

# Meeting Minutes –Stronger Economies Together Session 1

Held: October 7, 2:00 – 6:00pm, Kimmel Research and Extension Center

Attendance
<b>Present:</b> Brook Aken, Lisa Beethe, Tim Borchers, Jeff Carpenter, Beckie Cromer, Jesse Dorman, Deb Eggleston, Jason Esser, Stephanie Fisher, Jared Gerdes, Carolyn Gigstad, Sharon Hessler, Marguerite Himmelberg, Bob Jones, Gary Jorn, Mary Kruger, John Lauber, Ken Lemke, Gary Lesoing, Judy Murphy, Mark Novak, Marilyn Schlake, Joshua Sheffield, Vanessa Sherman, Stephanie Shrader, Karen Stohs, Deb Weitzenkamp, Carroll Welte, Ann Wickett
<b>Guests:</b>

Action Items			
Action Item	Assigned to	Due	Status
<b>Next Meeting – November 4 from 2:00pm to 6:00pm. Location – Nemaha County Hospital</b>	Stephanie Fisher Marilyn Schlake		Completed
<b>Contact Industry Representatives to next meeting -</b>	John Lauber, Deb Weitzenkamp, Carolyn Gigstad, Gary Losoing, Stephanie Shrader, Tim Borchers, Lisa Beethe,	November 4 <sup>th</sup>	In process
<b>Contact Purdue University for Industry cluster data</b>	Marilyn Schlake	November 1 <sup>st</sup>	Completed
<b>Contact Purdue University for Employment Classes</b>	Marilyn Schlake	November 1 <sup>st</sup>	Completed

Agenda
<ol style="list-style-type: none"> <li>1. Review Forum ideas</li> <li>2. Evaluate industry clusters that support the 5-county region – Dr. Ken Lemke</li> <li>3. Select top 1-3 clusters for further data analysis</li> </ol>

Parking Lot Item
<b>Possible ACTION item:</b> Interview new residents to get their perspective. This is something the team could work on between sessions – conduct a random sample of people to get a new light. How do we identify these new residents? SET Team member could identify new residents for their county. What would be the characteristics of your new residents? Their needs, views and reasons why here.

Meeting Notes
<p><b>Knowledge &amp; Skills Team brings to SET Planning:</b></p> <p>Marguerite (Southeast Community College)– Workforce, Southeast counties</p> <p>Karen (NE Dept of Labor) –30 years of knowledge of workforce from employers and job seekers perspective</p> <p>Vanessa (Peru Chamber) - Lived in several different rural communities, excellent with data and analysis data, Chamber</p> <p>Deb (UNL Extension)– knowledge of the area, strengths with youth education 8-18 yrs. STEM education program and career opportunities.</p> <p>Bob (NE Dept of Econ Dev) – low and mod income housing</p>

Sharon (Nemaha Co Dev Fund) –development foundation, husband retired military, traveled a lot – knows recruitment of military personnel, wants to tap that market  
 Stephanie (Nebraska City) -- Otoe county, economic dev  
 Tim (Peru State College)- student affairs, advancing interest of area  
 Judy (Falls City) - city council work  
 Gary (Falls City) – city administration, chamber of commerce, knowledge is wide spread, breaking down barriers  
 Beckie (Falls City EDGE) - city knowledge and understanding in economic development of Falls City. 12 years in labor force, great understanding of regional challenges  
 Mary (Nemaha Co Dev Fund) – Auburn Nemaha county tourism, knowledge of historic and tourism industry. Connected with many groups  
 Stephanie F. (Auburn Dev/Pizza Hut) - travels around with other communities, Community Redevelopment Authority.  
 John (Brownville) –Music education, vast knowledge historic preservation and tourism  
 Jason (Omaha Public Power Dist) – entrepreneurship, business retention  
 Gary Lesoing (UNL Extension)– sustainable ag interest local food, farmers market, agri-tourism, ag and entrepreneurship  
 Carolyn (Syracuse Dev Corp)- Chamber of commerce, rural perspective  
 Brooke (OPPD) - economic development, Metro and small town areas  
 Jared (Ariens) -- skills in manufacturing and labor force  
 Lisa (Southeast Econ Dev Dist) - understanding of the 5 region counties  
 Jesse (Peru State College) - student life, young families moving to the area and finding homes, background from the east coast.  
 Ann Wickett (Nemaha News) – newspaper, spread work on the goals

**Outcome of the P4P SET Process – Create a High Quality Plan**

The outcome of the P4P SET discussions is to create a plan of action that will move the region’s vision forward. Essential components:

- Evidence-based – this is why we are looking at data about the region, have the information available to make informed decisions as a group.
- Practical – must have reasonable expectations to implementation
- Broadly supported – this is hard to obtain, but we need to make sure we this is a plan that citizens within the area can support. We will present the plan for public input in the spring.
- Focused on regional economic development – the plan is to focus on regional strengths
- Aligned with Goals – logical flow of vision, to goals to action plans

High Quality Plan: Essential Components

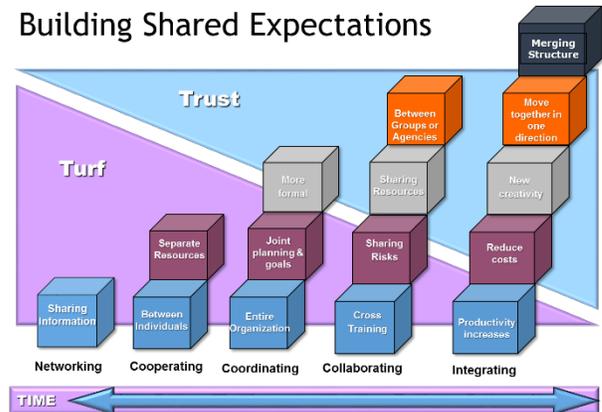


At completion the plan will be submitted to the national SET review team, March 2016. Once approved the region will receive \$7,000 in seed money. The writing team for the P4P group – Beckie Cromer (lead) and Lisa Beethe.

## Building Shared Expectations

Another objective of the SET program is to help regions move toward Collaboration (cross training, shared risks, shared resources between agencies and organizations). P4P is at the networking, cooperation stage, which is very important to coordinate and integrate work. It will take a while to learn to work together at a much deeper level. There will be accountability.

## Building Shared Expectations



## Guiding Principles for Our Discussions

Throughout the SET sessions, we have set out engagement expectations of each other as we discuss options and create the plans:

- Enter into the discussion enthusiastically
- Give freely of your experience
- Allow and encourage others to contribute
- Listen attentively and take accurate notes
- Ask questions when you don't understand
- Appreciate the other person's point of view
- Provide constructive feedback and receive it willingly
- Keep confidence and assume others will
- Confine your discussion to the topic
- Keep on topic
- Help hold us to our accountability (Becky Cromer has stepped up to be the lead writer)
- Participation
- Buy in that you feel passionately what the group has decided and willing to sell it to others
- Fun and get to know each other. Makes it a richer conversation

## Forum Review

The complete packet of Forum Notes was handed out to the group for review. Highlights included:

### Civic Engagement Forum Review

#### Positive Features of the Region

Educational Systems - Peru State College	33
History & Tourism	19
Quality of Life	17
Agricultural/Production Livestock/crops	15
Transportation Routes	10
Work Ethic	10
Outdoor recreation & parks	10
Motivated leadership within each county	7
Cultural Area	7

**Round 1** question was to identify the most positive features and strengths of the region. Individuals then voted on the features/strengths that are most important. Results indicated on the slide.

**Discussion:** Most people at the table were very familiar with the region. We should look at the perspectives of new residents who have moved into the region, is it any different? **Another topic that needs to be front in center is the potential impact of the Niobium mine and how that is going to affect the region.**

**Possible ACTION item:** Interview new residents to get their perspective. This is something the team could work on between sessions – conduct a random sample of people to get a new light. How do we identify these new residents? SET Team member could identify new residents for their county. What would be the characteristics of your new residents? Their needs, views and reasons why here.

## Civic Engagement Forum Review

**Round 2** question was to identify the challenges the region is experiencing now or in the very near future. Individuals then voted on the most pressing challenges that the region is experiencing. Results indicated on the slide.

**Discussion:** The number one challenge is addressing the skill gap, keeping people in the area, shortage of quality jobs, availability of services – retail, restaurants, attracting small businesses. Drug use is also an issue. Need to add the challenge of succession business ownership.

### Challenges of the Region

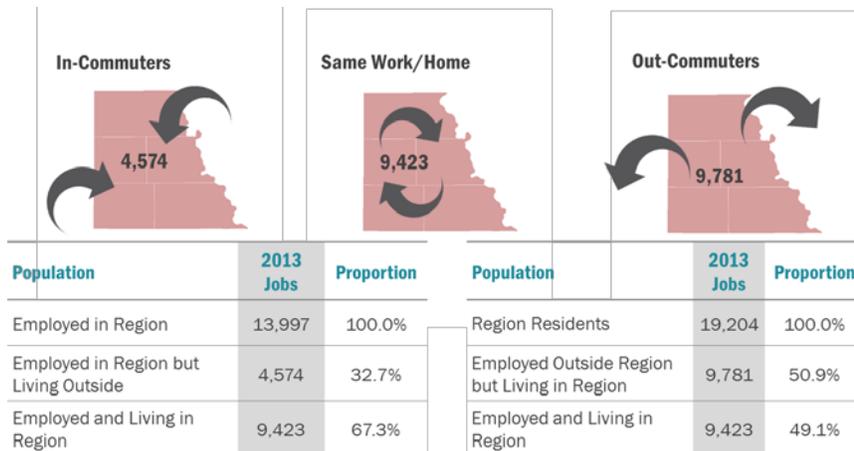
Keeping Youth/ Availability of workforce/ lack of skilled workers	23
Shortage of quality jobs	19
Attracting and retaining young families	14
Retaining business or bringing in new businesses	12
Lack of housing choices	10
Availability of services (entertainment, restaurants, retail)	10
Maintaining infrastructure	9
Lack of Business Development startups	9
Cell phone & fiber optics	8
Outmigration	7

**Round 3** discussion centered on the regional data and addressed the strengths and challenges of the region in light of the regional data.

**Discussion:** Most of the data confirmed what has been already identified. What are surprising was the number of our labor force that are out-commuters, about 9700 compared to in-commuters of 4,500. Kem Lempke shared that 19% of the out commuters are going to Lancaster County. *See chart below*

## Civic Engagement Forum Review

	Strengths	Challenges
Education	Higher HS graduation rates, online education available, AA degrees same as state levels	Lower post-secondary education attainment, less technical education opportunities, limited educational access, industry and education not working together
Demographics	20-29 age group growing, increase in diversity, average income higher, poverty level down	Lower average earnings, higher poverty level for school-aged children, aging population, increased diversity, projected lower population
Workforce	Workforce: low unemployment, labor costs competitive, available workforce (20-29), growth in well-paying jobs	Skills gaps, out-commuters, lower wages, low STEM jobs, slight higher unemployment rate
Industry	Industry: Good manufacturing companies, mining, oil, gas opportunities, small business opportunities	Closing of establishments/empty, sales are down, commuting to outside of the region, outside purchasing opportunities



**Round 4** question had the group considering the *opportunities* that could help make this a vibrant region. All list of potential ideas that the planning team could pursue were gathered and reported in the Forum Report. These ideas will be considered as the team moves forward.

### Start of Industry Identifications:

Individuals broke into smaller team to start identifying industries within the region, number of employees, workforce needs, salaries, etc. This is a start of the industry database for further reference.

### Business and Industry in P4P Region

Business	Emp #	Wkf Skills	Type	Size	Cnty
Airlanco	83	Welding Grinder, Fabrication	Mfg	Small	Richardson

<b>American Meter</b>	500	general labor, sales	Mfg	Large	Johnson
<b>Ames True Temper</b>	30-35		Mfg	Small	Richardson
<b>Arbor Farms</b>			Tourism	Large?	Otoe
<b>Ariens</b>	200	Mfg/welding Paint, Assembly, Fabrication, Eng.	Mfg	Large	Nemaha
<b>Board of Public Works</b>					
<b>Cargill</b>	400	QA, mgmt, food processing, maint., general labor, admin.	Production, Food processing	Large	Otoe
<b>CGB</b>	12-15		Agriculture		
<b>CJ Foods</b>	98	food processing QA, mgmt, maint, general labor	Food Processing	Small	Pawnee
<b>Cooper Nuclear</b>	700-800	Operator, security, chemists, eng. Maint., technology	Utility, Mfg	Large	Nemaha
<b>Diversified Foods</b>	75-80		Ag Processing		Otoe
<b>Headwinds Productions</b>					
<b>Healthcare Facilities</b>	500	medical profession, administration	medical		
<b>Herzog Services</b>	35-45		Mfg		Richardson
<b>Humboldt Implement</b>	12	Mechanic, sales, transportation	Agriculture	Small	Richardson
<b>Magnolia Metal</b>	68-80	machinists	Mfg		Nemaha
<b>Nemaha Cnty Hospital</b>			Healthcare	Medium	Nemaha
<b>OPPD</b>	150	Operator, security, chemists, eng. Maint., mechanical	Utility, mfg.	Large	Otoe
<b>Peru State</b>	200-250	Education, teaching, administration food service	Education	Large	Nemaha
<b>Petech Labs</b>	40				
<b>St. Mary's Hospital</b>			Healthcare	Large	Otoe
<b>Tecumseh Poultry</b>			Mfg		Johnson
<b>Tecumseh State Corrections</b>	400+	Security, case mgmt, medical, food service	Corrections, security	Large	Johnson
<b>TOPPS Mechanical</b>			Mfg		Johnson
<b>Vantec</b>	11-15		Mfg	Small	Richardson
<b>Watkins Aircraft Support Products /FAST</b>	120	welding, grinding, fabrication, painting, assembly	Mfg	Small	Richardson
<b>Wineries</b>	40	growing/producing	Service, Retail	Small	Collective
<b>WinnRack Material Handling</b>	20		Mfg		Otoe

**Key Data:** Refer to SET Phase V Module Session 1 Data packet

Dr. Ken Lempke introduced the Regional data information. Key findings include:

- Stage 3 business (100-499 employees)** – the region lost 6 between 2000 and 2011. Stages 0-2 all grew. Region has 1 stage 4 (500+ emp) business – American Meter. However this list only includes for profit businesses so schools (PSC) and public power (OPPD) are not included in this data. These are other major employers that should be included in conversations.

- **Employment** decreased by Stage 3 companies, all others increased.
- All stages of company reported decrease in sales between 2000 and 2011. Not surprising coming off the recession. More recent figures could show a very different result.
- **Top three industry sectors by job growth:** Finance & Insurance (218) – most wealth mgt businesses; Real Estate & Rental & Leasing (162) – this is a very broad category and includes leasers of properties, including room rentals; Manufacturing (152) industry reports are highly dependent on the time frame, mainly animal food plant, farm implements.
- **Top industry sector declines by employment** were Crop and Animal Production (-268); Waste Mgt & Remediation Services (-158) and Construction (-107) – which always takes a hit during a recession.
- **Regional requirements** chart indicates the Region’s industry cluster inputs. The blue is dollar amounts that are locally sourced. The remainder (orange) indicates what is sourced outside of the region. May be opportunities for industry growth. If the region has to import inputs, could encourage other industries to step into that supply chain and supply locally. Have to take a deeper dive to look into the industries, etc. How would we change from orange to blue?

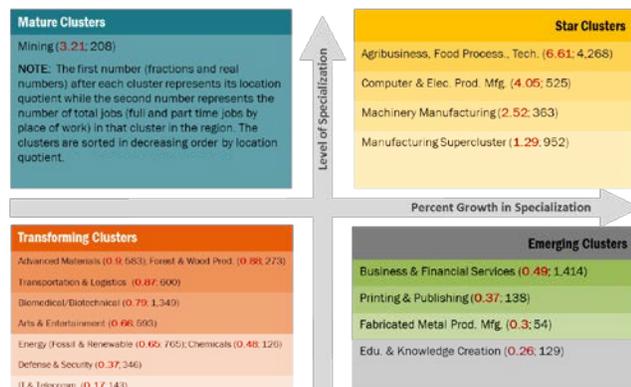
### Industry clusters

Clusters are groups of inter-related industries that drive wealth creation in a region. There is not a universal list of clusters, or common language. Some companies may be listed in multiple clusters. Ken provided examples of companies from the area that fit within the Purdue cluster list:

- Advanced Materials – American meter
- Agribusiness, food processing & tech – Cargill
- Apparel & textiles – Pendleton
- Arts, entertainment – Arbor Lodge, Lied tourism
- Biomedical/Biotechnical Life sciences – hospitals
- Business & financial – insurance companies
- Chemicals – Concrete, plastics
- Computer & Electronic - American meter (company can be in more than one cluster)
- Defense & security – power lines
- Education & knowledge – newspapers, schools
- Electrical equip
- Energy (fossil & renewable) - gas stations plumbing and heating
- Forest & Wood Products - Machine shops, Framing, siding contactors
- Information Tech – Alltell and electrical contractors
- Machinery manufacturing
- Manufacturing Super-cluster – includes all the manufacturing clusters
- Mining – To qualify, doesn’t have to actually be mining, exploration qualifies.
- Printing and publishing – newspaper, radio stations
- Transportation & logistics – truck driving

### Region Cluster Growth:

- Star – Growing; Agribusiness, food processing is a star in every rural area in Nebraska
- Emerging – Doesn’t have a lot but it is growing; Location quotients are all less than 1, meaning very small in relationship to the entire region.

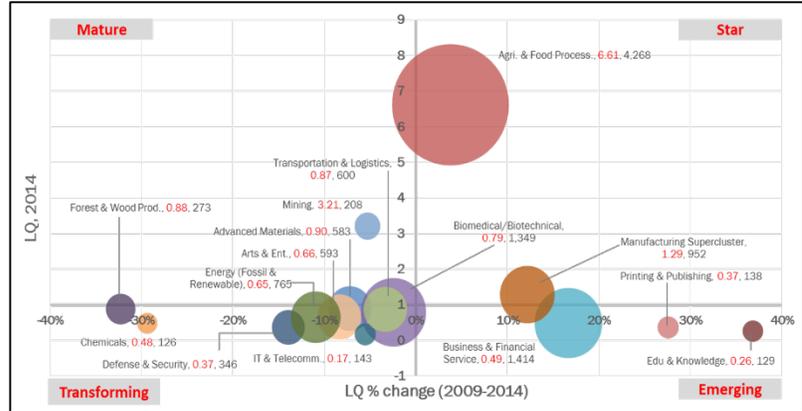


- Mature – strong represented but not growing, Mining is the identified industry, but does not include information concerning the Niobium opportunity.
- Transforming – weak and declining, a reflection business lost, and does not include public entities.

### Bubble Cluster Chart

Like all rural Nebraska region, ag production and processing dominates, especially since the growth and prices of the last 4-5 years.

**Comments.** Each month fewer people working on land, businesses are in decline. How do we replace the businesses? Advances in ag technology are creating less need for workers. We have not replaced ag business. If not a class 1 city (1500) chances of growing are very small. Communities have to do it internally. Brownville overachieves with only 100 people. Two couples move in who are artists, they bought homes in Brownville. Why do people move to an area: jobs and family. How do you create jobs without people? **Carroll – We can look at the creative class and compared it to the production and service class. The creative class is important to job creativity. We are lacking that creative class in rural Nebraska. We will have that information for the next session.**



### Top five occupations

All of the occupations, except management, require only a high school degree. If top occupations only require a high school education, what does that say about wages and growth? From 2009-2014, the region lost STEM jobs, compared to the rest of the state. State-wide STEM jobs make up about 1% of occupations.

### Identification of Industry Clusters to further evaluate:

The P4P team is to come up with 1-3 industry clusters that we want to dive into. Statisticians from Purdue University will give us more data and to help us determine which area would be best to pursue.

- Arts & Entertainment
  - Growth in Nebraska City, Brownville, Pawnee Co
- Advanced Materials and Manufacture super cluster
  - Support current major industries, keep and bolster what's here. Higher paying jobs.
- Business & finance
  - Projections for job growth will be the largest job growth, already here and doesn't need raw materials. With the out-migration we might already have the labor force here already. With the global economy can be housed here.
- Bio-medical
  - Could try to get more medical services, and attract young families, areas of out-migration

Individuals were identified to invite industry representatives to the next meeting to help the group further understand the different industry clusters. Time will be provided for guest to talk about their companies / industries. Further data about the industries will be available at the next meeting also.