

**ECONOMIC DEVELOPMENT FOUNDATION
WSI BOARDROOM and TEAMS AUDIO/VIDEO CONFERENCE**

**1600 E Century Avenue, Bismarck ND
Onsite and TEAMS conferencing platform
Thursday, December 9, 2021
1:30 - 4:00 p.m.**

Economic Development Foundation members present: Douglas Bolken, Tom Campbell, Erik Diederich, Lyn James, Tommy Kenville, Megan Laudenschlager, John Nagel, Lindsey Narum, Jamal Omar, Mike Seminary, Paul Steffes

Guests Present: Teran Doerr

Commerce staff present: Shawn Kessel, James Leiman, Joshua Teigen, Sara Otte Coleman, Katie Ralston, Maria Effertz Hanson, Tracey Miller, Sherri Frieze

WELCOME and ADMINISTRATIVE MATTERS

Chairperson Lyn James called the meeting to order at 1:30 p.m. welcoming existing Economic Development Foundation members, new foundation members and guests in the room and on the call.

New members introduced include Lyndsey Narum, Douglas Bolken, John Nagel

APPROVAL OF MINUTES and FINANCIALS REPORT

Motion: It was moved by Mike Seminary, seconded by Jamal Omar to approve the EDF meeting minutes of August 24th, 2021. Motion carried.

Motion: It was moved by Mike Seminary, seconded by Paul Steffes to approve the financial report for \$85,301.92 as of November 30th, 2021. Motion carried.

FOUNDATION SPONSORED FUNDS UPDATE

Commissioner Leiman

James gave an update on the October and November expenses that he and Joshua claimed for reimbursement from the Foundation sponsored funding of \$5,000. As a reminder, the funds will be used for incurred client/company expenses that are considered non reimbursable per state fiscal policy, over the timeframe of one year. Fiscal updates would be given at each quarterly foundation meeting.

EDND 2024 STRATEGIC PLAN

**Teran Doerr, Executive Director Bowman County EDC and
Chair for Economic Development Corporation**

Teran presented the recently updated EDND 2024 Strategic Plan, highlighting three goals, bullet points, and takeaways for the foundation members.

Goal 1 – Knowledge Sharing and Networking

Goal 2 – Advocacy and Lobbying

Goal 3 – Association Leadership

- Attend the 2022 Summer Conference in Beulah June 15-17
- Attend the Basic Economic Development Course
- Join one of the EDND's four regional groups

EVOLUTION OF MSI

Shawn Kessel

Maria Effertz Hanson

- Professionals from 74 MSI communities were surveyed and with great return and strategic meeting with the Governor's office and the MSI strategic team
- Trying to change the image going into 2022 with the 4 pillars and actions items. Will meet with the Governor in January to move forward into the future.

Pillar 1 – Smart, Efficient Infrastructure

- Outcome – Reduction in property tax burden per capita & increase in density in ND communities.

Pillar 2 – 21st Century Workforce

- Outcome – Increase total number of workforce & decrease in percent of unemployed

Pillar 3 – Healthy, Vibrant Communities

- Maintain increasing state population and increase quality of life rankings

Pillar 4 – Economic Diversification

- Increase in GDP per capita with a goal of highest GDP per capita in the country

DIVISION/DEPARTMENT REPORTS

Senior Leadership Team

Maria Effertz – Hanson, Director, Division of Community Services (DCS)

- Hiring of staff in DCS, needed due to changeover.
- Working to find the best use for the extra COVID federal funds.
- Working with the Community Action Agency and the Department of Human Services to promote the services available for those that needs assistance.
- Managing an EDA grant that will move forward to the next step on building smart communities, planning, build out a strong plan for communities. A staff hire will come with this program.

Joshua Teigen – Director, Economic Development & Finance Division (ED&F)

- Cerilon GTL – Phase I & II; a \$6B opportunity for the state. The petrochemical project will be the largest economic impact to the state's history. As the oil and gas ratios continue to increase, the need for natural gas use is of high priority, 1,600 jobs will be needed to construct the facility, over a three-year period.
- A corn wet milling facility has chosen Grand Forks County for a facility, with a construction phase of three years to be running by 2024.
- ADM Soy crushing facility will be built in place of the former Cargill Malt at Spiritwood, with a construction phase of two years to be running by 2023.
- A large Recreational Vehicle (RV) manufacturing facility is coming to Dunseith, ND soon.
- ED&F Division has hired two previous employees from Great River Energy, to be employed as Developers with the division.
- The hire of a 4th Developer will happen soon within the division.
- The LIFT program has used \$8M of the \$15M allocated for this biennium.

Sara Otte Coleman – Director, Tourism Division

- Tourism does all marketing for all Commerce division as well as the brand marketing for all state agencies.
- Q3 Statewide Tourism updates were given.
- Theodore Roosevelt National Park was up 51% higher than 2020 and 17% higher than 2019
- Hotel occupancy rose 5% for a YTD percentage of 48.1%.
- Web traffic was up 21.8% vs. last year, with 93% of visitors being first time visitors.
- Interaction with advertising on digital campaigns were 19 million video completions.
- The newly targeted market of Denver, a potential recruitment of alumni, to the “Avoid the Crowds” campaign, resulted in website traffic increase of 141% from the Denver area.

Katie Ralston – Director, Workforce Division

- Workforce has three people on the team, AmeriCorps, Work based learning initiatives, ND Relocate Service.
- Adding a Deputy Director
- Adding one temporary employee to help with ARPA dollars.
- \$20M awarded for dedicated workforce initiatives
 - Regional workforce impact program – \$15M; 4:1 match
 - Technical Skills Grant - \$5M; modifications to the grant can be made, compared to the previous awarded grant.
- North Dakota, one of six states, was accepted into the National Governor' Association (NGA). A team of five will work with NGA, along with subject matter experts to develop a comprehensive state plan to help adults to develop foundational digital literacy skills needed in their jobs. Thirty percent of unemployed adult don't have those foundational skills to employ the 70% of open jobs now.
- AmeriCorps program has been leveraged more lately, as the new American community is getting connected with jobs in ND. Commerce has partnered with United Way/Cass Clay and Fargo/West Fargo area to provide English language training and connecting with job opportunities.
- Contract with RoleCall, a talent attraction company that has developed a mechanism to track leads. Working to get ND in the national outlet. Engaging with people to reach out and learn what they are looking for in job interests. Connecting with community champions and finding the right fit and the community people are looking for. Plan to be implemented in the spring.
- Four WDC subcommittees have been meeting monthly all year, collecting recommendations for legislative session in 2023.

Shawn Kessel – Chief Operating Office, Commerce

- Commerce is made up of four legislatively mandated divisions and two administrative departments. A new department was added; Strategy and Transformation Department, directed by Cortnee Jensen. This newly organized department also combines the Research Department.
- In 2017-2019; Commerce staffed 70 full time employees and had a budget of \$100M.
- In 2020-2021; Commerce staffed 60 full time employees and had a budget of \$300M.
- Three temporary staff members will be added in 2022 in the areas of fiscal and workforce.
- Working with ND Information Technology Department on artificial intelligence to minimize the digitizing process that was created when staff went to remote working in 2019.

COMMERCE 2030 STRATEGY & VOLUNTEERS

James Leiman

James talked about the need to look at how we attract, recruit, and retain workforce. The MSI 2.0 refresh, how those outcomes are driven by operational divisions in commerce and how to market the state, with jobs and workforce. The investments being made today, are the foundations for 2030, carbon neutrality, workforce, development, marketing campaign, robust communities where families want to live, work, and play.

James explained that he would like to hear from the foundation on policy changes they believe need to be addressed, that could reshape Commerce and build a better agency.

- Katie mentioned she will provide labor data from job service that may show more granularity for workforce sector attraction.

GROUNDWORK FOR UPCOMING LEGISLATIVE SESSION

James Leiman

James highlighted on the four legislatively mandated divisions within Commerce, and their inception twenty years ago by the legislature. He asked if those divisions should continue to exist with no change or should policy changes be made to reduce the lineation between the divisions, creating a stronger Commerce agency. This is being discussed thoroughly, and recommendation will be brought forth to the Governor's office.

FUNDRAISING CAMPAIGN

James Leiman/Sara Otte Coleman

Sara Otte Coleman reviewed the history of the Foundation's fundraising and how those funds were and have been used to market ND. James challenged the members to bring ideas forth to future meetings regarding activities that would require fundraising.

NEXT STEPS

Commissioner Leiman asked for members to think about the future of Commerce regarding policy changes and a continued need for fundraising and what that would mean for the foundation.

ADJOURNMENT

With no further discussion, the meeting was adjourned unanimously at 4:00 p.m.

<u>Lyn James</u>	<u>03.01.22</u>
Lyn James	Date
Chair	

<u>Sherry Frieze</u>	<u>03.01.22</u>
Sherry Frieze	Date
Boards and Commissions E.A.	