

## MACEDC Board Meeting Attendance - 2022

Scheduled Meeting	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
	12	11	9	20	11	8	13	10	14	12	9	21

### EXECUTIVE COMMITTEE

Randy Hauck, Chair	X	X	X	X	X	X	X	X	X	X	A	X
Kevin Black, Chair-Elect	X	X	X	X	X	X	X	X	X	X	X	X
Cassidy Hjelmstad, Vice-Chair	A	X	X	A	X	A	X	X	X	X	X	X
Missy Feist-Erickson, Treasurer	X	X	X	A	X	X	X	A	X	X	X	X
Jonn Knecht, Past Chair	X	X	X	X	X	X	X	X	X	X	X	X
Brekka Kramer, President/CEO & Corp Secretary	X	X	X	X	X	X	X	X	X	X	X	X

### ADDITIONAL VOTING MEMBERS

Ryan Ackerman	X	X	X	X	X	X	X	X	X	X	X	X
Bucky Anderson	X	X	X	X	X	X	X	A	X	X	X	A
Les Knudson	X	X	X	X	X	X	X	X	X	X	A	X
Randy Schwan	X	X	X	X	X	X	X	X	X	X	X	A
Dr. Steven Shirley	X	X	X	X	X	X	X	X	X	X	X	X
Tom Ross, Mayor	na	na	na	na	na	na	X	X	X	X	X	X
Dr. Mark Vollmer	X	A	X	X	X	X	X	X	X	A	X	X
Jason Zimmerman	X	X	X	X	X	X	A	X	X	X	X	X

X = Present    A = Not Present



PO Box 940 | Minot, ND 58702-0940  
Phone (701) 852-6000 | Fax (701) 838-2488  
E-mail: [minot@minotchamberedc.com](mailto:minot@minotchamberedc.com)

**Minot Area Chamber EDC Board of Directors**  
**Wednesday, January 18, 2023 @ 7:30 a.m. | Minot Area Chamber EDC**  
**SPECIAL AGENDA**

Call to Order

1. Board Minutes (All Directors)
  - a. Approve December 21 Board Meeting Minutes
2. Treasurer's Report
  - a. Approve December Financials
  - b. Approve 2023 Budgets – Admin, JDF, LPND1, Motor Vehicle Department
3. Chairperson's Report
  - a. NDSU Architect Project – update
  - b. Infrastructure Committee Resolution of Support
  - c. Letters of Support
  - d. Legislative Session – update
  - e. Strategic Plan Outline
  - f. Membership 2022 Year End Report
  - g. Contract Tracking Report
  - h. Business Retention & Expansion Q4 2022 Report
4. Member Investor Opportunities Draft
5. President's Report – included in packet
  - a. Upcoming Events, Meetings, and Presentations
6. Programming Community Outreach Monthly Activity Report
7. Executive Session
  - a. LPND Prospective Client
8. Other Business

Adjourn Meeting

***Next Meeting: Wednesday, February 8, @ 7:30 a.m.***

**Minot Area Chamber EDC  
Special Board Meeting Minutes**  
Wednesday, December 21, 2022  
Minot Area Chamber EDC Office

**Call to order**

Chair Hauck called the meeting of the MACEDC Board of Directors to order at 8:02 a.m.

**Attendance**

PRESENT BOARD MEMBERS AND STAFF: Randy Hauck, Kevin Black, Cassidy Hjelmstad, Missy Feist-Erickson (Teams), Jonn Knecht, Ryan Ackerman, Les Knudson (Teams), Mayor Tom Ross (Teams), Dr. Steven Shirley, Dr. Mark Vollmer, Jason Zimmerman, Brekka Kramer, Chanda DeCent, and Jaime Hauge.

ABSENT: Bucky Anderson and Randy Schwan.

**1. Board Minutes (All Directors)**

Minutes were provided in the MACEDC Board of Director's packet sent out prior to the monthly meeting. Mr. Black made a motion to approve the November 9 board meeting minutes; Mr. Ackerman seconded the motion which carried unanimously. Mr. Knecht made a motion to approve the November 14 and 17 executive committee meeting minutes; Dr. Shirley seconded the motion which carried unanimously.

**2. Treasurer's Report**

Ms. Feist-Erickson presented the October MACEDC financials. Dr. Shirley made a motion to approve the November MACEDC financials. Mr. Knecht seconded the motion which carried unanimously.

Ms. Feist-Erickson and Ms. DeCent presented the 2023 budgeted to the board. Mr. Ackerman made a motion to approve the 2023 MACEDC budget as presented; Ms. Hjelmstad seconded the motion which carried unanimously.

**3. Chairperson's Report**

**a. Strategic Plan draft – action required:** The strategic plan draft was included in the packet and presented to the board. Dr. Vollmer made a motion to approve and adopt the MACEDC strategic plan as presented with two revisions: update the design to be more streamlined with less photos, and add a goal under the military pillar of promoting the North Dakota National Guard in Minot. Dr. Shirley seconded the motion which carried unanimously.

**b. Board Appointments:**

**i. Norsk Høstfest:** Chair Hauck appointed Ms. Kramer to the Norsk Høstfest board as an ex-officio member.

**ii. Souris Basin Planning Council:** Dr. Vollmer volunteered to represent MACEDC on the Souris Basin Planning Council board.

**c. Communications & Outreach Specialist – update:** Ms. Kramer stated that Tim Olson will join the MACEDC on January 9.

**d. Workforce Development | Military Liaison Specialist – action required:** Ms. Kramer stated that there are two qualified candidate interested in this position. Mr. Ackerman made a motion to approve Ms. Kramer hiring one of the two candidates for this position; Mr. Black seconded the motion which carried unanimously.

**e. NDSU Architect Project – update:** Ms. Kramer informed the board that students from the NDSU Architect Program will be visiting Minot in late January preparing for the downtown Minot redesign project. A previous project done by this program was completed in Medora.

**f. Trinity Letter – action required:** A letter from Trinity Health was included in the packet and presented to the board, asking MACEDC to take a lead role in helping develop a plan for the re-purpose of the existing Trinity

hospital once they move to the new southwest location. The MACEDC board agreed to support and be involved in the planning.

**g. New Office Equipment – action required:** Mr. Ackerman made a motion to approve spending up to \$8,000 on the proposed new office equipment; Mr. Black seconded the motion which carried unanimously.

#### **4. Key Initiatives Updates – included in packet**

The key initiative team leaders gave updates on their initiatives.

- **Employee policy review:** Ms. Kramer said that this is in progress and will be completed in Q1 2023.
- **Secure long-term viability for intermodal:** Mr. Ackerman reported that construction on the rail project is at 80% completion and should reach substantial completion by January 15.
- **Contract tracking:** Ms. Kramer stated that payment was made by Ahwah and reclamation of the land is being done. She said that Farden Construction will be supplying the year-end report for the mining.

#### **5. President's Report**

Ms. Kramer provided a written report in the packet and shared updates on upcoming events, meetings, and presentations.

#### **6. Programming Community Outreach Monthly Activity Report**

A written report was included in the packet for review.

- a. **Union Silos Letter of Support:** Dr. Vollmer made a motion to approve a resolution of support from the MACEDC board for the Union Silos Public Art Project; Mayor Ross seconded the motion which carried unanimously.

#### **7. Executive Session**

None.

#### **8. Other Business**

Chair Hauck thanked the MACEDC 2022 for their hard work and dedication in the past year.

Chair Hauck called for a motion to adjourn the meeting. Mr. Black made a motion to adjourn; Dr. Shirley seconded the motion which carried unanimously. The meeting adjourned at 10:03 a.m.

Minutes submitted by: Jaime Hauge, Executive Assistant

**2023 Key Initiatives | Business Activity and Tactics**

Initiative	Owners	Team	Additional Info	Start Date	Targeted Completion
<b>Optimize Organizational Structure</b>					
Map strategic plan to organizational (personnel) needs					
Create optimal organization structure					
Identify and fill organization gaps					
Support CEO in growth and development of staff					
<b>Solidify Financial Stability (Decrease Revenue Concentration)</b>					
Grow membership base					
Elevate existing membership levels					
Add sponsorship opportunities for signature events					
Evaluate accounting best practices (cash v accrual)					
Distinguish between OPEX & CAPEX budgets & reporting					
<b>Enhance Membership Value Proposition</b>					
Evaluate effectiveness (SWOT analysis) of existing programming					
Reimagine and enhance impact of signature events					
Grow committee engagement/membership and recruit future leaders					
Rededicate efforts to support the agricultural community					
Intensify efforts to promote membership businesses					
<b>Lead Workforce Development</b>					
Define Chamber's role, responsibility, & expectations					
Facilitate community plan development to address childcare shortages					
Assist in developing strategies to grow housing solutions in deficient areas					
Collaborate w/ higher education and tribal partners to grow CTE opportunities					
Develop strategies with MPS to connect high school students with employers					
<b>Support Military Priorities</b>					
Secure funding support for Sentinel					
Reimagine Prairie Warrior Auction format					
Support the creation of a "Military Bowl" for Fall 2023					
Identify and cultivate future civilian leaders for Military Affairs					
Increase quality of life and community engagement w/ enlisted airmen					
<b>Improve Business Climate</b>					
Implement banking/investor roundtable to identify investment roadblocks					
Identify city and county policies that inhibit economic growth					
Improve perceived and actual "business friendliness" with the City & County					
Promote and provide education of smart economic development tools					

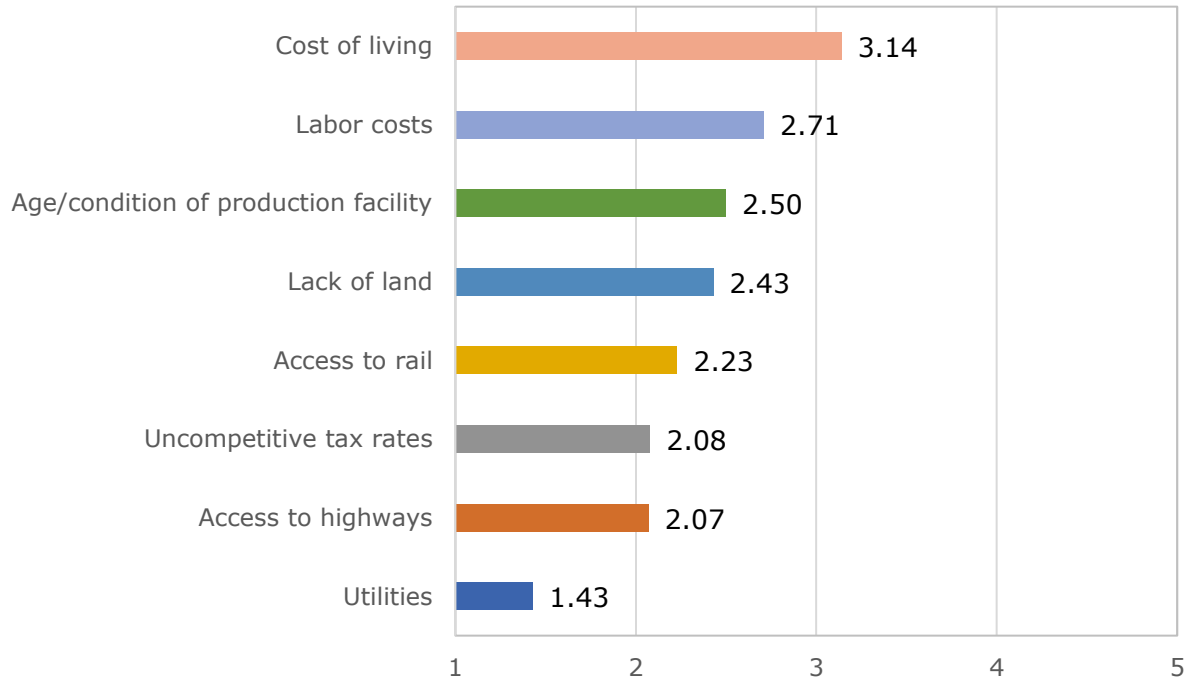
## Addendum to Contractual Obligations of MACEDC

A total of 14 businesses participated in site visits for MACEDC's Business Retention and Expansion efforts during the fourth quarter of 2022. A summary of the data gathered from those businesses is below.

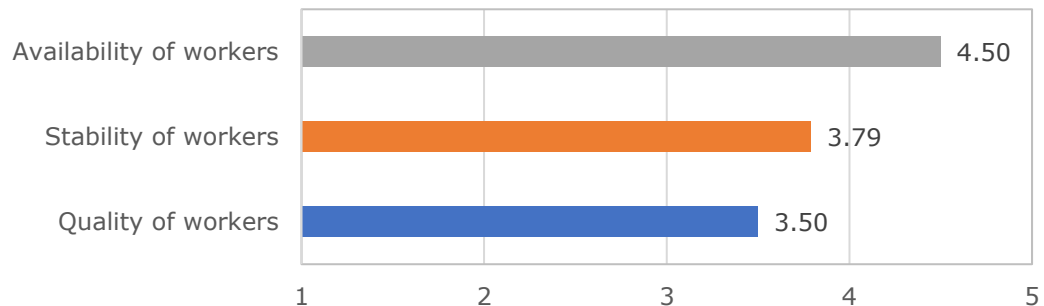
- Five of the businesses are from the construction sector, five are from the energy sector and four are from other sectors.
  - The Minot sites visited are headquarters for 11 of the businesses, a division for one business, an office operation for another business and a branch plant for one business.
  - The primary product or service provided by most (11) of the businesses is a component.
  - Twelve of the businesses serve a regional market, one has an international market and one primarily serves a local market.
  - Reported market coverage of the businesses ranged from 50% to 90%, with an average of 38% and a median of 40%.
  - Ten of the businesses are current members/investors.
- A total of 841 people are employed by the businesses, all of them full-time, non-seasonal positions.
  - Over the last three years, five of the businesses have added jobs (77 jobs added total) and three businesses have cut back on jobs (59 jobs lost total).
- Annual sales figures among those who shared financial information ranged from \$3M to \$80M, with a median of \$20M and an average of \$29.7M. Four businesses declined to share that information.
  - Capital investments over the last two years ranged from \$1M to \$8M, with a median of \$3M and an average of \$3.4M.
- Eleven of the businesses indicated they are growing and three said they are maturing.
  - Company sales are increasing for five of the businesses and remaining stable for nine.
- Eleven of the businesses reported plans to expand within the next five years, with eight indicating those expansion plans include hiring more employees.
  - Cost of living is rated as the biggest barriers to growth in Minot. (Figure 1)
- Potential Legislative changes over the next two years could adversely affect three of the businesses and five businesses thought some legislative changes could benefit them.
- Suppliers or customers relocating hasn't been an issue for the businesses.
- The biggest challenge facing businesses in Minot is a shortage of skilled workers.
  - While the local workforce is rated as meeting expectations in terms of availability, nearly all the businesses are having recruitment issues, which they were just as likely to report being industrywide as specific to Minot. (Figure 2)
  - The biggest need is for equipment operators, mechanics, other skilled trades and laborers.
  - The businesses reported an average of between eight and nine unfilled positions. Two of the businesses said their unfilled positions are increasing and 11 report the number is stable. Only one business said their number of unfilled positions is decreasing.
- The biggest advantage to being in Minot is the people and the small-town atmosphere.
  - Minot's business climate received a mean rating of 3.79 on a scale of one to five.
  - The biggest disadvantages to being located in Minot is the location and the shortage of qualified workers.

- The highest rated aspects of life in Minot are the airport and the first responders (fire department, emergency services and police department). (Figure 3)
  - Childcare services remain the lowest rated aspect of life in Minot. Special assessments, health care services, public transportation, local streets and roads, streets/highways, inspections and zoning also received low ratings. (Figure 3)

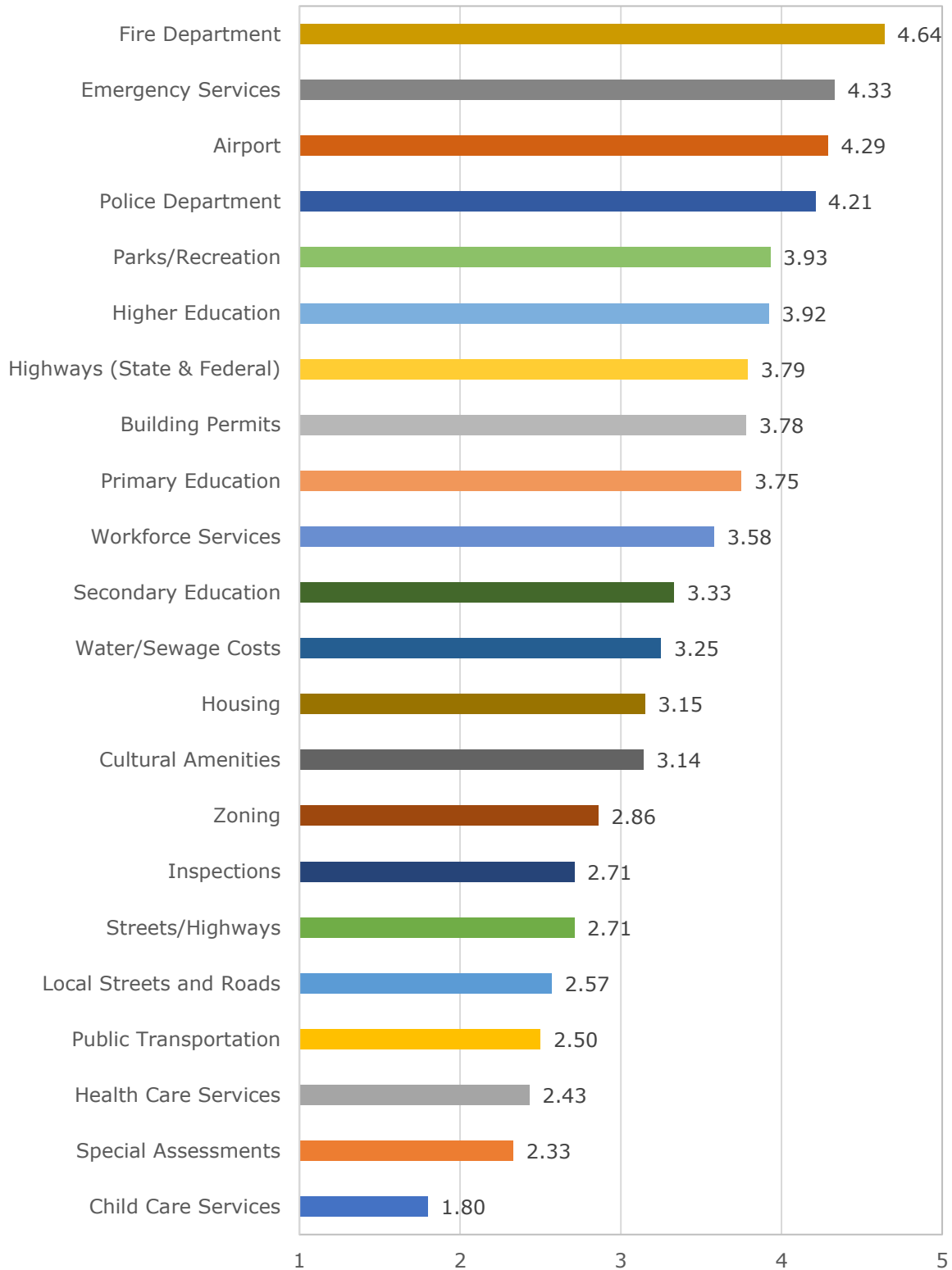
**Figure 1**  
**Mean Rating: Barriers to Growth in Minot**  
 (1=Low, 5=High)



**Figure 2**  
**Mean Rating: Workforce**  
 (1=Greatly Needs Help, 5=Exceeds Expectations)

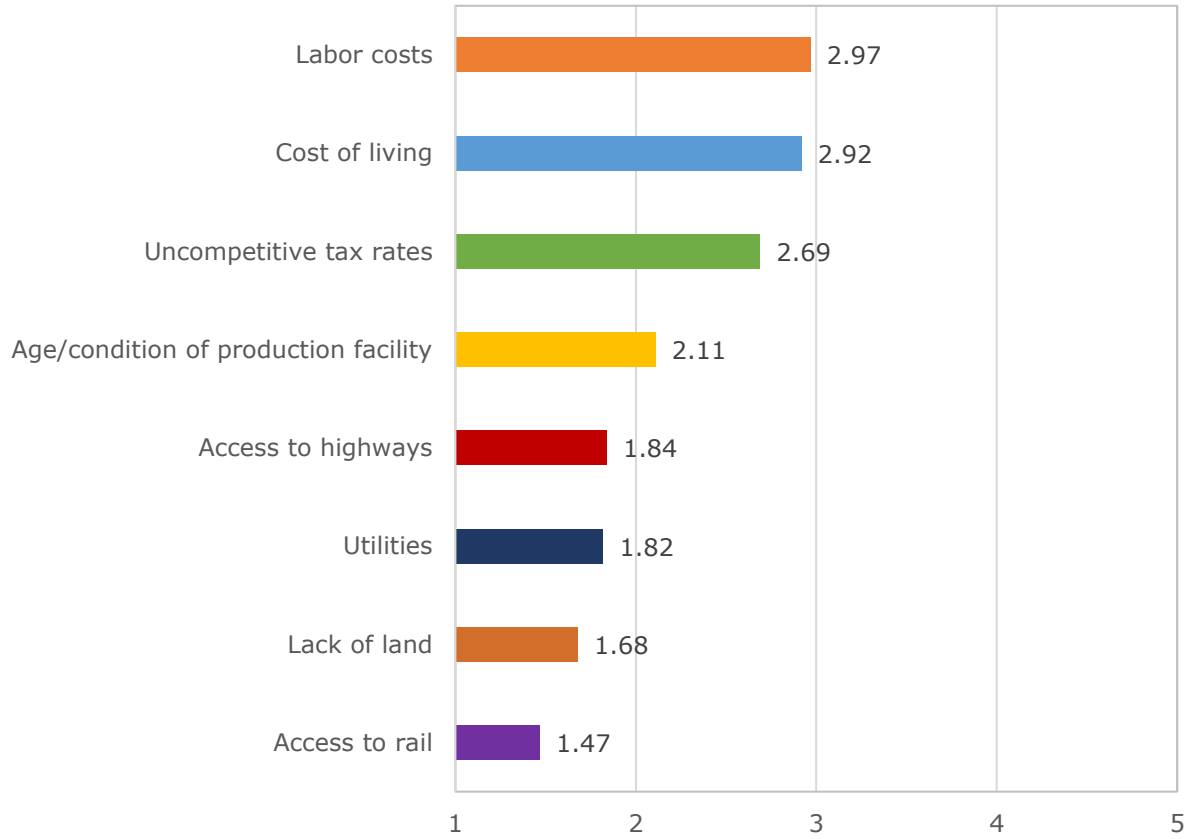


**Figure 3**  
**Mean Rating: Quality of Life**  
**(1=Greatly Needs Help, 5=Exceeds Expectations)**

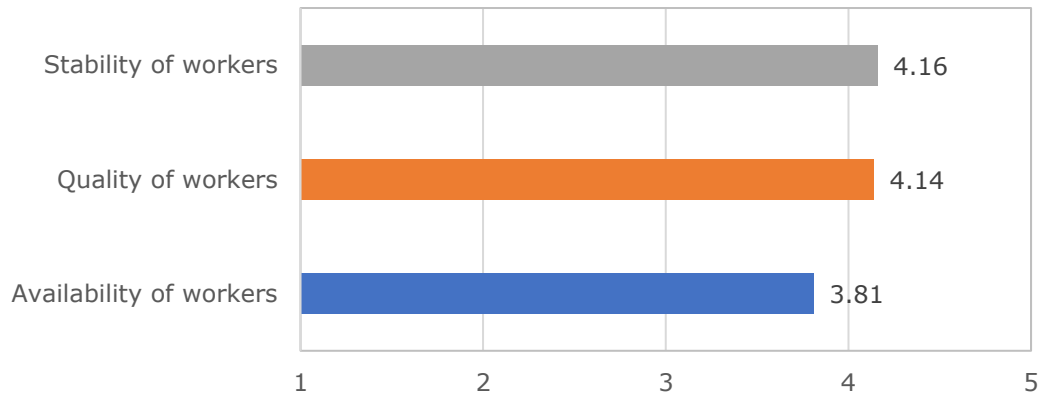




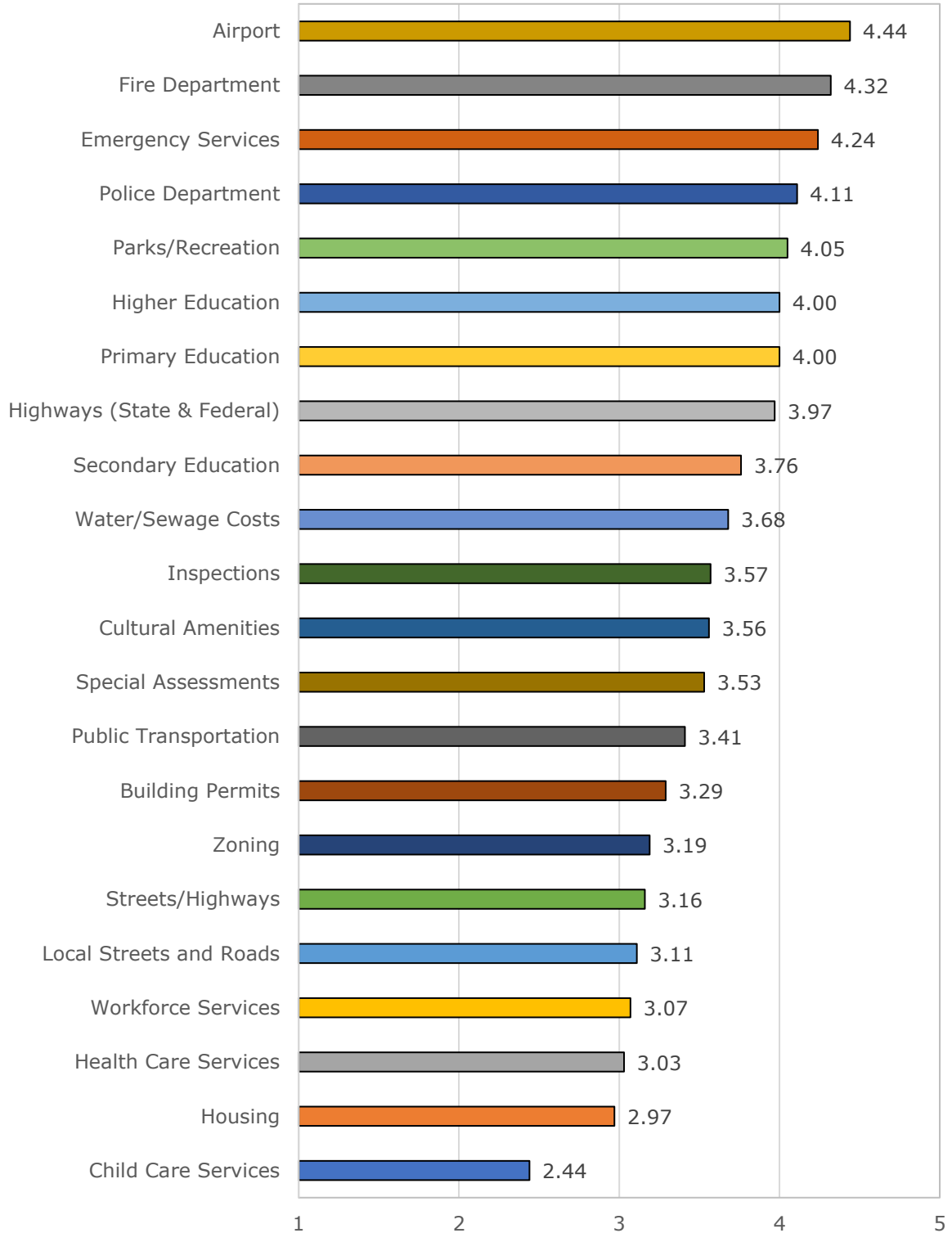
**Figure 4**  
**Mean Rating: Barriers to Growth in Minot**  
**Q1 - Q4 2022 (N=52)**  
**(1=Low, 5=High)**



**Figure 5**  
**Mean Rating: Workforce**  
**Q1 - Q4 2022 (N=52)**  
**(1=Greatly Needs Help, 5=Exceeds Expectations)**



**Figure 6**  
**Mean Rating: Quality of Life**  
**Q1 - Q4 2022 (N=52)**  
**(1=Greatly Needs Help, 5=Exceeds Expectations)**





## President's Report | December 19, 2022 – January 13, 2023

- State sponsored Fremont, NE intermodal facility visit
- Regular City Council meeting – Approval of 2023 MACEDC Services Agreement
- Meeting – UAS prospect
- Semi-monthly economic developers meeting (ML)
- Hospital re-use action committee meeting
- Cornerstone member investor meeting – T&C Credit Union
- Minot Public School Foundation board meeting
- MACEDC board meeting
- Minot Area Career Expo meeting
- Weekly Minot South Intermodal construction progress meeting
- Norsk Høstfest Association annual board meeting
- Hospital re-use action committee meeting
- State Military Support legislative planning meeting
- Weekly Minot South Intermodal construction progress meeting
- State Military Support legislative planning meeting
- State Military Support with Governor's office
- State Military Support with Lt. Governor
- Hospital re-use action committee meeting
- Community and Economic Development meeting
- North Dakota State of the State address
- Regular City Council meeting – Approval of UPT MAGIC Fund Grant
- Honorary Commander planning meeting with Minot Air Force Base
- Cornerstone member investor meeting – Xcel Energy
- Ward County Commission with J Fjeldahl
- Weekly Minot South Intermodal construction progress meeting
- Monthly one on one with H Stewart, City of Minot
- Xcel Energy dinner
- Hospital re-use action committee meeting
- Xcel Energy dinner
- Military Affairs Committee meeting
- BNSF Rail Project walkthrough (ML)
- Community Champion quarterly call
- BR&E – SandPro
- BR&E – Farstad Oil
- EDND Legislative Update (JH)
- TF21 monthly meeting
- Norsk Høstfest board meeting
- Meeting – Lightcast
- Meeting – Northwest Seaport Alliance
- Meeting – State Military Support with Grand Forks and Fargo

- Meeting – Potential LPND client
- Energy Committee chair planning meeting
- Governmental Affairs Committee chair planning meeting
- Prairie Warrior Auction Minot Air Force Base meeting
- Hospital re-use action committee meeting
- Meeting – Rail Modal Group
- Start Up Minot networking event
- Meeting – UAS prospect
- Hospital re-use legislation meeting
- BR&E – SkySkopes
- Meeting – Vantis leadership
- Infrastructure Committee meeting
- NDSU Downtown Minot Project discussion with Kristi Hanson, FAIA, NCARB, KHA Architects
- Honorary Commander induction discussion with Abigail Kinder, MAFB
- EDND Legislative Update

Numerous phone calls, emails, MACEDC consultant/attorney meetings, legislative, economic development prospect meetings, Trinity inquiries and internal team meetings.

## PROGRAMMING COMMUNITY OUTREACH MONTHLY ACTIVITY REPORT

January 2023

**Adopt an Airman** – The group continues to work to spark interest in the community to engage families with airmen. More volunteers are needed to connect with new airmen coming to the community.

**Agribusiness Committee** – The group received great news as Town & Country Credit Union has donated \$25,000 towards the Dinner on the Prairie event set for August 1. They will be the signature sponsor, and this will help with planning for the menu and venue along with any changes made.

**Ambassadors Committee** – Home Instead held a ribbon cutting in December after having two postpone it twice due to weather. The business is an at home care service for those who want to remain living on their own. The committee held a meeting to reorganize with a new chair, Chad Wright from Elwood Staffing who took over for Keli Rosselli-Sullivan from iHeart Media.

**Business Retention & Expansion** – We finished the BR&E program strong in December 2022, with interviews with RMG/Norag, Shanco LLC, Prairie Engineering, Beaver Creek, Gravel Products, Concrete Mobil, Minot Paving, and Rosasco Crane & Rigging.

**Business After Hours** – The Spot will host the event in their new event space upstairs at 6 2nd St NE. This will take place February 23 from 5 – 7 p.m.

**Community Leadership Institute** – 16 people have signed up for the 2023 course. Planning will begin in April. The class is capped at 25.

**Eagle Awards** – 13 people have been nominated for Eagle Awards in January. They are:

Shawn Thompson, Trinity Health	Tim Axtman, Northwest Tire
Tony Pasterz, Burlington Police Dept	Andrew Garcia, Applebee's
Cody Hiller, In Depth Construction	Chad Finken, City of Minot
Chris Mosbrucker, In Depth Construction	Tim Foley, Absolute Comfort
Dr. Cody Pehrson, Trinity Health	Renee Belgarde, Denny's Restaurant
Jordan Russell, Walmart Supercenter	Matt Peterson, Midco
Jennifer Ramsey, REM ND	Brecca Wahlund, Trinity Health
Tiffany Gunville, Milton Young Towers	Chris Garnett, Advanced Business Methods
Bryan Thomas, Thomas Family Funeral Homes	

**Energy Committee** – The group didn't meet in December but MACEDC staff met with the chair to discuss 2023 plans for the committee. The next meeting is scheduled for January 26.

**Governmental Affairs Committee** – The group is hosting Saturday Legislative Forums so the public can ask questions of local lawmakers. They will take place at the ND State Fair Center Norsk Room from 9 to 11 a.m. January 28, February 4, February 18, March 25 and April 1. The March 11 session will be at Minot State University at the Student Union, 3<sup>rd</sup> floor conference center.

**Infrastructure Committee** – The group learned more about Vantis, North Dakota's infrastructure for unmanned aircraft systems. North Dakota is considered the epicenter of the nation's UAS network. The committee passed a resolution of support for Vantis's UAS efforts.

**Junior Achievement Committee** – 3 of the 116 classes in grades K – 5 in Minot public and private schools need volunteers. Most classes start after Christmas or in the spring.

**Military Affairs Committee** – The group heard from the Civil Engineering Squadron on military construction

on base. Maj Gen Lutton, Twentieth Air Force, Air Force Global Strike Command at F.E. Warren AFB, Wyoming in attendance at the luncheon.

**Right Start Committee** – The group is meeting to update the Power Point and sign up for 2023 presentations.

**Showcase of Business** – Next year's event is set for November 16 at the ND State Fair Center Magic Place.

**Start Up Minot Committee** – The committee decided not to hold a monthly networking event in December 2022. The 2023 kickoff Start Up Minot networking event was held on January 12 and featured Jonah Lantto and Dawn Palumbo of Midwest Murders podcast and Midwest Memoirs fame. The first of two Start Up Minot Academy powered by CO.STARTERS courses will start on Feb. 1 and go 10 weeks straight, on Wednesday mornings. As of 1/9/23 there are 11 people signed up for the class. We anticipate getting up to 15, for a full class.

**Task Force 21** – Task Force 21 (TF21) gathered for the first meeting of 2023. Work continues on the Military Support Bill with statewide partners and legislators. The initial draft bill is complete and will be in by the January 16 deadline. Minot is leading the effort in partnership with the Fargo and Grand Forks communities. Upcoming Q1 travel was discussed at the meeting. Kevin Black as chair of the board now holds a seat on the committee.

**Young Professionals Network** – The group is on pause awaiting the outcome of strategic planning for the future of YPN.

**Women Connect** – The group is working on their next meeting.