



FY 2012 Annual Report

September 1, 2012

Southwest Regional Development Commission

“Providing professional expertise and leadership to enhance regional opportunities”

SRDC and RMEB win Excellence in Regional Transportation Award

The Southwest Regional Development Commission in Slayton, Minnesota in collaboration with the Rural Minnesota Energy Board has been awarded a 2012 Excellence in Regional Transportation Award from the National Association of Development Organizations (NADO) for its role in facilitating Wind Development Agreements.



SRDC Physical Development Director Annette Bair receives the Excellence in Regional Transportation Award from NADO President Russ Cowley.

Inside this issue:

- New Vision **2**
- Veteran’s Transportation **2**
- Hazard Mitigation **3**
- Contact Center **4**
- Transit Coordination Plan **5**
- Annual Meeting **5**
- Project of the Year **7**
- Financials **8**
- Commissioners **9**
- Staff Directory **11**

According to NADO President Russ Cowley, Executive Director of the Six County Association of Governments in Richfield, Utah: “The Excellence in Regional Transportation Awards highlight the important results of programs and projects like Southwest Minnesota’s Wind Development Agreements. Such initiatives are central to fostering quality of place and facilitating economic vitality in our nation’s communities by promoting effective transportation networks.”

MIRC Brings Broadband to More Minnesotans

Windom’s fiber optic network provides about the fastest internet services available in America, while residents and businesses in other parts of our region have no choice except dial-up, the slowest service available.

Foundation’s ARRA-funded Minnesota Intelligent Rural Communities (MIRC) project, which aims to extend higher-speed internet access and to make better use of broadband connections where we have them.

Workforce Centers, PCs for People, the Intelligent Community Forum, and others. Windom and Worthington each received \$100,000 funding for demonstration projects and a series of in-depth internet workshops.

SRDC and other RDOs have partnered in the Blandin

State-wide partners include UMN Extension, DEED



“The New Vision feed mill in Magnolia will bring eleven jobs to rural Rock County and leverage \$15 million in private capital.”



SRDC Assists New Vision Co-op Construction in Rock County

The SRDC assisted Rock County, Lismore Telephone and New Vision Co-op in the Magnolia Feed Mill Project. Former Deputy Director Nan Larson prepared grant applications for USDA and DEED that resulted in \$1.4 million in funding towards the total project cost of around \$16.5 million.

The SRDC was first approached by Rock County Administrator Kyle Oldre to participate in a meeting with New Vision management and other possible funders, including the State of Minnesota to discuss what programs might be available to assist the business in doing the infrastructure work necessary to make the project feasible.



As is typical of this type of project, it took a variety of different players to make it work. The New Vision feed mill in Magnolia will bring eleven jobs to rural Rock County and leverage \$15 million in private capital.

If you are thinking about a business expansion, contact the SRDC and we can help you look at what programs might be available and put together a package to assist your business.

Veterans Transportation and Community Living Initiative: Phase I

The purpose of the Veterans Transportation and Community Living Initiative is to improve access to transportation resources for veterans, military families and other clients by connecting customers in one place to rides and transportation options available from a variety of transportation providers and programs in their area. The U.S. Department of Transportation awarded \$34.6 million to local government agencies for 55 projects ranging in size from

\$29,000 to \$2 million to finance capital costs of implementing, expanding or increasing access to local One-Call/ One-Click Transportation Resource Centers. The grant focused on capital expenses including hardware, software, and engineering and design, but did not fund vehicle purchases, operations, vehicle dispatch or trip scheduling. The maximum award was \$2 million through a funding partnership of 80 percent federal and 20 percent local

match. During Phase I of Minnesota’s Information and Referral Project. The Minnesota Department of Transportation MnDOT, with the Minnesota River Area Agency on Aging®, Inc., the Minnesota Department of Veterans Affairs (DVA), the Minnesota Department of Human Services (DHS), and other partners, will use \$532,840 of the \$1.19 million grant to make transportation enhancements in Southwestern Minnesota to

the MinnesotaHelp™ Network, Minnesota’s existing statewide one-call/one-click center. Clients of the MinnesotaHelp™ Network include veterans, older adults, and persons with disabilities. Phase I will augment technology links between transportation providers, veterans organizations in the 27 counties in Southwestern Minnesota, and the existing MinnesotaHelp™ Network. The grant will cover the purchase of hardware, such as computers and VOIP phones, and software that

will ensure smooth and secure data transfer. Training for software operations is another component of Phase I.

The project will benefit the Veterans Linkage Line, Senior Linkage Line, and the Disability Linkage Line, all three of which are housed under the MinnesotaHelp™ Network. Phase I will include oversight by a coordinating council made up of transportation providers (both public, non-profit, and private), Veterans organizations such as the Disabled American

Veterans, County Veterans Service Officers, regional planners, and representatives from state agencies (MnDOT, DHS, and DVA). The coordinating council will also provide opportunities for public input and engage additional veteran and military family, human service and public transit providers to participate in the project development process. A project management team will meet more frequently throughout the project to coordinate with stakeholder groups and to manage the timeline, scope, and budget.



Hazard Mitigation Plans Approved

Southwest Minnesota knows about natural hazards, having experienced F-5 tornadoes and epic blizzards, floods and prairie fires, hail and drought. Hazard mitigation is a tool to prevent natural and man-made hazards or reduce impacts of those hazards when they do occur.

SRDC has worked with every county in Southwest Minnesota to complete an All-Hazards Mitigation Plan (AHMP), which is required by the Federal Emergency Management Agency (FEMA) for certain project funding. Cottonwood County’s AHMP and Nobles County’s five-year update

were both approved by Minnesota Homeland Security and Emergency Management (HSEM) and FEMA in 2011, while updates were approved for Murray and Redwood counties in 2012.

“Hazard mitigation is a tool to prevent natural and manmade hazards or reduce impacts of those hazards when they do occur.”

Larson Takes Position with AURI

Long time Deputy Director Nan Larson has left the SRDC to become the Director of the Rural Innovation Network (RIN) for Agricultural Utilization Research Institute (AURI).

Larson began her employment with the SRDC in the fall of 2001. Some of

her many accomplishments include U.S. Department of Commerce, Economic Development Administration grants for the Minnesota Soybean Processors, Ellison Meats and Bio-Science Advancement Center projects, as well as many Revolving Loan Fund and

other economic development projects in the region. AURI is a valuable partner to the SRDC and we wish Nan well in her exciting new position.

For more information on AURI please go to their website at www.auri.org





“The SRDC has been experiencing a steady increase in the number of clients served by the Senior LinkAge Line®.”

Aging Program Adds New Staff

During FY 2012 the SRDC Aging Program was requested by MNRAAA to add new staff to perform additional functions that had been assigned to MNRAAA by the Department of Human Services and the Minnesota State Legislature. Just in time for Medicare Part D Open Enrollment, the SRDC welcomed, from left, Jasmine Lund, Jenn Pieske, Kylie Chandler and Lisa Ackerman. Welcome Aboard!



FY 2012 Contact Center Statistics

The SRDC has been experiencing a steady increase in the number of clients served by the Senior LinkAge Line®. In FY 2010 the Total Number of Clients Served was 10,037. In FY 2011 that number was 12,362 and in FY 2012 it increased to 13,564. Another statistic that really demonstrates the work

done by the Contact Center is Contacts Out. Unlike Total Clients, Contacts Out takes into consideration that many clients require more than one contact as they have multiple issues. Contacts Out in FY 2010 were 26,571. In FY 2011 those increased to 29,517 and in FY 2012 increased again to 37,712.

The top three reasons that people contacted the Call Center during FY 2012 were:

1. Health Insurance Counseling
2. Individual and Family Supports
3. Financial Assistance/ Management

Matter of Balance

Matter of Balance (MOB) is an evidenced based falls prevention intervention program supported by the Minnesota Board on Aging, the Minnesota Department of Human Services, and Department of Health. MOB uses practical coping strategies to reduce fear of falling and help those who

worry about falling increase their activity levels. The program is designed to benefit older adults who: are concerned about falls, have had a fall in the past, restrict activities because of concerns about falling or are interested in improving flexibility, balance and strength and are age 60

or older, ambulatory and able to problem-solve. The program includes eight, two-hour classes presented by trained leaders using a training manual and two videos. The program consists of group discussions, problem solving and exercises to improve strength, coordination and balance.



2011 Transit Coordination Plan Finalized

In 2011, the Region developed a public transit and human services transportation coordination plan, in conjunction with the Minnesota Department of Transportation, local providers and stakeholders. The purpose of human services public transit coordination is to improve transportation services for persons with disabilities, older adults, and individuals with low incomes by ensuring that communities maximize use of transportation resources funded through public and private sources. This planning process fulfills federal requirements by engaging transportation providers, social services agencies, and members of the public in identifying strategies for regional transportation coordination.

Beyond fulfilling federal requirements, this planning process encouraged representatives of diverse organizations to join together in articulating specific projects that could advance coordination strategies in the Region. Through public outreach activities, stakeholders brainstormed project ideas and refined these ideas in a collaborative setting. The final project list reflects input of a broad range of regional stakeholders and provides a 5-year blueprint for future coordination efforts in the Region. Providing transit, especially in less populated, rural areas, is not always cost-effective. Furthermore, as state and federal dollars become more difficult to access, it will become increasingly more challenging to provide

services in Greater Minnesota. Change is also difficult. Providers become comfortable with their service provision. Routes are established. Drivers are hired. To change the way things are being done (or have been done) is a challenge. In order to be successful with transit coordination, there has to be “buy-in” by the providers. Finally, some of the current policies and regulations have made transit coordination difficult. Finding ways to work around insurance challenges, crossing county boundaries, and hefty driver requirements (certification, drug and alcohol testing, training, etc...) have placed an undue burden on transit coordination. A copy of the 2011 Plan can be found on the SRDC website under the transportation tab.



“The purpose of human services public transit coordination is to improve transportation services for persons with disabilities, older adults, and individuals with low incomes ...”

SRDC, RMEB and SW CERTs Sponsor Forum on Financial Impacts of Building Retrofits

Nearly 70 people joined Senator Al Franken and CERTs at Minnesota West Community and Technical College in Worthington on April 2, 2012 to learn about financing tools and opportunities that are currently available to local governments and business leaders, and to connect with one another.

The SRDC and SW CERTs continue to work on the building retrofit issue,

working with local governments and businesses in the region to develop a regional Property Assessed Clean Energy (PACE) Program.

For more information on PACE or other renewable energy programs, contact SRDC staff Annette Bair at 507-836-1631.



Senator Al Franken kicks off the Building Retrofit Forum held at Minnesota West in Worthington.

The 2012 Annual Meeting was held at the University of Minnesota Research and Outreach Center in Lamberton on July 12th.



Lamberton Mayor Bill Schaffran welcomes everyone to Lamberton.



Former SRDC Deputy Director Nan Larson receives a Certificate of Appreciation for 10 years of service to the agency.



SRDC Physical Development Director Annette Bair receives a Certificate of Appreciation for 25 years of service to the agency.



SRDC Executive Director Jay Trusty receives a Certificate of Appreciation for 10 years of service to the agency.

2012 Project of the Year: Special Touch Massage and Spa



Krista Trebesch, Owner, accepts the award for SRDC Project of the Year

Krista Trebesch started her original business, Special Touch Massage, in 2005 by renting space in a local chiropractic office in Morgan. In 2006, she also opened a home office in rural Redwood County and began building a clientele in Redwood Falls. Seeing the demand for massage in the Redwood area was much greater than Morgan, in 2008 she closed her Morgan office. After 5 years, her Redwood area clientele had grown to over 500 people, so she added another Therapist to join her. Space was tight sharing her home office, and the majority of her clientele wanted her to add spa services including facials, pedicures, haircuts, color, and style.

Based on this demand, she decided to construct a 36' X 56' building on her rural property to house Special Touch Massage and Day Spa LLC. After receiving planning assistance from the Small Business Development Center out of Marshall, she secured financing for the building from her Minnwest Bank. Still needing equipment and working capital, she applied to the SRDC for a small loan.

Krista's business has been phenomenally successful, with the need for expansion in the near future. She has created multiple jobs, and delivers a unique service in a rural area that has a strong industry outlook. Krista is a wonderful example of someone with an entrepreneurial spirit and a talent that is growing her business strategically in a tough economy. She exemplifies the type of person to whom economic development practitioners are very excited to have in their area; a young person that is staying and growing in rural Southwest MN.

Congratulations to Krista and wishes for continued success and growth!

Ben Winchester, Research Fellow at the University of Minnesota Extension Center for Community Vitality addressed the crowd at the SRDC Annual Meeting about the perceptions and the realities of the demographics of rural southwest Minnesota.

Contrary to what many have heard, Ben contends that the demographics of the area show instead of a "brain drain", rural areas are experiencing a "brain gain". Exchanging not yet educated young people for well educated and established professionals who are moving either back to their home areas to raise their children or who are moving to a rural area for the first time to escape the pressures of metropolitan life.

While it is true that some areas have experienced a decrease in overall population, many rural areas are seeing an increase in the 30-49 year old age cohort who are moving into rural areas and bringing their children with them. Winchester noted that demographics can sometimes be misleading, that while the percentage of people living in rural areas versus metro areas has gotten smaller, the actual numbers of rural residents have stayed the same or in many instances increased.

Winchester concluded by saying that it is time to stop talking about the perceived negatives of rural areas and concentrate on telling the very real positive stories about life in rural Minnesota.

Research Fellow Ben Winchester Gives Rural Demographic Presentation at Annual Meeting



Ben Winchester gives the keynote presentation at the SRDC Annual Meeting on the "Brain Gain" in rural Southwest Minnesota.

Financials



	FY2012 YEAR END	FY2013 BUDGET
Revenues		
Tax Levy	320,579	308,200
MNRAAA-Adm/Pdc Funds	63,724	60,090
MNRAAA-Information & Assistance Funds-Federal	197,964	267,587
MNRAAA-Information & Assistance Funds-State & Other	348,235	387,303
MNRAAA-Eldercare Development Partnership-EDP	33,558	33,558
Economic Development Administration	64,628	64,628
MN Department of Transportation	50,000	50,000
Transit Contract	4,754	20,000
Dept. Public Safety-Hazard Mitigation	9,656	12,500
CERTS Funds-U of MN-Xcel RDF	71,542	34,966
Current Contracts	206,307	180,957
Interest Earned & Miscellaneous	12,851	7,555
Reserves Used	0	82,054
Total Revenues	1,383,798	1,509,398
Expenditures		
Committee Expense	31,921	34,602
Salaries & Fringe	1,087,472	1,214,437
Staff Travel	52,505	56,202
Office Space	43,608	44,000
Postage	13,189	15,610
Communications	6,994	7,590
Print/Publication	6,921	10,268
Supplies-Mtg/Wkshp Expenses	16,826	13,437
Insurance	585	3,500
Depreciation (Non-building)	16,822	17,500
Computer	11,155	11,745
Equipment	6,189	11,600
Building Updates	7,003	0
Other	7,737	8,526
Consultant/Contracted Services/Legal	8,855	9,286
Certs seed grants	6,072	3,000
MNRAAA, Inc. match	25,160	24,319
Debt Service-Principal & Interest	11,800	11,800
Office Building Principal Payment	11,339	11,976
Total Expenditures	1,372,153	1,509,398
Overall Balance	11,645	0

FY2012 PROJECT REVIEWS

During Fiscal Year 2012 the Southwest Regional Development Commission reviewed 15 projects from within the Region to avoid duplication and insure wise use of public funds. If you are interested in receiving a complete listing of the project reviews for FY12, please contact the SRDC office.



Audited Governmental Activities for the Year Ended June 30, 2011

Revenues

Program Revenues

Charges for Services & Other	164,688
Operating Grants	769,416

General Revenues

Property Taxes—General	300,167
Property Taxes—Debt Service	233,412
Other Revenues	44,692
General Interest Revenues	9,200
RLF Interest Revenues	68,127
Debt Service Interest Revenues	<u>-3,234</u>

Total Revenues		1,586,468
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Expenses

Government Activities	1,390,703
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Total Expenses		<u>1,390,703</u>
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Change in Net Assets		195,766
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Beginning Net Assets		<u>2,097,092</u>
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Ending Net Assets		<u><u>2,292,858</u></u>
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2011 Audit

The FY 2011 Audit was conducted by Richard W. Holmberg, LTD, Certified Public Accountant, Marshall, Minnesota. The auditor's report expresses an unqualified opinion on the General Purpose Financial Statements of the Southwest Regional Development Commission.



SRDC Chair, Nobles County Commissioner David Benson

Thank You

Thank You to the following SRDC Commissioners whose terms expired in FY2012: Erv Smith, Murray County Townships.

Special Mention

Long time SRDC Board Members Lyle Ten Haken, City of Worthington, Bill Sauer, Murray County Commissioner and Marv Tinklenberg, Pipestone County Commissioner are retiring at the end of their current terms. We wish them well and thank them for their many years of service.

FISCAL YEAR 2012 SOUTHWEST REGIONAL DEVELOPMENT COMMISSION MEMBERS

- Vacant ----- Cottonwood County Municipalities
- Darrell Holmberg ----- Cottonwood County Town Boards
- Tom White* ----- Cottonwood Co Commissioners
- Darrel Hage* ----- Jackson County Municipalities
- Richard Peterson ----- Jackson County Town Boards
- Dave Henkels ----- Jackson County Commissioners
- Darrel Denney ----- Lincoln County Municipalities
- Eloise Hauschild ----- Lincoln County Town Boards
- Larry Hansen* ----- Lincoln County Commissioners
- Russ Stobb ----- Lyon County Municipalities
- Lori Grant ----- Lyon County Town Boards
- Bob Fenske* ----- Lyon Co Commissioners
- Miron Carney** ----- Murray County Municipalities
- William Crowley ----- Murray County Town Boards
- Bill Sauer* ----- Murray County Commissioners
- Vacant ----- Nobles County Municipalities
- Paul Langseth* ----- Nobles County Town Boards
- David Benson** ----- Nobles County Commissioners
- Les Nath ----- Pipestone County Municipalities
- Vacant ----- Pipestone County Town Boards
- Marv Tinklenberg** -- Pipestone County Commissioners
- Vacant ----- Redwood County Municipalities
- Terry Marguth ----- Redwood County Town Boards
- Sharon Hollatz** ----- Redwood Co Commissioners
- Fabian Deutsch ----- Rock County Municipalities
- Vacant ----- Rock County Town Boards
- Robert Jarchow* ----- Rock County Commissioners
- Bob Byrnes** ----- City of Marshall
- Lyle TenHaken** ----- City of Worthington
- Nils Nelson* ----- Region Eight School Boards
- Vacant ----- Region Eight School Boards
- Vacant ----- Region Eight Cultural Diversity
- Linda Halbur ----- SW Center for Independent Living
- Linda McCorquodale ---- SW MN Private Industry Council
- Richard Shrubbs ----- Southwest MN Higher Education
- Craig Myers ----- Health & Human Services

** Indicates Current & FY2012 Executive Comm. Members
*Indicates Current SRDC Board Members

SRDC Staff



Front row from left: Helen Brinks, Kathy Schreiber, Robin Weis, Rhonda Wynia, Doreen Veenhuis, Julie Stewart. Middle row: Nicole Konz, Lisa Ackerman, Annette Bair, Dianne Crowley, Gail Radke. Back row: Jay Trusty, Jenn Pieske, Linda Tobias, Katie Gillette, John Shepard. Not pictured: Jasmine Lund and Kylie Chandler.

<u>Name</u>	<u>Title</u>	<u>Email</u>	<u>Phone No.</u>
Jay Trusty	Executive Director	execdir@swrdc.org	836-1636
Vacant	Deputy Director		836-1638
Annette Bair	Physical Development Director	phydev@swrdc.org	836-1631
Dianne Crowley	Finance Director	dcrowley@swrdc.org	836-1634
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Robin Weis	Aging Program Director	srlinkage@swrdc.org	836-1642
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Kylie Chandler	Development Planner I	kyliec@swrdc.org	Ext. 82018**
Linda Tobias	Information & Referral Specialist II	lindat@swrdc.org	Ext. 82012**
Julie Stewart	Information & Referral Specialist I	julies@swrdc.org	Ext. 82008**
Katie Gillette	Information & Referral Specialist I	katrina@swrdc.org	Ext. 82022**
Jennifer Pieske	Information & Referral Specialist I	jenniferp@swrdc.org	Ext. 82011**
Jasmine Lund	Information & Referral Specialist I	jasminel@swrdc.org	Ext. 82025**

**In order to contact these staff members please dial 1-800-333-2433 and then when the message starts type in their extension number.

**Southwest Regional
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Commission**

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**“Providing professional
expertise and leadership
to enhance regional
opportunities”.**

The Southwest Regional Development Commission (SRDC) is a nine county regional development commission made up of representatives from local units of government and public interest groups in Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood and Rock Counties. The purpose of the SRDC is to “work with and on behalf of local units of government to develop plans or implement programs to address economic, social, physical, and governmental concerns”.

Visit us on the web!
www.swrdc.org



The Bio-science Advancement Center in Worthington. Partially funded by a grant from the U.S. Department of Commerce, Economic Development Administration through a grant written and administered by the Southwest Regional Development Commission.