



Business Services/Economic Development Committee

September 19th, 2024, 9:30-11:30am

The committee was called to order at 9:34 am.

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

- M State
- Minnesota Chamber of Commerce
- Economic Development Association of Minnesota (EDAM)
- Minnesota Association of Professional County Economic Developers (MAPCED)
- State Agencies
 - DEED
 - Liz has been named supervisor of the business services team. In about a month, the team will have members. One in NW, NE, Central, south MN, two in metro. Team will be talking with all of you, building relationships, figuring out best next steps, helping with Drive for 5, you will be involved in building more relationships between employers that are hiring, jobseekers, job pathways and our system.
 - St Cloud area job fair – they have room for a lot more employers. There is a cost (\$240). Anything you can do in the central MN region to let businesses who are hiring know that this is available. Please connect them with Kelly.
 - Talked with Jason at State Rapid Response team. Continue to hear about a lot of small layoffs. Restaurants, grocery stores, lots of little layoffs. Any time you hear of a business, please connect them with Jason Wadell. Even if it's on the forefront, if they can avert a layoff. We see that as a collaborative effort.
 - Workforce Strategy Consultants vs. Business Services
 - Workforce Strategy more aligned with economic development. Gets involved in business financing.
 - How can we work with chambers to develop more career pathways programs, finding a niche where the need is to get training, retention strategies, hiring implemented faster.
 - RETAIN
 - Awarded \$10 million for granting – addressing challenges for individuals who have acquired disabilities.
 - MN RETAIN will be able to help at least 1000 individuals.
 - DoLI
 - MN Dual Training Pipeline
 - Working with 85 grantees - up and running across the state. Childcare and transportation are new areas.
 - Childcare site visit with Lt Gov about a week ago.
 - Events

- Brainard, Austin, Blaine, Marshall, Red Wing, Crookston, Grand Rapids, and Shakopee.
- Local Areas
 - Rural Minnesota CEP
 - IWE – restart and anniversary and celebration.
 - City of Duluth
 - City of Lakeville
 - Central Minnesota (CMJTS)
 - Manufacturing Month
 - Virtual Magazine – good success stories. Working to translate into Somali and Spanish as well.
 - We are Planning an open house event to celebrate our organization’s birthday!
 - We have a hiring event going on today – 14 employers.
 - Reinvigorating our I-WE. There are 4 of us – need more in the forefront. We are meeting as a statewide team. Working with Extension to create some redesignation survey or process for us. We’ve been doing it for 3.5 years. Now that they’ve been having that designation for a while, what do they do to maintain it.
 - WDI hired a consultant – doing a deeper dive into the process – will share what they learn.
 - Recruiting for the power up program – coordinate with Building Strong Communities to get more women and diversity into the trades.
 - Our big HS career exploration event is happening in Hutchinson.
 - Southwest Minnesota
 - Southeast Minnesota (WDI)
 - Setting up our CRM a little more – track our interactions with businesses, training providers, resources, better align our strategy on what we’re doing on the ground.
 - Business services – looking at our training policy, youth can co-enroll in a training program.
 - Workforce Development Month – spotlight on a business that did incumbent worker programs. Great to hear from employer perspective so other employers can see that.
 - Employers have been asking about doing incumbent worker to avert layoff, or RN. We can’t do degrees, so interesting conversation.
 - Seeing small businesses closing but new businesses starting up. People interested in DW, but then swept off their feet with a new job right away. Working with employers to get customized training in our area.
 - Hennepin-Carver
 - City of Minneapolis
 - Anoka County
 - Ramsey County
 - Dakota-Scott
 - Stearns-Benton (Career Solutions)
 - Working with folks from FDC (a company that is closing in October). We had a job fair there. 300+ people being displaced from their jobs. We had a job fair with about

50 employers. We had a good turn out with jobseekers and employers. Good satisfaction.

- Also just had fall jobseekers open house – partner with Job Service, have a mini job prep event. LinkedIn, headshots workshops.
 - Mini job fair for forklift operators through a grant. We could provide forklift operator training. We had a few employers attend. We had all of those in one week
 - October is Manufacturing month. We have a tour of manufacturing. We are having a Welding Discovery Day on Oct 10. Promoting all of the tours for the employers for good turnout. CDL day. HS Career Exploration event.
 - Lots of Incumbent Worker training events going on.
 - Leslie and I trying to reinvigorate our I-WE Designation. We have one employer in the pipeline. Going up there and attending DEI event in Virginia see if we can do that in our area too.
 - Benton County Fair – we did this CMJTS. Great turn out. We talked to a ton of people! This was really effective.
 - Pushing our drive for five grant program and some other programs.
 - Had plinko game and prizes. Will do it again next year!
- Washington County
 - Northwest PIC

Featured Topic: The committee heard an update from the MN Apprenticeship Program from Erin Larsen, Director of Apprenticeship at the Department of Labor & Industry. The full presentation can be accessed [here](#).

The committee concluded at 10:44 am.