

# TSMA

## Board Retreat

January 9, 2025  
11:00 - 4:00 PM Willy T's

**TSMA MISSION:** *Tri-State Manufacturers' Association assists manufacturing related companies by providing advocacy, education, networking, and programs to enhance the success of members and their communities.*

### Agenda and Notes Draft

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|---------------|---|
| 11:00 – 11:45 | Welcome and Introductions<br>Dream Team Presentation-Therese Serum, A presentation was made to review the Dream Team Program, successes and needs of the program.<br>MMA Board Member Report and program recommendations <ul style="list-style-type: none"><li>-Ambassador Program</li><li>-Annual Awards Program</li><li>-Social Media Strategy</li><li>-New Sponsorship and event opportunities</li><li>-TSMA Dream Team review</li><li>-Review and update bylaws</li><li>-Leadership Training Proposal</li></ul> MMA Office Updates <ul style="list-style-type: none"><li>-Staffing, roles and responsibilities, goals for 2025</li><li>-MMA Foundation, \$5,780 in donations to date, Google Grant</li><li>-Conflict of Interest Statements signed (absent members will sign electronically)</li></ul> Bylaws- Under separate review, 1-2 person committee to assist MMA in recommending changes. Vote to be at next meeting. |
| 11:45 – 12:00 | Secretary's Report: December 2024 -Tim Kindel Motion to approve, Sarah Strunk 2 <sup>nd</sup> , all approved.<br>Financial Reports: December 2024-Tim Kindel Motion to approve, Sarah Strunk 2 <sup>nd</sup> , all approved.<br>Elect a President-Re-Elect Tim Kindel-Sarah Stunk motioned, Nicole McDonald 2 <sup>nd</sup> , all approved. Executive Committee, email vote on 2/20/2025. Phil Johnson, President, Tim Kindel (VP, Secretary), Sara Strunk, Treasurer, Scott Koeball made the motion, Sean Johns second, all in favor.  |
| 12:00 – 12:30 | 2025 TSMA Budget review- Working lunch-Proposed \$5,000 increase to the Dream Team budget to allocate to MMA and Proposed changes to Dream Team program. Tim Kindel motioned to approve, Dave 2 <sup>nd</sup> , all in favor.   |
| 12:30 – 1:30  | Committees and special events (TSMA members need to be invited to join committees to assist in the success of the events.) <ul style="list-style-type: none"><li>• Special Events-Sean Johns and Tim Kindel, Co-Chairs-Details pending</li></ul>  |

-Ax Throwing/Trap Shooting-It was discussed that working on membership to retain the current members and regain past members might be a better plan. \$12,000 was lost in 2024 in membership vs the efforts to have a small event that would raise \$3-5,000. Expanding the Gold Event can make up some of that revenue. Possibly have a side event during the Golf Tournament to encourage additional attendance.

-Corn Hole-Food Trucks etc., Pickle Ball competition, attach TSMA to events for Robotics or other design/build event. Get more exposure for TSMA through sponsorships.

-Golf- Deb Waldvogel, Chair– July 16<sup>th</sup>

-Tour of Manufacturing-Proposed idea of a TSMA TOM-Possibly starting with a small event and growing it. MMA to look into current TOM event in the area and collaborate with other agencies instead of starting something new. Additional expenses will be needed to fund this program, if approved. Contact Nicole at Fergus Falls Chamber.

-Holiday Social-December

- Meetings/tours (when/where)- Quarterly meetings: 1<sup>st</sup> or 2<sup>nd</sup> Tuesday or Wednesday of the month. Proposed businesses: Brunswick, Douglas, Failing Trails, 3M, Alex Industries.
- Workforce Development-None at this time- Utilize MMA
- Government Affairs-None at this time- Utilize MMA
- Program/Event-None at this time-Utilize MMA
- Marketing-None at this time- Utilize MMA
- Dream Team-Nicole McDonald volunteered to be the Chair of this committee
- Membership-None at this time-Utilize MMA

1:30 – 3:00

2025 Priorities- MMA to submit for approval at February meeting  
Membership Growth-Work with MMA to increase, possibly a focus instead of smaller event.

3:00 – 4:00

Actions & Next Steps:

How can we get the most out of our board meetings? Bi-monthly this year.

Possibly hire a strategic planner for 2026 meeting.

How do we foster future success? Focus on membership, community interaction, partnering with other agencies.

Action Items' Assignments-Lynda to follow up with Jergenson-Brenton Engineering for a possible sponsorship for the Dream Team. \$5000 was awarded 2 years ago.

In Attendance: Scott Goebel, Sean Johns, Phil Johnson, Tim Kindel, Dave Klimek, Kirk Kolden, Tony Lien, Nicole McDonald, Sara Strunk, Deb Waldvogel. On Zoom: Greg Terhaar, Rick Bleichner

Absent: Tony Lien