

Valley City-Barnes County Development Corporation Board Meeting
Monday, October 30, 2017
7:00 a.m., Regional Technology Center, 415 Winter Show Road (Large Conference Room)

PRESENT: Tony Kobbervig, George Gaukler, Josh Kasowski, Bobby Koepplin, Bill Carlblom, Luke Trapp, Dean Kinney, Mary Simonson, Paige Bjornson, JoAnn Hooper, Mary Lee Nielson and Jennifer Feist

ABSENT: Wade Bruns, Mike Metcalf and Alicia Hoffarth (excused)

EX-OFFICIO: Dave Carlsrud, City Commission and Josh Johnson, VCPS

President Tony Kobbervig called the meeting to order at 7:00 a.m.

MARKETING EFFORTS: Distribution of 30,000 flyers/inserts advertising the event in area newspapers with 2,000 extras being produced for distribution throughout the community. Letters are being sent to about 350 people who participated in last year's workforce survey. A campus-wide email will be sent to VCSU students and posters placed on campus. Sheyenne Valley Area Career and Technology Center students will also be informed of this event. Emails will be sent through Job Service to individuals registered in the system who are within about 75 miles of Valley City. Facebook/social media and the option to register online. KOVC will broadcast live from the event with on-air interviews. There will be opportunities for one-on-one appointments to discuss workforce opportunities before or after the event.

NOTE: Bill Carlblom left at 7:30 am.

This event will also be advertised through the Chamber and our newsletters, our website, and the Chamber's Calendar of Events. Other ideas-BEK Bulletin Board, marquees and LinkedIn. Individual contacts to key people will be made to spread the word and to build a pipeline of future employees. These people include: Betty Tykwinski, Diane Burr, and Hilde Van Gijssel. The company is in hand, it is ours to lose. Two company representatives (Vice President and Facilities Manager) will be here and are willing to do on air interviews. Companies are more interested in and concerned about getting employees vs cash incentives. Need a cardiologist to sign off and provide oversight for the center. Connections with Sanford are being used to secure a doctor who would provide this service. Include Fargo and Wahpeton in marketing. Facebook - \$1,000 for advertisements. Lisbon radio station (old and local). Bobby Koepplin stated we need to understand the demographic we are targeting and how to reach them. The flyer and ads originally stated 18 through 65/removed ages and used "anyone active in the workforce".

George Gaukler moved to use unrestricted funds in the interim and request \$25,000 from the City. Paige Bjornson seconded. Ayes: Tony Kobbervig, George Gaukler, Josh Kasowski, Luke Trapp, Dean Kinney, Mary Simonson, Paige Bjornson, JoAnn Hooper, and Mary Lee Nielson. Naye: Bobby Koepplin. Motion Carried. Absent and not voting: Bill Carlblom.

The company wanted to start December 1st but backed up to January 1st. Eagle Creek is looking to host a class in January. Another technology company will locate where they can find a pipeline.

There being no further business, President Tony Kobbervig adjourned the meeting.

Respectfully Submitted

Jennifer Feist
Director of Development