



**ECONOMIC DEVELOPMENT FOUNDATION
TEAMS MEETING
Tuesday, March 01, 2022
1:30 - 4:00 p.m.**

Economic Development Foundation members present: Ron Day, Erik Diederich, Bruce Gjovig, Lyn James, Megan Laudenschlager, Vicki Monson, John Nagel, Lindsey Narum, Jamal Omar, Paul Steffes, Thomas Stromme
Commerce staff present: Shawn Kessel, James Leiman, Joshua Teigen, Sara Otte Coleman, Katie Ralston, Cortnee Jensen, Sherri Frieze
Guest present: Teran Doerr

WELCOME and ADMINISTRATIVE MATTERS

Chairperson Lyn James called the meeting to order at 1:30 p.m. welcoming the Economic Development Foundation members and guests. New Foundation member Ron Day introduced himself.

**APPROVAL OF THE MINUTES
APPROVAL OF THE FINANCIAL REPORT**

Motion: It was moved by Eric Diederich, seconded by Megan Laudenschlager to approve the minutes as amended for December 9, 2021. Motion carried.

Motion: It was moved by Paul Steffes, seconded by Eric Diederich to approve the financial report for \$84,313.12 as of February 28th and the sponsored funds for \$330.84. Motion carried.

**COMMERCE STRATEGY REVIEW
Commissioner Leiman**

Commissioner Leiman highlighted that the state has \$30 billion in projects that are currently underway, while adding prospective projects in the consideration phase, the total is more than \$50 billion. The projects will touch every part of the state and utilize existing assets with new technology to meet the production of the global market.

Secondly, he stressed the importance of the state to position itself to possibly have the highest GDP per capita in the country. He noted the need to think unconventionally on where the state needs to go for the future of workforce, carbon neutrality, unmanned aerial systems, and the branding of North Dakota. The upcoming legislative session will be pivotal for ND, as well as the Commerce Department. To be agile and competitive, the ND Commerce strategy will need to become individual.

**MSI STRAT PLAN
Shawn Kessel**

The Main Street Initiative (MSI) Partners in Planning (PiP) grant program supports nonprofit organizations and/or local governments in completing a comprehensive plan or economic development/diversification Strat Plan. This grant program is intended to empower communities to proactively plan their futures, seek smart, efficient infrastructure development, enhance and/or diversify their economies and offer healthy vibrant environment for residents, and visitors.

The Main Street Initiative (MSI) Vibrancy grant program supports local efforts to increase community vibrancy by providing seed funding for a small project that will build momentum and inspire additional projects. Community vibrancy improves the quality of life, helps attract and retain workforce, and enhances community pride.

The Four Pillars of MSI include:

I. SMART, EFFICIENT INFRASTRUCTURE

- Metric: Reduction in Property Tax Burden Per Capita and Increase value per acre in ND communities.
- Strategy: Enhance the whole Government approach to add criteria and favorable review considerations to state funding programs that support infill and mixed-use development.

II. HEALTHY VIBRANT COMMUNITIES

- Metric: Maintain an increasing state population and increase the quality-of-life rankings.
- Strategy: Increase in development of community amenities

III. 21ST CENTURY WORKFORCE

- Metric: Increase Total number of workforce and build toward long term sustainable employment
- Strategy: Local grants for workforce

IV. ECONOMIC DIVERSIFICATION

- Metric: Increase in GDP per capita with a goal of highest GDP per capita in the country
- Strategy: Value added agriculture and energy and emerging industries

WORKFORCE INITIATIVES

Katie Ralston Howe

\$20 million in American Rescue Plan Act (ARPA) dollars was awarded to ND and will be deployed to these grant programs.

REGIONAL WORKFORCE INNOVATION PROGRAM (RWIP) - \$15 Million total

- Regional partnerships; 1 application per region
- 25% match
- Broad focus
- Sustainable initiatives
- Milestone – based funding model

TECHNICAL SKILLS TRAINING GRANT - \$3 Million total

- Two Tracks
 - Accelerated reskilling
 - Internal upskilling, safety training
- Multiple funding windows

WORKFORCE INNOVATION GRANT - \$2 Million total

- 1:1 match
- Three Tracks
 - Innovative or unconventional initiatives
 - Recruitment in areas of high unemployment
 - Match for visa costs for industries most impacted by pandemic

DIVISION/DEPARTMENT UPDATES

COMMERCE – Shawn Kessel

- Audit has finished up and will be presented to the Legislative Audit and Fiscal Review Committee (LAFRC) at the end of month.
- EDA Grant of \$1 million will be administered through the MSI program.

DIVISION OF COMMUNITY SERVICES (DCS) – Shawn Kessel for Maria Hanson

- Huge influx of federal dollars will come through to Commerce.
- Hiring of temporary admin. staff will be needed to help with the extra dollars that will be dispersed into the many federal programs in DCS.
- HOME program was moved to Housing Finance Agency with the last legislative session.

WORKFORCE - Katie Ralston Howe

ROLECALL - Talent Attraction Agency

- Commerce partnered with RoleCall; a talent attraction agency that has normally worked with communities, but not an entire state. North Dakota being the first state using RoleCall to make North Dakota a national leader in talent attraction innovation and action.
- Relaunch of Find the Good Life (FTGL) 2.0 will take place in early June. In the initial FTGL campaign launched in 2016, Commerce was not able to track how many people moved to the state, per the initial campaign.

Deliverables plus Success will lead to:

- Centralized pipeline and a talent roster.
- Delivered dynamic, recruitable candidates directly to employers
- Building a framework for local leaders to engage with new residents
- Trainings, support, and access throughout.

TOURISM - Sara Otte Coleman

- FTGL 2.0 Campaign
 - Rebranding of logo
 - Working on content pieces, social media panels, search engine
 - Garnering more funding for FTGL 2.0 Campaign may be needed.
- Tourism & State Marketing Update Q3 2021
 - TR National Park visitation – 51% higher than 2020
 - Hotel occupancy rate was up rate since end of year.
 - Tax revenues up
 - Web traffic at an all-time high
 - Outdoor promotion included iHeart Media, Western Dakota Regional NBC stations, Flush podcast and Bismarck Tribune.
 - Global Media Forum and IPW resulted in 46 meetings with international tour providers.

The Theodore Roosevelt Library will help position ND for America’s 250th Anniversary on July 4th this year.

ED&F DIVISION - Joshua Teigen

- Working on another energy model of the Spiritwood Energy Park.
- Working on projects in the Grand Forks County, and the Williams and McKenzie counties.
- Working with the bioscience industry that will play well with the ag and energy industries.
- Working with the largest manufacturing site for Dunseith.

ADJOURNMENT

MOTION: It was moved by Ron Day and seconded by Erik Diederich to adjourn the meeting. Motion carried.
Meeting adjourned at 4:00 p.m.

Lyn James 06.07.2022

Lyn James Date
Chairperson

Sherrí Frieze 06.07.2022

Sherrí Frieze Date
Boards and Commissions E.A.