



Public Affairs

Activity Tracking Chart

Overarching Public Affairs Metrics

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| 1) Change in awareness/visibility | 4) Strengthened base of support |
| 2) Strengthened organizational capacity | 5) Development & advancement of policies |
| 3) Strengthened alliances & partnerships | 6) Change in impact as Identified by outcome & evidence |

December 2013

Increasing Visibility		Policy/Issues	
<ul style="list-style-type: none"> GMG sent its latest Greater Mankato Update, a periodic email sent to approximately 400 legislators, commissioners, and other key state leaders. The most recent version featured stories on new data showing per-capita personal income in Greater Mankato is growing faster than anywhere else in the state, Greater Mankato's feature in a regional real estate magazine and continued job growth in our MSA. 			
	<ul style="list-style-type: none"> GMG participated in a meeting on community housing needs with various stakeholders to gain insight on workforce housing needs and various policy tools available to build housing capacity. GMG is also assisting a member business coordinate a meeting of all area lenders to discuss ways they can enhance their housing lending strategies. 		
	<ul style="list-style-type: none"> GMG participated in two meetings, including one with Rep. Tim Walz, at POET Biorefining in Lake Crystal regarding the response of the ethanol industry to the proposed reductions to the Renewable Fuel Standard. GMG is following up by providing a draft of its Agricultural Snapshot report to key 		

	stakeholders which details the economic impact of agriculture on the economy in south central Minnesota.	
	<ul style="list-style-type: none"> • GMG staff participated in the inaugural Board of Directors meeting of the Greater Minnesota Partnership to review the organization's budget and administrative functions as well as to finalize the organization's policy priorities for the 2014 legislative session. The adopted policy priorities can be seen here: http://gmnp.org/issues/. Jonathan serves on the GMNP Board of Directors. Additionally, GMG recruited Brad DeWolf, President/CEO of Bolton & Menk to serve on the Board as well as a business representative. 	

November 2013

Increasing Visibility		Policy/Issues	
		<ul style="list-style-type: none"> • GMG's Policy Teams convened to consider policy issues to forward to the Public Affairs Steering Committee. 	
		<ul style="list-style-type: none"> • MnDOT and the Governor announced that three Highway 14 projects would receive \$73 million in funding from the Corridors of Commerce program. GMG advocated strongly for this funding. 	
		<ul style="list-style-type: none"> • GMG staff attended the Minnesota Chamber 2014 policy tour in New Ulm. 	
	<ul style="list-style-type: none"> • GMG sent a Public Affairs Update email to all members with information regarding the events with Transportation Commissioner Zelle and the Greater Minnesota Partnership as well as details on how to represent Greater Mankato through getting involved in state boards and commissions. 		
	<ul style="list-style-type: none"> • GMG, Visit Mankato and CCP appeared before the Mankato City Council to present information on the mission and activities of each organization in support of continued city financial support. 		

	<ul style="list-style-type: none"> • GMG staff participated in regional meeting of the Greater Minnesota Partnership to discuss the organization’s policy priorities for the 2014 legislative session. Jonathan serves on the GMNP Board of Directors. 	
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October 2013

Increasing Visibility		Policy/Issues
<ul style="list-style-type: none"> • GMG attended annual 1st Congressional District DFL dinner and interacted with numerous state and federal public officials. GMG will attend similar GOP event in the future. 		
	<ul style="list-style-type: none"> • GMG met with City of Mankato staff and CCP representatives regarding taking steps to secure City Council support to move forward with construction of portions of the Front Street Connectivity Plan. GMG is continuing to work on this project to ensure the effort and messaging is effective and coordinated 	
	<ul style="list-style-type: none"> • GMG published a “My View” column from Jonathan in the Mankato Free Press explaining why GMG supports the school bond referendum. 	
	<ul style="list-style-type: none"> • GMG submitted a letter on behalf of GMG recommending the Highway 14 projects needed to complete a consistent four-lane corridor from Rochester to New Ulm for Corridors of Commerce program funding. 	
	<ul style="list-style-type: none"> • GMG posted its online candidate portal with profiles of candidates running in upcoming elections for Mankato School Board and local races in St. Peter. 	
	<ul style="list-style-type: none"> • GMG attended a luncheon with Governor Dayton hosted by the New Ulm chamber and also actively participated in a small group discussion with the Governor on Hwy 14. 	

	<ul style="list-style-type: none"> • GMG attended a public forum in Mankato hosted by the Environmental Quality Board. Staff talked with several state commissioners regarding the economic vitality of Greater Mankato. 	
	<ul style="list-style-type: none"> • GMG sent a special edition election email to all members with information on voter registration, polling locations and candidate information. 	
	<ul style="list-style-type: none"> • GMG hosted a focus group of business members with the Commissioner of Minnesota Housing on workforce housing issues in Greater Mankato. GMG also participated in a day long housing conference hosted by Minnesota Housing. 	
	<ul style="list-style-type: none"> • GMG participated in a tour and presentation for the MN House and Senate Capital Investment Committees in support of the request for state bonding support for the improvements and expansion of the Verizon Wireless Center. 	

September 2013

Increasing Visibility	Policy/Issues
<ul style="list-style-type: none"> • The Minnesota Department of Employment and Economic Development featured Greater Mankato's status as the metro area with the fastest growing GDP in Minnesota in their press release and email blast. 	<ul style="list-style-type: none"> • Following a presentation by Superintendent Sheri Allen on the school bond referendum and careful deliberation, Greater Mankato Growth's Education Policy Team and Business Policy Team voted unanimously to recommend endorsement of the referendum. • GMG's Public Affairs Steering Committee also considered and unanimously approved the endorsement and forwarded the recommendation to the Board of Directors for final consideration.
<ul style="list-style-type: none"> • GMG presented an overview of our public affairs efforts to a meeting of the Mankato Kiwanis club. 	<ul style="list-style-type: none"> • GMG reiterated its support for including the Hwy 14 expansion in MnDOT's 20 year plan (MNSHIP) to the

		governor's office and transportation commissioner's office. The final 20 year plan is expected to be released soon.
<ul style="list-style-type: none"> • GMG sent the latest edition of its "Greater Mankato Update" to legislators and other key state leaders. Featured stories included GDP growth, Job growth, Forbes ranking, cost of doing business, and feature in Site Selection Magazine 		<ul style="list-style-type: none"> • GMG utilized its relationship with MnDOT's Mankato District to work behind the scenes with them to give further consideration to their proposed construction phasing (full closure) for the Hwy 22 roundabout project when some businesses expressed reservations with the plan.
		<ul style="list-style-type: none"> • Candidates running in upcoming elections for Mankato School Board and local races in St. Peter were asked to complete GMG's online candidate biography and questionnaire.
		<ul style="list-style-type: none"> • GMG asked members to submit comments in favor of providing funding through MnDOT's new "Corridors of Commerce" program to continue expansion of Highway 14 to four lanes.
		<ul style="list-style-type: none"> • GMG held the initial meetings with the Public Affairs Policy Teams and the Public Affairs Steering Committee. • Each member of the Public Affairs Policy Teams was tasked to consider what 2-5 issues within the purview of their respective Policy Team they feel ought to be priorities of GMG. Policy Team members will bring their suggestions to a meeting in early-mid October to consider suggested issues from all team members and narrow the list of issues to 2-3 issues that the Policy Team as a whole will forward to the Public Affairs Steering Committee for consideration.
	<ul style="list-style-type: none"> • Jonathan joined the board of the Greater Minnesota Partnership which "is devoted to advocating for state economic development policies and resources that benefit Greater Minnesota. The Partnership consists of businesses, chambers of commerce, economic development authorities, nonprofits and cities from throughout Greater Minnesota." 	

August 2013

Increasing Visibility		Policy/Issues
<ul style="list-style-type: none"> GMG sent an email to the MN Department of Employment and Economic Development pitching potential Greater Mankato economic development stories to be featured in future DEED communications. 		
		<ul style="list-style-type: none"> Met with Bob Meyer, Blue Earth County Administrator, regarding their plans for new transportation revenue authority the county was given as a result of this year's legislative session.
		<ul style="list-style-type: none"> GMG attended and worked with MnDOT to coordinate a forum for businesses impacted by the construction of roundabouts on Hwy 22.
	<ul style="list-style-type: none"> GMG successfully hosted a 3/4-day forum titled "Health Care Reform: What Businesses Need to Know" 	

July 2013

Increasing Visibility		Policy/Issues
	<ul style="list-style-type: none"> Spoke at monthly meeting of regional service providers to individuals with disabilities about GMG's Public Affairs efforts and advised them on their efforts to coordinate the public affairs efforts of their industry. 	
	<ul style="list-style-type: none"> Attended Hwy 14 Legislative Wrap-up meeting in Owatonna. 	
	<ul style="list-style-type: none"> Met with the State Field Director and Southern Minnesota Representative for Senator Al Franken. 	
		<ul style="list-style-type: none"> Attended the Southern Minnesota Advocates Annual Meeting (Note: Given GMG's public affairs efforts, SMA

	decided to suspend their efforts, however the organization will remain intact).
	<ul style="list-style-type: none"> • GMG sent its latest iteration of its “Public Affairs Update” to members. Topics covered included GMG’s health care forum; implementation of new sales tax laws; implementation of the new “ban the box” law; and the state of the state economy publication by DEED.
	<ul style="list-style-type: none"> • GMG sent a letter to MnDOT providing comments on their draft Minnesota State Highway Investment Plan that respectfully requests that the state prioritize completion of the four lane expansion of U.S. Highway 14 Rochester to New Ulm.

June 2013

Increasing Visibility		Policy/Issues
	<ul style="list-style-type: none"> • Jonathan Zierdt along with Pat Hentges represented Greater Mankato on a gubernatorial trade mission to Germany, Sweden and Norway. 	
	<ul style="list-style-type: none"> • Patrick Baker, along with other GMG staff, attended the MN Chamber Executives annual “Mini-Institute” and participated in government affairs programing and roundtables with other state chamber leaders. 	
	<ul style="list-style-type: none"> • GMG sent the latest Greater Mankato Update to state leaders. Featured stories included Greater Mankato jobs growth, Visit Mankato’s rebranding and Jonathan and Pat’s participation in the governors’ trade mission. 	
	<ul style="list-style-type: none"> • GMG attended a meeting at the Minnesota Department of Transportation, who released a draft of their 20-year State Highway Investment Plan, which guides MnDOT’s priorities for investing in the 12,000-mile state highway network over the next 20 years. 	

	<ul style="list-style-type: none"> • GMG staff attended an event hosted by the White House and U.S. Department of Agriculture on their Investing in Manufacturing Communities Partnership grant program. 	
	<ul style="list-style-type: none"> • GMG hosted the MN Chamber of Commerce in Mankato for a focus group to get feedback from business leaders on Energy/Environment issues to shape the Chamber's policy positions in advance of the next legislative session. 	
	<ul style="list-style-type: none"> • GMG filed its Lobbyist Disbursement Report for January 1 – May 31, 2013 with the Minnesota Campaign Finance and Public Disclosure Board. 	
	<ul style="list-style-type: none"> • GMG assisted in coordination and participated in the U.S. Hwy 169 Corridor Coalition membership event at South Central College in Mankato. 	
	<ul style="list-style-type: none"> • GMG sent a Public Affairs Update to our members, providing them with information on upcoming events and details on the outcomes of the 2013 Legislative Session, including a summary of new economic development programs passed this session 	

May 2013

Increasing Visibility		Policy/Issues
		<ul style="list-style-type: none"> • GMG launched its inaugural Public Affairs Update, a new periodic email that will disseminate timely and balanced information that will allow members to get engaged in policy matters important to them. This new resource also includes information on future public affairs events and updates members on GMG activity on public affairs issues.
	<ul style="list-style-type: none"> • GMG sent information regarding openings on the Governor's Workforce Development Council to select individuals, including all members of the Southern MN HR 	

	Association, encouraging them to apply to serve on the Council.	
	<ul style="list-style-type: none"> • In conjunction with the launch of the Public Affairs Update, GMG created two new webpages. The first, “Get Engaged,” provides factual, non-biased information on active policy issues selected by GMG staff that have broad-based impacts on business or are of special concern to the Greater Mankato area. The second provides contact information for local/state/federal elected officials. 	
	<ul style="list-style-type: none"> • GMG sent an email alert to GMG members likely to be impacted by an increase in the minimum wage (primarily retailers and restaurateurs) notifying them of a proposal to increase the minimum wage, and linking them to GMG’s “Get Engaged” and elected officials webpages. 	
	<ul style="list-style-type: none"> • Jonathan left voice messages and sent a follow up emails to our local Republican legislators reiterating GMG’s support for a bonding bill this session that provides funding for the Verizon Wireless Center renovation/expansion. 	
	<ul style="list-style-type: none"> • GMG sent an email alert to members of the REDAlliance that provided them with a legislative update on Greater Minnesota Economic Development Partnership priorities and providing them information on how to get engaged on those issues if they so choose. 	
	<ul style="list-style-type: none"> • GMG attended a meeting at MnDOT’s Mankato office to advise them on public engagement relating to planned roundabouts at Hwy. 22 and Adams St. and Madison Ave. 	
	<ul style="list-style-type: none"> • GMG attended the first public meeting on the Hwy 22 Roundabout Project at MnDOT. GMG also invited impacted business to attend the forum. 	
	<ul style="list-style-type: none"> • GMG surveyed members on a proposed gas tax increase. 	
	<ul style="list-style-type: none"> • GMG met with the St. Peter Chamber of Commerce and St. Peter League of Women Voters to coordinate candidate 	

	forums and other activities for upcoming elections. GMG offered the use of its online candidate bio/questionnaire tool.
	<ul style="list-style-type: none"> • CCP sent a letter in support of MnDOT’s CIMS application for funding to enhance the Veterans Memorial Bridge.
	<ul style="list-style-type: none"> • GMG authored and published on its “Get Engaged” webpage a summary of key legislation passed this legislative session. Topics included: tax, economic development, transportation, bonding and minimum wage.

April 2013

Increasing Visibility		Public Affairs	
		<ul style="list-style-type: none"> • GMG has been invited by MnDOT’s Mankato office to advise them on public engagement relating to planned roundabouts at Hwy. 22 and Adams St. and Madison Ave. 	
	<ul style="list-style-type: none"> • GMG BOD and Public Affairs Steering Committee were invited to attend a forum with Transportation Commissioner Charlie Zelle in Mankato. Jonathan made remarks and introduced the Commissioner. 		
		<ul style="list-style-type: none"> • GMG sent a letter to Commissioner Zelle of MnDOT and Commissioner Clark Sieben of DEED in support of the City of Mankato’s application for a Transportation Economic Development grant to extend Adams Street to CSAH 17. 	
		<ul style="list-style-type: none"> • GMG sent an email alert to GMG members who produce beer and wine notifying them of a proposed increase in the alcohol excise tax, providing them with details and impacts of the proposal, and encouraging them to contact their local legislators to make their views known. 	
		<ul style="list-style-type: none"> • GMG sent a letter to Commissioner Zelle of MnDOT and Commissioner Clark Sieben of DEED in support of Blue Earth County’s application for a Transportation Economic Development grant to extend CSAH 12 to Trunk Hwy 83. 	

	<ul style="list-style-type: none"> • In response to a comment that was made at the Governor's town hall regarding negative impacts of civic centers on local ballrooms, Visit Mankato drafted a letter which compiled data demonstrating that civic centers and ballrooms are in fact not in competition due to the differences in amenities they offer and types of events they host. That letter was hand delivered to Commissioner Clark Sieben during her visit to Mankato and was sent to the Governor. 	
	<ul style="list-style-type: none"> • GMG hosted a visit by Katie Clark Sieben, Commissioner of the Minnesota Department of Employment and Economic Development (DEED), to Greater Mankato for the second time in a month. She was here to support the Governor's bonding package that includes \$14.5 million in funding for the Verizon Wireless Center, as well as DEED's recent announcement of \$2.2 million in funding for the Tailwind redevelopment project. She received a briefing by City of Mankato staff on those projects and participated in a lunch with civic and business leaders who spoke to the connection of livability and vitality of a city center, positioning the community as not only a destination for business, but for residents/talent and visitors. <ul style="list-style-type: none"> ○ <i>DEED commish promotes bonding bill in Mankato - The Free Press</i> ○ <i>Commissioner Visits Mankato Project Sites - DEED Developments</i> ○ <i>Push For Civic Center Expansion Continues - KEYC-TV</i> 	
	<ul style="list-style-type: none"> • GMG attended town hall meeting with Governor Mark Dayton. GMG thanked the Governor for including the civic center in his bonding proposal and talked about the importance of the project for economic growth. GMG met with Jordan Sands and Unimin prior to the town hall to assist their efforts to be effective advocates on their own behalf at 	

	<p>the forum by working with them to suggest effective strategies for engaging the governor on their key issues of concern. As a result, approximately 25 Unimin employees attended the forum as a “show of force” in opposition to legislation under consideration at the legislature.</p>	
	<ul style="list-style-type: none"> • GMG met with Unimin to discuss recent legislative proposals and provided feedback on their public affairs strategy. 	
	<ul style="list-style-type: none"> • The Regional Economic Development Alliance (REDA), which is administered by GMG, formally joined the Greater Minnesota Economic Development Partnership - which is a membership based partnership composed of businesses, chambers of commerce, economic development authorities, cities and non-profits run the Coalition of Greater Minnesota Cities. The Partnership is pursuing three pieces of legislation at the legislature this year – an internship program, expansion of the Angel Investment Tax Credit, and a job training program. 	

March 2013

Increasing Visibility		Public Affairs
	<ul style="list-style-type: none"> • GMG hosted a luncheon roundtable discussion with Rep. Frank Hornstein, Chair of the House Transportation Finance Committee regarding his “Corridors of Commerce” proposal. He gave his presentation to a standing room only crowd of near 60 with participants from our expanded region (New Ulm, Owatonna). <ul style="list-style-type: none"> ○ <i>Lawmaker embraces gas tax increase</i> - The Free Press 	
	<ul style="list-style-type: none"> • GMG coordinated a letter on behalf of GMG and the Rochester Area and St. Cloud Area Chambers of Commerce expressing their collective strong support for a capital investment bill this legislative session that will allow for the 	

	renovation and expansion of the convention and civic centers in those three cities.	
<ul style="list-style-type: none"> • GMG sent the second installment of its “Greater Mankato Update” to our distribution list of over 400 state leaders. Featured stories in this edition included Greater Mankato’s status as the MSA with the fastest growing GDP in the state, Greater Mankato’s strong job gains, and the announcement by Walmart that they will build a distribution facility in Mankato. 	<ul style="list-style-type: none"> • Jonathan testified before the Environment, Economic Development and Agriculture Division of the Senate Finance Committee in support of S.F 94 introduced by Senator Kathy Sheran (19) to provide for state capital investment funds for expansion of the civic center. <ul style="list-style-type: none"> ○ <i>Civic Center Expansion Debate at the Capitol</i> – KEYC ○ <i>Sheran presents new civic center bill at Capitol</i> - Mankato Free Press 	
		<ul style="list-style-type: none"> • Jonathan testified before the House Jobs and Economic Development Finance and Policy Committee in support of H.F. 108 introduced by Representative Kathy Brynaert (19B) to provide for state capital investment funds for expansion of the civic center..
	<ul style="list-style-type: none"> • While in St. Paul for civic center testimony, Jonathan and Patrick made legislative visits to legislators to talk about GMG’s legislative priorities (civic center and Hwy. 14) including: Rep. Clark Johnson, Rep. Kelby Woodard, Rep. Bob Gunther, Sen. Julie Rosen, Rep. Tony Cornish, and Sen. Tim Mahoney. 	
		<ul style="list-style-type: none"> • Jonathan and Patrick attended a town hall with the Deputy Commissioner of Revenue hosted by Rep. Johnson, Rep. Brynaert and Sen. Sheran regarding the Governors’ budget and tax proposals.
		<ul style="list-style-type: none"> • Met with Bruce Barnum, Southern Minnesota Representative for Sen. Al Franken to discuss GMG’s public affairs efforts. Also discussed the possibility of a future business town hall with the Senator.
	<ul style="list-style-type: none"> • Held GMG’s fourth-annual Greater Mankato at the Capitol. The event was expanded to 1½ days. To improve our meetings with legislators, GMG created a “hybrid” lobbying 	

	<p>approach that broke attendees into one of 5 policy-focused “advocacy teams” to meet with key legislators to describe key considerations on pending legislation. In addition to the visits with legislators, the event featured the Greater Mankato Legislative Reception/Expo, discussions with Governor Dayton and several of his Commissioners. Additionally, this year GMG produced an integrated booklet positioning Greater Mankato as a vibrant and growing regional center and detailing the economic and cultural attributes of our region as part of Greater Mankato at the Capitol.</p> <ul style="list-style-type: none"> ○ <i>Greater Mankato Day at Capitol Continues to be Important</i> - KEYC-TV ○ <i>Mankato bangs the drum at Capitol</i> - The Free Press ○ <i>Local citizen-lobbyists find ally in Dayton</i> - The Free Press ○ <i>Greater Mankato at the Capitol</i> - Three Eagles Communications 	
	<ul style="list-style-type: none"> ● Jonathan and Patrick met at GMG’s offices with MN House Republican leadership and regional Republican representatives including Rep. Kurt Daudt (Minority Leader), Rep. Peggy Scott (Deputy Minority Leader), Rep. Tony Cornish, Rep. Paul Torkelson and Rep. Kelby Woodard. GMG provided an overview of its “model”, the success and contributions of the Greater Mankato economy, and GMG’s legislative priorities (civic center and Hwy. 14). 	
	<ul style="list-style-type: none"> ● GMG coordinated and hosted a day of events with Commissioner of DEED Katie Clark Sieben. The agenda included an overview of the GMG "model" and our desired outcomes, tours of 6 Mankato and North Mankato businesses, our City Center investments and opportunities, lunch with our Chairman's Circle+, and a discussion with 	

	<p>REDA. The Commissioner was impressed by not only our economy, but the commitment of leaders in this community. The Commissioner's staff was tweeting about their visiting during the day, the Governor re-tweeted the Free Press article and included details of the Commissioners visit in his weekly email. As a result of this visit and the tour at MTU, the Commissioner invited Jonathan to participate in the Governor's upcoming trade mission to Europe.</p> <ul style="list-style-type: none"> ○ <i>Supply Chain Strength in Mankato</i> - DEED Developments ○ <i>DEED Commissioner Visits City Businesses</i> - KEYC ○ <i>State jobs commissioner touts Mankato area's strengths</i> - The Free Press ○ <i>DEED head praises Mankato job growth</i> - The Free Press 	
	<ul style="list-style-type: none"> ● GMG met with Jordan Sands to discuss recent legislative proposals and provided feedback on their public affairs strategy. 	
	<ul style="list-style-type: none"> ● GMG attended a listening session on the Farm Bill with Senator Al Franken. As a side note, Patrick was included in the picture used by the Free Press for their front-page article on the forum. <ul style="list-style-type: none"> ○ <i>Franken believes farm bill will pass this year</i> - The Free Press 	
	<ul style="list-style-type: none"> ● GMG meet with a representative for Blue Earth County to discuss GMG sending a letter of support on behalf of their application to DEED for a Transportation Economic Development Grant to extend CR 12 to Hwy 83. 	
	<ul style="list-style-type: none"> ● GMG sent a letter on behalf of Land to Air Express in support of their proposal to the Minnesota Department of Transportation requesting 5311(f) funding to operate and provide intercity service from Mankato to Albert Lea, Austin 	

	and Rochester as well as Waseca, Owatonna and Dodge Center to Rochester.
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February 2013

Increasing Visibility		Public Affairs	
	<ul style="list-style-type: none"> In furtherance of our efforts to increase the visibility and attributes of the Greater Mankato area among state leaders, GMG launched the first “Greater Mankato Update.” This periodic email will be sent to legislators, executive branch leaders, state staff and local/regional leaders (a distribution list of well over 400 members) and will feature recent top stories highlighting the economic vitality of the Greater Mankato area. The first edition covered Greater Mankato’s job growth in 2012, Greater Mankato’s recognition as a top 5 location in the state for manufacturing and announcement of the new Imperial Plastics facility. 		<ul style="list-style-type: none"> Jonathan and Patrick met with Ryan Krosch – new administrator for Nicollet County. They discussed the GMG “model” and its public affairs efforts.
	<ul style="list-style-type: none"> Jonathan and Patrick participated in a live in-studio interview with KEYC Mid-Day to provide an update on GMG’s public affairs efforts <ul style="list-style-type: none"> <i>Greater Mankato Growth Introduces Government Affairs Liaison - KEYC</i> 		<ul style="list-style-type: none"> GMG hosted a candidate forum for the District 19A special election attended by approximately 100 individuals. GMG also invited the candidates to complete its online questionnaire. <ul style="list-style-type: none"> <i>District 19A Candidates Debate in St. Peter – KEYC</i> <i>House District 19A candidates Meet the Candidates - The Free Press</i>
			<ul style="list-style-type: none"> Attended 169 Corridor Coalition legislative breakfast in St. Paul attended by many legislators.
	<ul style="list-style-type: none"> Jonathan and Patrick met with the editorial board of the Free Press to provide up update on GMG’s public affairs activities. Led to several favorable articles from the Free Press on GMG’s efforts. <ul style="list-style-type: none"> <i>Mankato lobbying efforts aim to get people ' talking about us' - The Free Press</i> 		

	<ul style="list-style-type: none"> ○ <i>GMG's new lobbyist to spread word about Mankato's strengths - The Free Press</i> 	
	<ul style="list-style-type: none"> ● Met with Rasmussen College Mankato leadership and government affairs staff to learn about their public affairs concerns and initiatives. 	
	<ul style="list-style-type: none"> ● Attended lobbyist disclosure training by MN Campaign Finance and Public Disclosure Board in St. Paul. 	
	<ul style="list-style-type: none"> ● Met with Government Affairs Director for the Rochester Area Chamber of Commerce to learn about their public affairs programs, their “Rochester on Tour,” and to discuss strategies for coordination in the future. 	
	<ul style="list-style-type: none"> ● GMG sent a letter to Governor Dayton and Commissioner Zelle respectfully requesting the inclusion of the four lane expansion of U.S. Highway 14 from Owatonna to Dodge Center and North Mankato to New Ulm in the 20 year State Highway Investment Plan currently under review. 	
	<ul style="list-style-type: none"> ● Jonathan testified before the Senate Transportation and Public Safety Committee on behalf of the Hwy 14 Partnership in support of expansion of Hwy 14. <ul style="list-style-type: none"> ○ <i>Highway 14 Partnership makes bid to get completion back on MnDOT's 20-year plan - Owatonna People's Press</i> ○ <i>Highway 14 Push at the Capitol – KEYC</i> ○ <i>Highway 14: A Road Too Narrow - The New Ulm Journal</i> ○ <i>Bipartisan Effort to Promote Hwy 14 in St. Paul - KEYC</i> 	
	<ul style="list-style-type: none"> ● Patrick testified before the House Transportation Policy Committee on behalf of the Hwy 14 Partnership in support of expansion of Hwy 14. <ul style="list-style-type: none"> ○ <i>Highway 14 inclusion bill laid over for omnibus bill - The New Ulm Journal</i> 	

	<ul style="list-style-type: none"> ○ <i>MnDOT official comments about Highway 14 disappoint Owatonna mayor</i> - The Owatonna People's Press ○ <i>Hwy 14 inclusion bill gets hearing today in House policy committee</i> - The New Ulm Journal ○ <i>Owatonna mayor worried that Highway 14 will be ignored</i> - Owatonna People's Press
	<ul style="list-style-type: none"> ● Jonathan testified before the House Transportation Finance Committee on behalf of the Hwy 14 Partnership in support of expansion of Hwy 14. <ul style="list-style-type: none"> ○ <i>West Concord widow discusses "horror highway" with state Legislators</i> - Owatonna People's Press ○ <i>Hwy 14 upgrades officially budgeted</i> - The Free Press,
	<ul style="list-style-type: none"> ● Drafted public affairs committee structure and roles for review by BOD
	<ul style="list-style-type: none"> ● Met with Unimin regarding industrial sand mining and discussed their public affairs strategy regarding pending legislation.

January 2013

Increasing Visibility		Public Affairs	
	<ul style="list-style-type: none"> ● Formed and convened a Steering Committee to guide development of Greater Mankato at the Capitol. 		
		<ul style="list-style-type: none"> ● GMG coordinated two tables of Greater Mankato participants to attend the Annual MN Chamber Session Priorities Dinner. 	
		<ul style="list-style-type: none"> ● Participated in a planning session for MSU's development of their five year facilities plan. 	
	<ul style="list-style-type: none"> ● Attended Hwy 169 Corridor Coalition Annual Meeting on behalf of GMG – the first time GMG has participated in this event. 		

	<ul style="list-style-type: none"> • Attended Hwy 14 Partnership Annual Meeting on behalf of GMG – the first time GMG has participated in this event. 	
	<ul style="list-style-type: none"> • Met with CCP BOD to provide update on public affairs activities and Greater Mankato at the Capitol 	
	<ul style="list-style-type: none"> • Met with Paul Wilkie of River Hills Mall regarding sales tax issues. 	
	<ul style="list-style-type: none"> • Met with Rep. Brynaert to update her on GMG Public Affairs efforts. 	
	<ul style="list-style-type: none"> • Attended Minnesota Chamber of Commerce Executives Annual Meeting and participated in legislative update sessions. 	

December 2012

Increasing Visibility	Public Affairs
	<ul style="list-style-type: none"> • GMG hosted a forum with David Olson and Jennifer Byers from the MN Chamber of Commerce on the upcoming legislative session and received an overview of their legislative priorities.
	<ul style="list-style-type: none"> • GMG held a legislative issues forum at SCC attended by regional legislators and members to hear from a wide range of community stakeholders on their top public policy priorities with the purpose of taking an initial step in developing our 2013 legislative priorities. <ul style="list-style-type: none"> ○ <i>GMG Works to Bring Awareness to Lawmakers - KEYC-TV</i>
	<ul style="list-style-type: none"> • GMG established a new listserv of “Public Affairs Actives” that will be used to communicate key public policy items to interested members.

	<ul style="list-style-type: none"> • GMG distributed an opportunity to provide feedback to the City of Mankato regarding their 2013 budget to its public affairs actives listserv.
	<ul style="list-style-type: none"> • Attended Politics in Minnesota Legislative Session Outlook featuring the four legislative leaders.
	<ul style="list-style-type: none"> • Met with Mike Nolan and Julie Nelson of the Small Business Development Center to learn of their work and public affairs related issues.
	<ul style="list-style-type: none"> • Met with Jessica O'Brien of the Minnesota Council of Churches regarding their immigrant support programs and policy issues.
	<ul style="list-style-type: none"> • Participated in South Central College regional economic development legislative forum with regional legislators and businesses.
	<ul style="list-style-type: none"> • Met with Tim Flaherty regarding the legislative platform of the Coalition of Greater Minnesota Cities and Greater Minnesota Economic Development Partnership.
	<ul style="list-style-type: none"> • Met with Peter Olson of the Southern Minnesota Children's Museum regarding their advocacy strategy to procure state Legacy Grant funding.
	<ul style="list-style-type: none"> • Presented GMG public affairs update to Southern Minnesota Advocates BOD and discussed role of SMA moving forward.

November 2012

Increasing Visibility	Public Affairs
	<ul style="list-style-type: none"> • Attended roundtable discussion on Local Government Aid with regional public officials.
	<ul style="list-style-type: none"> • Patrick registered as lobbyist with Minnesota Campaign Finance & Public Disclosure Board.

	<ul style="list-style-type: none"> Participated in a forum at GMG with the new Commissioner of the Department of Employment & Economic Development – Katie Clark Sieben on her economic development priorities. 	
		<ul style="list-style-type: none"> Participated in meeting of the Financial Advisory Committee to the Superintendent.

Items for Future Action

Increasing Visibility		Public Affairs	
		<ul style="list-style-type: none"> Identify individuals to serve on public affairs committees and have them stood up by June/July 	
		<ul style="list-style-type: none"> Establish a periodic public affairs update email to members (first edition sent within 30 days) <ul style="list-style-type: none"> Key tool for updating members on GMG public affairs activities and issuing calls to action, when necessary Utilize to disseminate balanced information on key issues to keep members up to speed on issues that GMG may not be actively lobbying for but could enable members to be their own best advocates Encourage PA Committees to submit content Include “quirky” interviews with local leaders Include information on future public affairs events 	
	<ul style="list-style-type: none"> Make comprehensive improvements to the GMG public affairs website 		
	<ul style="list-style-type: none"> Continue “Greater Mankato Update” email and expand the number of recipients 		
	<ul style="list-style-type: none"> Establish a routine series of public policy breakfasts/lunches with key policy makers. <ul style="list-style-type: none"> Would utilize sponsorships and ticket fees to generate revenue for public affairs activities 		

		<ul style="list-style-type: none"> Enhance ability to obtain membership views on issues (member surveys, issue dialogues, other tools?)
	<ul style="list-style-type: none"> Expand and enhance efforts to proactively recruit members to serve on state & local boards and commissions 	
		<ul style="list-style-type: none"> Increase interaction with local government – ex: “business councils,” budget development, and “state of the city address”
	<ul style="list-style-type: none"> Enhance relationship with local legislators and look for opportunities to interact directly with state leaders both legislative and executive 	
	<ul style="list-style-type: none"> Strengthen partnerships with affiliate organizations 	
<ul style="list-style-type: none"> Explore potential of sending Minnesota Valley Business Magazine to key legislative members 		
	<ul style="list-style-type: none"> Work with new Business Development Resource Manager to integrate key data into messaging 	
	<ul style="list-style-type: none"> Invite legislators and other leaders to GMG events (Greater Mankato Business Showcase, Tour of Manufacturing, etc.) 	
		<ul style="list-style-type: none"> Continue to conduct candidate questionnaires and forums as appropriate
		<ul style="list-style-type: none"> Use established public affairs structure to develop key community legislative priorities for 2014 legislative session <ul style="list-style-type: none"> Proactively advocate for those priorities using the full range of tools: letters, testimony (particularly from members), direct lobbying, creation and dissemination of educational materials, complementary communications strategies etc.
		<ul style="list-style-type: none"> Examine merits of establishing a PAC
	<ul style="list-style-type: none"> Use member feedback and work with local legislators to continue to improve Greater Mankato at the Capitol for 2014. 	