



Economic Development  
Foundation

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**Meeting Minutes**  
**ND Economic Development Foundation Meeting**  
**Tuesday, February 16, 2016**  
**Dickinson State University**  
**900 Campus Drive**  
**Dickinson, ND 58601**

**WELCOME AND CALL TO ORDER:**

The meeting was called to order at 10:00 a.m. by Jim Traynor, Chairperson.

**Members Present:** Al Anderson, Chuck Hoge, Danita Bye, Jim Traynor, Jon Simmers, Lyn James, Pamela Schmidt, Randy Hatzenbuhler, Robert Hovland, Steve McNally, Tim Hennessy.

**Members Present Via Phone:** Bruce Thom, Eric Trueblood, Judi Paukert, Kari Ness, Kelly Rusch, Mike Seminary.

**Members Absent:** Bruce Smith, Craig Lambrecht, Daniel Traynor, Mark Nisbet.

**Guests Present:** Jill Schwab, Justin Dever, Ellen Huber, Paul Lucy, Sandy McMerty, Sara Otte Coleman, Kevin Iverson.

**WELCOME & INTRODUCTIONS:**

Jim Traynor provided a welcome to members and guests and introductions were made around the room and on the phone.

## **APPROVAL OF AGENDA:**

Jim Traynor asked for a motion to approve the February 16, 2016, agenda.

**Motion: Pamela Schmidt moved to approve the February 16, 2016, agenda. Danita Bye seconded the motion. Motion carried.**

## **APPROVAL OF MINUTES:**

Jim Traynor asked for a motion to approve the November 17, 2015, minutes.

**Motion: Pamela Schmidt moved to approve the November 17, 2015, minutes. Danita Bye seconded the motion. Motion carried.**

## **COMMITTEE REPORTS:**

### **Finance Committee**

#### Quarterly Financial Statements

Jill Schwab reported that the Profit & Loss Statement for October 1 – December 31, 2015, reflects a net income of \$90,821.01. The Balance Sheet as of December 31, 2015, is \$387,600.46. The Statement of Cash Flows from October 1, 2015 – December 31, 2015, is \$387,600.46. Outstanding pledges through July 2017 are \$32,050 from the following companies: Bobcat, KLJ, Minnkota Power, Noridian, and Schmidt Insurance Agency. The Foundation still needs to obtain \$16,957 in sponsorships to meet the \$300,000 match from the legislature. The one-year Find the Good Life budget reflects a projected spend with Odney Advertising of \$450,000. Since July 1, 2015, \$250,993 has been deposited into the Find the Good Life account from sponsors.

Client relations expenses as of February 9, 2016, are \$5,098. Client relations expenses will be reduced in 2016 due to the cancellation of the Chicago Business Summit and the December 2015 client relations pheasant hunt. Contract expenses with Odney Advertising and various vendors total \$24,412. The previously approved upcoming media buy is projected to run just under \$300,000 in February 2016. The Foundation will begin to absorb a portion of the media buy until the match is received.

Terry Fleck's contract ended on January 31, 2016, with expenditures totaling \$30,000 over the past 6 months. Terry Fleck and Sara Otte Coleman have met with several existing donors to determine the value and level of future interest. Terry Fleck is willing to follow-up on any new prospects. Foundation members are being asked to gather and pass along leads to Terry Fleck. Terry Fleck is willing to continue to contract with the Foundation on a \$500/month base plus expenses and 10% commission on sponsorships.

Jim Traynor asked for a motion to approve the financial statements as presented.

**Motion: Tim Hennessy moved to approve the financial statements as presented. Randy Hatzenbuhler seconded the motion. Motion carried.**

### Israel Business Mission

In cooperation with the North Dakota Trade Office a Business to Business Mission to Israel was held on January 24-28, 2016, promoting UAS, Cyber Security, and Research and Development. Paul Lucy and his team met with 11 different companies (mostly in UAS) and worked with NDSU/UND to arrange for 14 different meetings in Israel. The Foundation is being asked to subsidize taxi fare tipping totaling \$211.90 for two vehicles over the course of several days. The ED & F Division came back with some positive results and future follow-up meetings are progressing and have already been scheduled in New Orleans in the near future.

## **DEPARTMENT OF COMMERCE UPDATE:**

### Commissioner Report/Comments

Al Anderson reported that the Foundation's Executive Committee met on February 8, 2016, to discuss the role of the Foundation and its efforts moving forward with the Find the Good Life Initiative and how we address economic diversification and growing the economy despite the current economic slowdown in the energy and agricultural industries. Commerce was required to reduce its budget by 4.05% or \$2.3 million in February 2016. Commerce will proceed with these reductions through utilized funds from Pre-K, tribal college and childcare grants, and reductions from APUC reserves and discretionary funds. The smaller remaining reductions will impact operations and program/partner contracts.

### Census Office Update

Kevin Iverson is the Census Office Manager at the ND Department of Commerce. Kevin reported that ND's population historically hit its highest peak in the 1930s with 681,000 residents. As of July 1, 2015, the estimated annual population in ND was 757,000. From 2010-2014, North Dakota grew by 66,891 residents. The counties with the largest increases from 2010-2014 are Cass, Burleigh, Stark, Williams, and Ward. In 2015, North Dakota was only second to Florida for rate of migration into the U.S. From 2010-2014, Fargo had the largest growth at 17,370 residents followed by Williston (14,729), Bismarck (12,590), Minot (11,073), and Dickinson (7,657). The largest growth has been in the 18-64 age range (40,714 new residents) with the largest growth happening in Williston, Fargo, Minot, Bismarck, and Dickinson followed by Grand Forks and Devils Lake.

In order to match South Dakota's ratio of "Jobs to Population" North Dakota would need to shed about 16% or about 72,000 jobs. The age range for state to state movers by percentage in 2014 were ages 20-34. From 2010-2014 every single county in North Dakota saw growth in the 20-34 age range. As of 2014, North Dakota is the 4<sup>th</sup> youngest state in the country behind Utah, Alaska, and Texas with an average age of 34.9 years. Since 2010, the ratio of young people in-migrating has increased in the 20-34 age range with a large in-migration of blacks and hispanics. By 2040, North Dakota's conservative population projection is 923,372 residents. If there were no in or out-migration during that time, North Dakota's estimated population would still be at 855,061 residents.

### Open Records Review

Justin Dever reminded members that all Foundation meetings are subject to Open Meetings and Open Records law requirements. The Open Meeting law also applies to any public entity. Whenever the Foundation meets and establishes a quorum to discuss business, the meeting needs to be publicly noticed and the public may attend. Any Foundation subcommittee authorized to do work, approve agenda items, or funding must also abide by the Open Meetings law.

Jill Schwab posts the Open Meeting notices on the Secretary of State's website along with a copy at the actual meeting site and at the Commerce front desk for each meeting. The Open Meeting notice outlines the general topics being discussed and meeting minutes/meeting notes are kept for each open meeting. This law also applies to emails when conducting business and is a violation of law if members use email communications and hit "reply all" within the dialogue.

Members are not allowed to hold meetings independently to conduct business if a quorum of 8 members is established. A paper or email record is subject to Open Records law unless there is a reason it would be labeled confidential or trade secret. A personal email is still subject to Open Records if business of the Foundation is being discussed. Releasing confidential information is a Class C felony and Commerce staff would mark the topic confidential if they are providing Foundation members with that information. If topics are confidential, the Foundation would be asked to hold an Executive Session and that meeting would be recorded and kept on file for six months.

### **OLD BUSINESS:**

#### Meeting Date/Location for Meeting

The second quarter board meeting will be held in Jamestown, ND on May 31, 2016.

## **NEW BUSINESS:**

### Find the Good Life Initiative/Finance Update/Metrics

Sara Otte Coleman explained that the Find the Good Life paid media wave will begin on February 1, 2016. A train wrapped in the Find the Good Life logo and lifestyle photos is currently running in Minneapolis on the blue line and it has huge ridership running over 1 million per month with many students and event attendees and is youth driven. The idea behind the train wrap ties into the University of MN/Minnesota Colleges job fairs being held on February 17-19, 2016. Companies participating in the job fairs are most directly related to the healthcare industry. The job fair efforts include PR pitches to major university publications, logoed flags, newspaper and magazine coverage, social media posts, digital banner ads, and radio ads. The train wrap will run for one month while the digital, radio, and emails will run through April.

Robert Hovland brought up the gained exposure from Tourism's Josh Duhamel campaign launch. The media coverage has been unprecedented with over 1 billion total impressions. A new Josh Duhamel ND Tourism video released this weekend had over 522,000 views in 2 days and has been a wonderful way to enhance North Dakota's image. The 2016 Tourism campaign featuring Josh Duhamel launched in New York City on the Today Show on January 28, 2016.

The Recruiter's Network continues to add new members. The most recent meeting held at KLJ in Bismarck included 32 attendees. The focus will be to transition existing members into the second year of membership as we move forward.

The online toolkit is now available on the Workforce Development Division's website on <http://www.workforce.nd.gov/recruitment-tools> and contains the "New to North Dakota" videos, logos, stats, photos, newsletters, and marketing information for co-branding "Legendary".

The Find the Good Life Subcommittee met on February 9, 2016. Members asked to see a benchmark piece showing metrics from May 2014 – January 2016. The campaign has reached 4.2 million visitors with 38.8 million impressions. The campaign has hosted 11 military and 19 university events. The social audience reflects that Facebook had 16,770 visitors, YouTube had 31,601, and Twitter had 5,675. National media publications such as the New York Times, USA Today, the Washington Post, and Livability.com have all recently picked up stories on ND.

Members have discussions and concerns regarding budget constraints moving forward with the initiative. Members discuss that the direction of the Find the Good Life campaign could co-brand into "Legendary" and the Foundation could invest in digital content that

other companies and economic developers can use to sell the state. Members will identify what the objective of the Find the Good Life initiative moving forward will be.

Member Comments

**Rob Hovland:** Enjoyed the statistics presented on the census office. Helpful for understanding the goals of what the Foundation is doing.

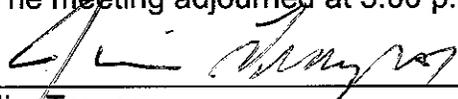
**Danita Bye:** Appreciates Steve McNally's summary of the oil industry at Foundation meetings and Randy Hatzenbuhler's forward thinking nature when strategizing.

**Chuck Hoge:** How do we work better and leverage relationships/partnerships with EDND, the Chamber, City Officials?

**ADJOURNMENT:**

Being no further business, Jim Traynor adjourned the meeting.

The meeting adjourned at 3:00 p.m.

  
\_\_\_\_\_  
Jim Traynor  
Chairperson

5-31-16  
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Date

  
\_\_\_\_\_  
Jill Schwab  
Recorder

2/26/16  
\_\_\_\_\_  
Date

**FUTURE ACTION ITEMS:**

- **Jill Schwab will coordinate the second quarter board meeting on May 31, 2016 in Jamestown, ND.**
- **Foundation members are being asked to gather and pass along leads to Terry Fleck.**
- **Members will identify what the objective of the Find the Good Life initiative moving forward will be.**
- **Define how the Foundation works better and leverages relationships/partnerships with EDND, the Chamber, and City Officials.**