that is our value

We present data, concepts, ideas, innovation, solutions and results...ideas are our lifeblood

If our communities don't know what to do, we must help them

We are the hope for the region, get up get out and get going

**BOOK recommendation: Wave Rider: Leadership for High Performance in a Self-Organizing World by [Harrison Owen](#)**

## **7 significant issues for RDCs nationally**

- Relevance are we being asked to join effort in the region,
- Convening around the issues in the region
- Ownership and governance who owns us what is the % of lug funding, the people who are governing may only be paying a small amount
- What is our relationship with lugs?
- What is our relationship with state and federal agencies?
- Statewide capacity and uniformity
- Public relations and image

Do our partners TRUST us? Enough to work with us?

- Do we make and keep commitments?
- Communicate goals and reasons?
- Do we provide a good value?
- Seek and implement feedback?
- Sever the grapevine address concerns or gossip?

## **Statewide association for RDOs**

In MN we no longer have a state association, we used to have MRDO and each of us paid dues, we had a staff (lobbyist- Kevin Walli) that followed legislative efforts and made connections for us and did some staffing roles.

After listening to several sessions about the benefits of collectively working together as a state association (positioning with state agencies and policy makers, ability to hold one another accountable for our performance, ability to seek statewide projects) I found I wanted to discuss with the other Mn RDCs the following:

- “Lessons learned” from statewide assessments conducted by NADO
- Put forth proactive agenda as a state organization to state and federal agencies
- Sharpen full portfolio of work for branding statewide
- Review Missouri peer accountability process for RDOs
- Figure out how to have statewide coverage in Mn where we lack an RDO ( St Cloud, Rochester)
- Branding the RDCs as a viable partner to implement programs and project statewide.

Statewide assn helps new xds learn the ropes.

State association summaries

- IA active state assn, pt staff, lobbyist
- IL state assn, ft director who connects with state agencies
- IN no staff, fair participation by all rdcs
- NB no staff some participation by staff
- OH no staff, high participation by rdcs
- MO high participation, paid staff
- WI no assn
- KS not 100 coverage but good participation, pt staff

RDC xd mtg should set up a xd committee to deal with each agency,

Do we need a cognizant agency?

Could we contract between mrdo and amc, lmc for staff?

## **Locally I think we need to see if we are doing these things:**

Seek niches that support member interest.

Staying true to our mission, are all of our BHAG tasks getting us there? How can we tell if they aren't? We need to really discuss our benchmarks.

Focus on educating and reeducating our local partners, we can't take for granted that they know what we do.

ALWAYS strive for excellence at what we do, the products we complete and the service that we provide.

What value do we bring to the project or program if we are involved?

Create and maintain relationships with LUGs, who aren't we reaching out to?

Meet with Kubly Falk and Koenen how can we help.

Don't yell at the funders. We might not like the way DEED, EDA or DNR do things but talk with them on how we can help make the process or project better.

Become a sounding board for local/ regional government operations and administrative efficiencies

Take calculated risks and be willing to accept failure- are we risk takers? Should we be?

Build a unified board, are all board members wearing their RDC hat when they come the RDC board? They should be. They should make their decisions on what is best for the RDC not what is best for their LUG.

What are we doing to help with these critical issues in our region?

- Broadband
- Infrastructure
- Park and trail planning
- Strategic planning
- Energy efficiency

How often do we meet with

- Governor staff
- State legislators
- Congressional aids
- Chamber business leaders eda staff
- Board members and local officials

## **Management**

What are the priorities from the board for my time? Projects vs admin vs marketing

What do board members want to see in the financials?

Electronic checks for anything we can use them for.

Sit down with best customers and some we never work with to do assessment to see what we could help them with, ask what we could do better, mention that I am looking for advice on how we could be better, ask them if they would like to get together to discuss common issues ask about CEDS input, regional recruitment, tourism....

Should we send a new elected official packet sent out in January or November after elections?

Do we send something pre election?

33% of employees are engaged

49% not engaged

18% actively not engaged

What are some employee engagement strategies?

- A RDCs shared they did a third Thursday lunch

Should we use a Google or survey monkey employee survey?

Use a self ranking tool for employees

- Do you feel passionate about your job
- What do you think about our agency
- What don we do well?
- Not well?
- Do you believe you can impact the costs of the agency How?
- I know what is expected of me at work

- I have materials I need to do. Y job
- I have the opportunity to do. Y best
- My opinions seem to count
- My managers seem to care about me
- I support the mission
- My fellow employees are committed
- I have a best friend at work
- At the last six months someone has talked to me about my progress at work

Vision how do you get them to be engaged in the vision for the agency?

Develop new ideas in staff team without xd there. New customers, new ideas, new products xd

listens at the end of the session xd defines the yes no

Fail fast fail cheap

## **EDA Comments**

Deputy Asst Dept of Commerce EA CEO Matt Erskine

Bryan Borlik, EDA Director of Performance and National Programs

EDA secretary thought the CEDS were “the worst plans in the country, they are data dumps with no pictures or graphs, I need something short concise and factual”

Upjohn report available when? Under internal review looking for NADO comments to Laura Sterling

Upjohn Report Findings

- Scope and scale for rural is lost...focus on innovation and entrepreneurship is critical and applicable to rural areas
- How are applications reviewed.... it needs to be much more streamlined and effective
- Increase EDAs ability to guide regional economic development efforts
- Enhance the CEDS- discontinue the five year update it should be done annually
- Advance EDA relationship with EDDs- more feedback, best practices, establish larger regional groups examine how funding apps are handled

*Currently soliciting feedback on EDA programs, we should review this solicitation.*

EDA has a new cluster tool can we cluster self employment data.....NADO working with EDA on lack of rural data...

Integration of disaster mitigation into CEDS

## **Examples from other states**

Templates from Missouri (state templates and branding), and Kentucky (governance committees and accountability for state wide assessment), NM (state wide retreat with state leaders), NC (statewide EDA initiative) as well as TX and WV were noted for excellence. Nebraska seeing a cut in HUD money and the state deed is developing new programs are using interns to administer site bldg funds.

Illinois (Cary Minis) 30 million in haz mit funds submitted, 4 rdcs joined together with a nonprofit to submit eda \$.

MN RDC 9 (Ronda) did a city forum for funding from multiple state agencies, we did this a few years ago and need to do it again.

MN RDC 5 Financial officer to do financial management for townships and cities for capital

planning and budgeting.

IN disaster recovery where multiple state agencies connecting to put collective funds into a few communities each year

IA New state effort to partner with state agencies

MO (Ty) has a strong statewide association broadband, waste water hazard mitigation, rlf, transportation,

Ohio state is privatizing economic development, no state agency or vision, but the rdcs are at the table, lots of cdgb admin. 3 million rlf recap only 200 k in match but only 2 weeks to get it together combined CEDS and transportation plan,

Dubuque IA manages SBA loans, rlf, marketing to bring local edas together to discuss funding and recapitalization

NB state is refunneling the cdbg money through local rdcs to de-federalize money

Overall there is a need to communicate to federal agencies about match requirements.... it should be based on capacity.

Vt council on rural development broadband adoption, digital witch put laptops in 5-6 grade classrooms, developed regional technology teams through NTIA how will we use broadband in these teams

Alabama DEED has a strategic plan for broadband roll out

Illinois governor set aside money partnership for a connected Illinois steam coordinator.. How can we be a marketing arm for private provider, can we conduct technology audits

Broadband initiative websites to check out

- [www.Cppdc.org](http://www.Cppdc.org)
- [www.Connectingalabama.com](http://www.Connectingalabama.com)
- [www.Bvu.org](http://www.Bvu.org)
- [www.Evermont.org](http://www.Evermont.org)
- [www.Broadbandillinois.gov](http://www.Broadbandillinois.gov)
- [www.Connects.us](http://www.Connects.us) or .com

What is a state dept of local govt? Kentucky has one  
Kentucky Infrastructure Authority? What do they do?

The following are excerpts from the NADO [Innovation Awards](#) these were some of the projects that were most interesting to me.

The Gateway Area Development District (GWADD) represents a region that previously depended heavily on tobacco crops and has struggled as former tobacco growers attempt to diversify their farms and regain economic stability. The Kentucky Market Pavilion was created by GWADD to provide year-round marketing and sales of Kentucky-made products. The project is the final phase of the Bath County Agriculture Education and Marketing Center project which began in the late 1990s. GWADD partnered with the Bath County Agricultural Development Board to help secure a funding package and provide project administration for the construction of a retail store facility. The Market Pavilion is an enclosed structure that allows for year-round retail sales of goods produced in Kentucky, including crafts, meats, cheeses and candies, and also includes a bakery and deli area that sells locally-grown produce. The Center, with the exception of the Retail Store, was completed in 2005. Along with the newly constructed Market Pavilion, the Center includes a covered farmers market, a processing kitchen, a meeting facility, and the Bath County Cooperative Extension offices. An online marketing center is also in the works, and is expected to be instrumental in promoting thousands of local

projects on a national level.

Gateway Area Development District  
Contact: Cindy Kincaid  
Morehead, KY; 606.780.0090  
cindy.kincaid@ky.gov; [www.gwadd.org](http://www.gwadd.org)

The Northern Arizona Council of Governments (NACOG) developed the Business Assistance Center (BAC) to provide small and home-based businesses with technical assistance, technology, business planning and space to grow their business. The BAC provides complimentary services to individuals and entrepreneurs wishing to start a business, owner/operators seeking assistance with business or marketing plans and business owners who want to become better managers and ensure their business is sustainable in the long term. NACOG collaborated with Yavapai Community College, the Yavapai Local Workforce Investment Board and Systems Technology and Staffing for a variety of services related to the BAC. To date, the BAC has assisted over 3,000 business representatives, created 192 job placements and mentored 35 entrepreneurs wishing to start or expand a business. The BAC represents a regional collaboration and a value-added asset that supports starting or maintaining a small business in rural northern Arizona.

Northern Arizona Council of Governments  
Contact: Teri Drew  
Flagstaff, AZ; 928.774.1895  
tdrew@nacog.org; [www.nacog.org](http://www.nacog.org)

The Southern Oregon Angel Investment Conference was formed by Southern Oregon Regional Economic Development, Inc. (SOREDI) to encourage new business ventures in this region. SOREDI held a conference in which 31 entrepreneurs presented startup ideas to a group of investors and competed for funds to realize their proposals. The project connected and activated local private investors more directly than SOREDI had ever previously experienced. The event educated the community of high net-worth individuals and prepared them for ongoing outreach, and allowed entrepreneurs to present their concepts in front of a live audience of 160 people. This level of exposure led to some investors to pursue potential business ventures with some of the finalists. The winner of the grand prize, Folium Partners, won \$155,000 in prize money to develop their idea, with the possibility for the investment level to climb to \$300,000. Additional outcomes included local press attention, the participation of corporate sponsors and a raised profile for the entrepreneur community and economic development activity in the region.

*Southern Oregon Regional Economic Development, Inc.*  
Contact: Ron Fox  
Medford, OR; 541.773.8946  
ron@soredi.org; [www.soredi.org](http://www.soredi.org)

Pelahatchie, Mississippi is a town of about 1,600 people located 25 miles east of Jackson on Interstate 20. **The Rebirth of Downtown Pelahatchie** was initiated by Pelahatchie's mayor, Knox Ross, as he recognized the need to preserve and revitalize the town's historic center to attract new businesses. The City partnered with the **Central Mississippi Planning and Development District (CMPDD)** to explore innovative ways to fund and carry out the needed improvements. CMPDD and the City's search for funding possibilities led to successful upgrades of the Police Station, Community Center, Library, City Hall and Fire Department, and the addition of a splash pad, large water fountain feature, trash receptacles, benches, streetscaping, decorative lighting, and Wi-Fi accessibility to the downtown. Webcams were installed throughout the downtown area so that residents and others could see the progress as construction proceeded.

Central Mississippi Planning and Development District  
Contact: Mitzi Stubbs  
Jackson, MS; 601.981.1511  
mstubbs@cmpdd.org; [www.cmpdd.org](http://www.cmpdd.org)

The older adult population of Georgia has grown rapidly in the last decade and this growth is expected to continue, especially in the Coastal Georgia region. The **Coastal Regional Commission of Georgia** developed a plan for the region to address this demographic shift, titled **Coastal Communities for All Ages**. This document, the first of its type in the state, represents shared agreements for specific achievable strategies among primary stakeholders, governmental agencies and community groups. Its purpose is to provide a map for the region's future and match key issues with tangible solutions. The plan prescribes a series of "livability principles" that communities should strive to achieve: connectivity, pedestrian access and transit, neighborhood retail and services, social interaction, a range of dwelling types, healthy living, and environmental and sustainable solutions. Together these principles facilitate personal health, independence and engagement in community life for older residents. The plan includes guiding principles, specific implementation strategies and performance standards for livable communities to aid local governments in effectively planning for the demographic change.

Coastal Regional Commission  
Contact: Lupita McClenning  
Brunswick, GA; 912.262.2800  
lmcclenning@crc.ga.gov; [www.crc.ga.gov](http://www.crc.ga.gov)

The vision of the **Pattern and Place Charrette Workshops** was to give local governments the knowledge and skills necessary to find creative solutions to problems faced by their communities. The **River Valley Regional Commission** held four workshops for community stakeholders in south central Georgia to think more creatively and identify opportunities and assets within their own community. The workshops included community stakeholders from throughout River Valley's sixteen-county region, and provided a forum for people who might not otherwise meet to discuss local and regional issues. Each workshop focused on a different issue related to community design and was held in a different community. The topics covered included an overview of typical town design, identifying assets and opportunities within the community, streetscapes and pedestrians and creating financial action plans to execute redevelopment efforts. The workshops were held in sequence so that attendees of all four were able to take advantage of cumulative knowledge. The feedback from the charrettes will be used to propel community involvement in redevelopment and improvement efforts throughout the River Valley region.

River Valley Regional Commission  
Contact: Courtney Grunninger  
Columbus, GA; 706.256.2910  
cgrunninger@rivervalleyrc.org; [www.rivervalleyrc.org](http://www.rivervalleyrc.org)

The **Ely Energy Action Plan** is a pilot project in the City of Ely, Minnesota sponsored by the **Arrowhead Regional Development Commission (ARDC)**. The plan lays out a broad-based, long-term approach for Ely to become a leader in energy independence through maximum energy efficiency and the use of renewable and local energy resources, leading to sustainability and economic prosperity. The plan will guide energy projects that benefit homeowners, local businesses and the city, helping to save money and increase energy security. Between April and August 2010, ARDC facilitated three meetings with a broad group of local stakeholders to draft a vision, goals, strategies and action steps for the plan. Members of the focus group included representatives from the City of Ely, Energy Efficient Ely, Ely Alternative Energy Taskforce, Vermilion Community College, Ely Area Development

Association, U.S. Forest Service, local business owners and additional consultants in renewable energy and economic development. The plan was submitted to City Council for their review and a public hearing, and was officially added to the City's Comprehensive Plan in November 2010.

**Arrowhead Regional Development Commission**  
Contact: Bonnie Hundreiser  
Duluth, MN; 218.529.7527  
bhundreiser@ardc.org; [www.ardc.org](http://www.ardc.org)

The **Northwest Michigan Council of Governments (NWMCOG)** developed the **Energy Efficiency for Local Units of Government** project in order to reduce energy consumption among local governments in the region, save taxpayer dollars and create economic opportunities for Michigan's energy industry. In its first year, NWMCOG allocated \$40,000 to each county to support energy audits of county-owned buildings and to create a plan for energy efficiency improvements. The audits identified over \$1.8 million in energy savings. These "no cost" improvements could help each county achieve between \$12,000 and \$35,000 in additional annual savings if implemented. Finally, many of the improvements are eligible to receive rebates from utility companies as part of the state-mandated energy optimization program. The project's second year will include a competitive sub-grant process to select 10 additional units of government to receive \$40,000 for audits and retrofits. All participants will designate at least 50 percent of these savings for future energy improvements.

**Northwest Michigan Council of Governments**  
Contact: Jaclyn Sanborn  
Traverse City, MI; 231.929.5046  
jaclynsanborn@nwm.cog.mi.us; [www.nwmcog.org](http://www.nwmcog.org)

In 2005, the **Mid-Columbia Economic Development District (MCEDD)** identified arts as one of the top five economic clusters within the Columbia River Gorge region. With its history of prioritizing cluster development, MCEDD became an important part of the process that created the **Columbia Gorge Arts and Culture Alliance (CGACA)**, a regional collaboration of cultural and economic development interests to brand the Gorge as an arts and culture destination and strengthen like-minded organizations. MCEDD has provided grant writing, project development and fiscal management services to support CGACA. The result of these efforts is a strong coalition of arts and culture organizations across five counties and two states. Products to date have included long-lasting branding materials and the designation of May as Arts and Culture Month in the Gorge by the governors of Oregon and Washington. Tourists and Gorge residents alike have benefited from learning about local cultural opportunities. More importantly, arts and culture organizations have an ongoing mechanism to provide mutual support and sharing of ideas and to collaboratively promote the region's cultural assets.

**Mid-Columbia Economic Development District**  
Contact: Amanda Hoey  
The Dalles, OR; 541.296.2266  
amanda@mcedd.org; [www.mcedd.org](http://www.mcedd.org)

Many rural communities in the **First Tennessee Development District (FTDD)** have significant stormwater management issues that are often overlooked but have important environmental and economic consequences. The purpose of this project, **Identifying Green Stormwater Infrastructure Needs in Rural Communities**, was to identify stormwater management issues in and develop an implementation plan for rural communities in the region. FTDD staff met with each rural city and county in the district to develop a list of potential problem sites for the project. Site visits were also made to each of the potential sites. FTDD hired an environmental



consultant with expertise in stormwater management emphasizing “green” technology to refine the list and develop a Stormwater Management Implementation Plan with cost estimates. Sixty-two sites were identified as problem areas throughout the district. This is the first effort in the region to survey problem stormwater management areas in rural communities. The Implementation Plan includes specific Best Management Practices (BMPs) for each site with an emphasis on “green” technology.

**First Tennessee Development District**  
Contact: Christopher Craig  
Johnson City, TN; 423.928.0224  
ccraig@ftdd.org; [www.ftdd.org](http://www.ftdd.org)

**Region Five Development Commission** implements a **Coordinated Government Service Delivery** approach to stabilize government services despite extreme budget constraints. Region Five Development Commission coordinated quarterly county administrator meetings that led to joint purchasing, joint training of county staff and later led to delivery of income maintenance services and trail development across county lines. They also convened cities within each county at “City Visits” to identify means to continue services. City Visits meetings incorporated “The Art of Hosting” community development techniques and addressed joint tourism marketing and multi-city volunteer recruitment. In addition, mutual aid agreements have been signed between small cities for fire, police, public works and city staff, and equipment lists are currently being prepared and shared among the cities with the intent to provide neighboring assistance to those communities hit hard by storms.

**Region Five Development Commission**  
Contact: Cheryal Lee Hills  
Staples, MN; 218.894.3233  
chills@regionfive.org; [www.regionfive.org](http://www.regionfive.org)

Recognizing the need to provide more uniform and increased levels of GIS-based technical service to local governments, Georgia’s 12 regional commissions (RCs), entered into a **Regional Enterprise License Agreement (ELA)** with Environmental Systems Research Institute (ESRI) for access to GIS software. Acting on behalf of its member RCs, the **Georgia Association of Regional Commissions** served as the conduit for the establishment and maintenance of a three-year regional GIS software ELA, the first of its kind in the U.S. Immediate benefits of the regional ELA include unlimited licensing by each RC to the full suite of ESRI’s ArcGIS line of software and extensions, access to yearly ESRI certified instructor trainings, an allotment of online virtual campus training credits and complimentary tickets to the annual ESRI international conference. The state’s 12 RCs are now better poised to deliver increased levels of GIS services to their respective regions and member local governments. In addition, the regional ESRI GIS software ELA promotes best practices in a very technical field by ensuring access to ongoing training and use of the latest and most current software versions.

**Georgia Association of Regional Commissions**  
Contact: Brent Lanford  
Macon, GA; 478.751.6160  
blanford@mg-rc.org; <http://garc.ga.gov>

Coordinated by the **Northeast Michigan Council of Governments**, the **US 23 Heritage Route** program is a grassroots collaborative effort between multiple units of government, state and federal agencies, interested groups, local agencies and private business to promote the 200-mile six-county corridor along coastal Lake Huron as a regional tourism destination. NEMCOG works with six county teams and a Management Council to move projects forward along the route. The program has created six unified brochures highlighting recreational attractions along the route, a trademark US 23 logo, and a regional tourism website ([www.us23heritageroute.org](http://www.us23heritageroute.org)) which promotes over 1,000 attractions along the 200-mile

corridor and gives users the ability to create their own itinerary and map based on their own interest areas or geographic choices. The highly successful website is a unique and innovative method of presenting information for the tourist in a comprehensive, user-friendly and detailed manner. The US 23 program is currently working on "Telling the Stories of the Sunrise Coast" by implementing an interpretive program using the website, print media, logo signage and mobile devices to present written stories and video.

Northeast Michigan Council of Governments  
Contact: Denise Cline  
Gaylord, MI; 989.705.3730  
dmcline@nemcog.org; www.nemcog.org

### **COMPARISON OF RDCS NATIONALLY ( NADO report)**

Just as states vary politically, culturally and geographically, state associations of regional development organizations have a diverse range of missions, programs, budgets and organizational structures. Overall, states covering the Southeast portion of the nation and Texas have the most active and full service associations. Several states, including a growing number in the Midwest such as Nebraska and Indiana, are striving to revive their state associations after years of dormancy.

NADO identified 39 states with statewide associations or formal networks of regional development organizations. States that are completely covered with regional organizations, from border to border, typically have more advanced and financially sound organizations. States with a limited number of regional councils or no regions, such as Delaware, Hawaii, Nevada, New Jersey, Rhode Island and Wyoming, have no state group.

Even if the board of the state association is made up of policy and local officials, the success and viability of the organization is directly related to the level of support and participation of the regional organizations' executive directors. Another key factor is whether or not the regions in the state receive funding from the legislature or contract with state agencies for specific programs and services, such as planning, GIS, transportation, job training or aging services.

### **HIGHLIGHTS AND SHOWCASES OF STATEWIDE INITIATIVES**

In reviewing the special initiatives and activities of the various state associations, it became quite apparent that these organizations can be innovative and entrepreneurial and that they have tremendous potential.

In Kentucky, the state association has established a statewide GIS association of its members to market and promote their services to businesses, communities and state agencies. The Kentucky group has also partnered with a private sector firm to launch an online auction service for local governments to solicit competitive bids on services, equipment and materials. Both of these innovative activities generate revenue for the state association.

In Pennsylvania, the regions have worked together for years to approach state agencies as a statewide network. As a result, they have been instrumental partners in an innovative enterprise development initiative. Each of the regions serve as technical assistance providers to local businesses on international trade and export development. They set up procurement technical assistance centers to help small and medium-sized companies pursue contracts with

federal, state and local agencies. In addition, the Pennsylvania regions are involved in bringing broadband access and information technology to local governments in the Appalachian portion of the state. This effort has brought much needed computer hardware and training to local governments.

The Alabama association has played an instrumental role in several innovative projects. The group successfully passed a statewide ballot initiative to provide \$1 million for each region to create an economic development revolving loan fund. The state group received a federal grant to coordinate and assist local efforts with a scenic byway program. In addition, the members of the Alabama association have leveraged their roles as Area Agencies on Aging to expand attendance at their annual training and professional development conference.

The Illinois association generates revenue from sales of its strategic planning workbook, while the Missouri association hired professional staff to focus on member accountability and marketing.

The Mississippi association has become a visible presence in the state and the nation's Capitol, as the group hosts an annual congressional reception and an annual training conference featuring more than 600 attendees. In Georgia and New York, the associations helped the regions secure state funding to assist with the promotion and preparation for the 2000 census.

The Oklahoma state association helped obtain funding for advanced capital improvement planning in each region of the state. The regional development organizations are using their GIS and GPS capacity to create digital maps and extensive databases of the state's public infrastructure. This initiative is helping local governments and the state comply with the GASB 34 accountability standards, in addition to enhancing local economic development planning. Most importantly, each region will have an impressive catalog of data and information for local businesses, communities and local officials to analyze and plan for their futures.

In New York, the state association has created a statewide resource program for regional water quality planning. The network works together to coordinate and implement initiatives related to water resource management and planning.

While Oregon's regions have an informal state association. They have developed a joint marketing brochure to promote their statewide network of business development loan funds. The Oregon regions also collaborate to educate and develop relationships with their federal and state legislators and staff.

The South Carolina association has launched a number of innovative programs. The policy members and executive directors in the state crafted a model guide to succession planning for executive directors. In addition, the group developed and published a special report that showcases the impact of the regional councils' programs and initiatives over the years. The impact report has been a useful tool to educate new state elected officials, and even local officials, on the value and services of the regions.

Understanding the growing importance of state government support for regions, the association in Tennessee hosts a luncheon with over 200 people each year to recognize supportive state officials and legislators. The Iowa association also hosts a luncheon at the state

capital to outline their priority issues and concerns to state officials. These are just two examples of a growing trend of increased lobbying by regional development organizations at the state level.

In Texas, the regional councils have recently reformed and upgraded their association. The 24 regions in Texas pay substantial dues, and pursue contracts and grants to support a professional and technical staff. By working together as a statewide network, for example, the regions have become key players in coordinating and planning the state's homeland security strategy.

The research also identified an emerging trend with the development of bi-state and multi-state coalitions and partnerships. The regions in Missouri and Iowa, as well as Kentucky and Tennessee, have held joint training and network sessions. The regions in New England, Southeast, West Coast, and more recently, the Southwest region, are forming regional associations or coalitions.

For years, the 72 regional development organizations in Appalachia have worked together to build their capacity and skills, and, more recently, the 44 regional councils in the eight-state Mississippi Delta region joined forces with NADO to work together on Delta Authority issues.

#### **STATE ASSOCIATION FINANCES**

There is a great variance in the amount of dues and assessments that state associations collect from members. Dues range from a minimum of \$100 each year per member to cover basic necessities in a number of states to a high of \$41,000 for one council in the Texas association.

The financial resources of an association often determines the state association's level of activity. Eleven of the 14 associations that contract with a government relations firm have annual dues or assessments of at least \$2000 (Alabama, Arkansas, Florida, Georgia, Iowa, Minnesota, Missouri, North Carolina, Pennsylvania, Tennessee and Vermont).

Fourteen have paid staff or contract with a member organization or firm for staff support. Of these associations, ten have annual dues or assessments of at least \$1500 (Alabama, Florida, Iowa, Kentucky, Mississippi, Missouri, North Carolina, Oklahoma, Texas and Virginia).

An increasing number of states (i.e. Georgia, Indiana, New Hampshire, Texas and Virginia) have initiated discussions, or taken recent actions, to increase or adjust dues in order to hire additional staff or contract with a government relations firm for advocacy services.

#### **GOVERNANCE MODELS**

The majority (34) of state associations are formal organizations with established bylaws.

The governing boards of the state associations typically take on three different forms. (No one form is consistently used more than another. The executive directors of the regional development organizations form the board or governing committee of 18 associations. Local officials and policy board members of the regional organizations serve on the board of ten state associations. Thirteen state associations employ a mixture of both executive directors and policy/elected officials on the board of the statewide association.) In almost all cases where the policy/elected officials make up the board, the executive directors serve as advisors.

A majority of associations (28) use a committee structure to conduct association activities. While not all of these committees may be permanent, almost all of these associations utilize committees on an “as-needed” basis.

### **ASSOCIATION ACTIVITIES**

While about half (20) of the associations hold annual training conferences, those that host conferences and professional development workshops indicated the events are one of the most important means of sharing information, educating state and local officials on the work and value of regional organizations, and generating additional revenue for the state association.

The advocacy and program focus of the state associations vary greatly. The most common issue is state funding for regional planning and technical assistance. An impressive number of associations work on metropolitan and rural transportation planning, aging services, all hazards mitigation planning, Geographic Information Services (GIS) and workforce development.

A select number of associations are concerned about state funding and program support for solid waste management, housing and business development loan funds. A majority of associations are also currently monitoring or exploring opportunities in homeland security planning and preparedness.

From coast to coast, state associations are evolving into more sophisticated and active organizations as the political and fiscal climates become more competitive. Most encouraging is that the executive directors and leadership of the nation’s regional development organizations are recognizing the changing environment at the national and state levels, and are taking the steps necessary to remain viable and effective resources for local businesses, communities and governments.

INFORMATION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Kristi Fernholz  
Tourism Planner

DATE: October 25, 2011

RE: 2011 Meander Results

I will be handing out the preliminary economic results from this year's Meander. We received over 300 surveys from 2011 Meander participants. We also received post-event surveys filled out by Meander artists. Preliminary results appear that sales and attendance were up significantly this year.

***No Action Requested: Information Only***

KF:kf

ACTION MEMO

TO: Upper MN Valley RDC Commissioners  
FROM: Jacki Anderson, Senior Planner  
DATE: October 25<sup>th</sup>, 2011  
RE: Loan Advisory Board Recommendations

The Loan Advisory Board has recommended that the UMRDC un-commit \$100,000 for the Dairy Queen project in Granite Falls. The contingencies from the original loan approval in June have not been met and the Understanding of Loan Conditions signed by the applicant further identifies that if the loan has not closed after three months the loan applicant may be asked to resubmit an application while the previous decision is null and void.

**Recommendation:** Authorize the un-commitment of \$100,000 for the Dairy Queen project in Granite Falls.

ACTION REQUESTED:

Approve, modify or deny the recommendations of the Loan Advisory Board.

**RLF Loans****Loan Amount**

|     |   |           |
|-----|---|-----------|
| 1.  | Al's Mercantile – Dawson                        | \$50,000  |
| 2.  | Appleton Building Center                        | \$40,000  |
| 3.  | Appleton Hardware                               | \$50,000  |
| 4.  | Appleton Meat Center                            | \$30,000  |
| 5.  | Appleton Power Equipment                        | \$25,000  |
| 6.  | Appleton Vet Clinic                             | \$23,000  |
| 7.  | Books by Kelly – Granite Falls                  | \$20,000  |
| 8.  | Clarkfield Family Foods                         | \$28,000  |
| 9.  | Cornerstop – Maynard                            | \$30,000  |
| 10. | Dawson Mini Mall                                | \$30,000  |
| 11. | East Dublin Dairy – Kerkhoven                   | \$150,000 |
| 12. | Eric's Motor Sports – Benson                    | \$17,000  |
| 13. | Friendship Café – Clarkfield                    | \$10,000  |
| 14. | Handeland Chiropractic – Clarkfield             | \$33,000  |
| 15. | Honebrink's Grill – Swift Falls/Benson          | \$22,500  |
| 16. | I-Fit – Clarkfield                              | \$5,000   |
| 17. | JC & Sons Hardware (Montevideo & Granite Falls) | \$70,000  |
| 18. | Jimmy's Pizza – Appleton                        | \$13,000  |
| 19. | Madison Meats                                   | \$37,200  |
| 20. | Nirvana Salon & Spa – Montevideo                | \$20,000  |
| 21. | Noah's Ark – Dawson                             | \$100,000 |
| 22. | Ortonville Hardware Hank                        | \$66,000  |
| 23. | Private Industry Council 1 – Montevideo         | \$50,000  |
| 24. | Private Industry Council 2 – Montevideo         | \$25,000  |
| 25. | Riverdale Environmental – Granite Falls         | \$100,000 |
| 26. | SpecSys Inc – Benson                            | \$50,000  |
| 27. | Swift Manufacturing – Clara City                | \$75,000  |
| 28. | The Sawmill – Granite Falls                     | \$50,000  |
| 29. | Wood Lake Lumber – Clarkfield                   | \$40,000  |
| 30. | Porter Elevator                                 | \$75,000  |

Loans Approved but Not Dispersed

**C&L Powder Coat – Echo****\$50,870**

Jaeger Building Supply – Dawson

\$48,000

Approximate Available Balance for Lending (constantly changing)

**\$245,000**



ACTION MEMO

TO: Upper MN Valley RDC Commissioners  
FROM: Dawn Hegland, Executive Director  
DATE: October 25<sup>th</sup>, 2011  
RE: December RDC Meeting

The December meeting date for the RDC falls on December 27. In discussion with the Chairman it is my suggestion that we consider moving up that date one week to December 20. In the event that there is no significant business to address it is possible to have the executive committee meet in place of the full board that month.

ACTION REQUESTED:

To confirm the recommendation that we move the December RDC meeting from Tuesday, December 27 to Tuesday, December 20.



Upper Minnesota Valley  
**REGIONAL DEVELOPMENT COMMISSION**  
Helping Communities Prosper

323 W. Schlieman Ave. Appleton, MN 56208 320.289.1981 www.umvrdc.org

Agenda for  
Marketing BHAG Committee Meeting  
10/25/11 5:30-6:30 p.m.

**Marketing BHAG:**

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

1. 5:30-5:35                      Need a volunteer to give a summary at the RDC Meeting
2. 5:35-5:45                      Update on accomplishments on Marketing BHAG
3. 5:45 - 6:00                      Review Community Development BHAG as it connects to Marketing BHAG
4. 6:00 - 6:15                      Strategize: Methods to measure basecamps
5. 6:15 - 6:20                      Wrap up

Marketing BHAG Committee  
**Brett Buer, Gary Hendrickx, Brent Olson,  
Jim Schmaedeka, Bruce Swigerd & Mike Thein**

Any time you have questions, comments, suggestions, etc. please email or call me!  
[jenifer.fadness@umvrdc.org](mailto:jenifer.fadness@umvrdc.org) or 320-289-1981 x5

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

FY2012. Year 4 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.<br><br>Marketing pieces we currently utilize:<br>website<br>annual report<br>newsletter<br>commissioner cards<br>note pads & pens<br>business cards<br>brochure | 1       | Maintain RDC website. Continue refining/refreshing content, adding useful information, and making the site as user-friendly as possible.   | Ongoing     | Weekly updates   |   |
|   | 2       | Ask cities & counties (& other identified partners such as EDAs & Chambers) to link to us on their websites. Inventory who links to us.  | 12 months   | 37 cities, 5 counties  |   |
|   | 3       | Prioritize and complete the following marketing projects in FY12:  |             |  |   |
|   |         | Send press releases for each completed project. Send press release after annual meeting with photo of full board. Send other press releases as needed.   | Ongoing     | # of completed projects = # releases   |   |
|   |         | Give aways: Currently giving out notepads and pens. Research and price new give-away.  | 12 months   |  | Created magnets for 2011-2012                                       |
|   |         | Email blasts - Monthly planner update e-blast goes out after every RDC meeting; staff will do additional e-blasts as needed on time sensitive information.   | Monthly     | at least 12  | 11 e-blasts as of 10/18/11  |
|   |         | Highlight different commissioners & staff members in newsletter & on website; identify board members in press releases.  | Ongoing     | 4 newsletters + website  | Sept newsletter: Board member Jim S, new staff Jackie S and Lindsey |
|   |         | Continue to create project profiles/case studies to include in packets and on RDC website.   | Ongoing     | at least 6 (every 2 months)  | New "Featured Project" posted on web 10/14/11                       |
|   |         | Take more photos of the region, relevant events, and projects. Make "wish list" of photos needed and ask staff to take camera along when traveling in region.  | Ongoing     | 1 great photo for each city & county   |   |
|   |         | Take/Find videos & post them on our website.   | Ongoing     | at least 2   |   |
|   |         | Ongoing  |             |  |   |
| 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 37 communities and all county boards, townships, and school districts. Focus on project successes that the RDC has participated in. Continue using packets, customize as needed.                                    | Ongoing     | Goal to contact 37 cities, 5 counties & townships, 1 tribal nation, & 10 school districts              | Working with Community Development BHAG.                            |
|   | 2       | Find ways to regularly stay in contact with each LUG. Find out how each LUG is getting our info and what their preferences are. Follow up with email, phone calls etc. Strategize how to best communicate with each city and county. | 12 months   | Start with calling a sample size of approx 25% of LUGs to ensure they are receiving our communication. |   |
|   | 3       | Inventory which of our 37 cities do not have email contacts. Call those who don't and ask for an email contact person for timely information. (Would prefer 2 contacts per city.)  | 12 months   | at least 1 email address for each of 37 cities   |   |
| Strategy C.   | Tactics | Timeline   | Measurement | Accomplishments  |   |
| Evaluate effectiveness of marketing campaign with goal of measuring 70% basecamp in 2013.   | 1       | Strategize how best to measure basecamps. (Have used a survey in the past. How can we best get a meaningful response on surveys?)  | 12 months   | 37 cities, 5 counties  |   |
|   | 2       | Gather all readily available information that can help evaluate effectiveness of marketing campaign including: website statistics (user profiles), list of contracts, tracked contacts and meetings with LUGS.                       | Monthly     | 12 months  |   |

DISCUSSION MEMO

TO: Upper MN Valley RDC Commissioners

FROM: Jenifer Fadness, Planner  
Kristi Fernholz, Senior Planner

DATE: October 25<sup>th</sup>, 2011

RE: Marketing BHAG

The Marketing BHAG Committee will be meeting prior to the Commission meeting. Members of the committee will provide an oral report on their committee meeting at the full Commission meeting.

Members of the committee are:

- Brett Buer
- Gary Hendrickx
- Brent Olson
- Jim Schmaedeka
- Bruce Swigerd
- Mike Thein