



## MAWB Business Services/Economic Development Committee Minutes

November 5, 2021

### Summary of Special Presentation

Mike Wimmer shared an overview presentation of the Minnesota Association of Professional County Economic Developers (MAPCED). [See slides](#). He discussed the major issues impacting economic development in 2021, including childcare, broadband, and housing.

### Employer-Related Updates: Items Pertinent to Employers or Employer Services

- Economic Development Association of Minnesota (EDAM)
  - Recently held a conference in Duluth. Planning Winter Conference.
- M State
  - Launching an employer website later this month. More information to come. It will include a new contact form just for employers and connect them directly to a live person.
- State Agencies
  - DEED
    - Workforce Opportunity Tax Credit for employers – [quick reference guide available on CareerForceMN.com](#).
    - New economic development website [JoinUsMN.com](#) is live.
    - Recently held a [Workforce Wednesdays Forum on Immigrants and Refugees](#).
    - January is Healthcare Month – DEED is working on planning events for the month.
    - [Automation Training Incentive Program](#) provides grants up to \$35,000 to small business in manufacturing or skilled production industry for training incumbent workers.
    - Two Workforce Strategy Consultant positions are available and posted. Please share with your networks.
  - DoLI
    - [National Apprenticeship Week](#) is coming up. Just wrapped up industry forums.
    - [See news](#) regarding new requirements for large employers as it pertains to vaccines.
- Local Areas
  - Rural Minnesota CEP
    - Working to expand the number of meat cutters by looking into a mobile meat cutting vehicle. Local butchers are short-staffed.
    - A layoff in the area has increased interest in on-the-job training (OJT).
    - I-WE efforts continue. Two employers recently received the designation.
  - Northwest Private Industry Council (NWPIC)
    - Will be hosting an aspirational/inspirational speaker from Kandiyohi for a board training, focused on public-private partnerships.
  - Workforce Development, Inc.

- Hired two new outreach specialists who have no case load responsibilities to help expand outreach efforts. [Partnership with IBM for SkillsBuild program continues](#). Participants can access thousands of courses for free through the program.
- City of Minneapolis
  - Returning to some in-person work in North and South Minneapolis. Services are a combination of in-person and virtual.
  - Planning a panel presentation led by DoL with employers for registered apprenticeship week.
  - Will be doing a robust marketing strategy around January's Healthcare Month.
- Central Minnesota Jobs and Training Services (CMJTS)
  - Arranged tours for about 900 students during manufacturing month.
  - Coordinated a manufacturing tour day with the Pine County team and gathered 114 students for a tour through a business and a community college with some career exploration included.
- Ramsey County
  - Launched [Inclusive Workplaces Cohort](#) in collaboration with the Center for Economic Inclusion.
  - [Ramsey County Means Business website](#) continues to be built out.
  - Hosting a [Green Futures Summit](#) in partnership with the Ramsey County Chamber of Commerce with employers who are considered providers of "green jobs," with the intention to promote and focus on the industry.
  - Planning a larger campaign around Healthcare Month in January.
- Career Solutions
  - CDL Discovery Day planned for November 17<sup>th</sup>, followed by a job fair.
  - Hosting job fairs at the site of a recent layoff.
  - Hosting an event on [November 18<sup>th</sup> called "Business After Hours,"](#) co-hosted with Batteries Plus Bulbs and Falcon National Bank. The event is intended to provide networking opportunities for employers in an informal setting.
  - [Exploring Potential Interest & Careers \(EPIC\) event](#) at St. Cloud Community college scheduled for February 25<sup>th</sup>
- Washington County
  - Continue to get traction talking about the benefits cliff to employers and other stakeholders.

### **Local area events/activities during Construction Month**

City of Minneapolis considered hosting Construction Month activities, but employers did not jump at the opportunity. Scheduling during this time of year turned out to be a challenge.