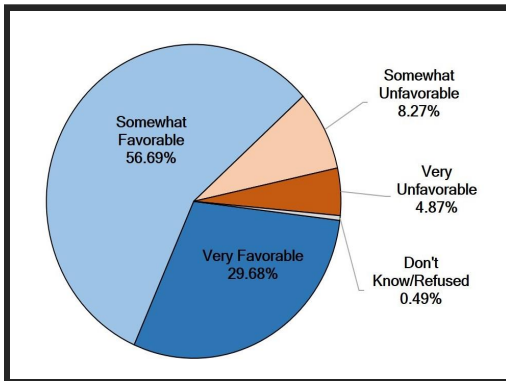




Public perception survey results provide starting point on One Brand initiative in Minot

The results of a public perception survey shown to Minot community partners and interested individuals on Monday, Dec. 9 will help guide the conversation about a



branding and image campaign for Minot. Telephone interviews were conducted with 411 residents pulled from a randomly selected sample that includes both landlines and cell phones. The primary objectives included evaluating how Minot is perceived, measuring perceptions of specific aspects of Minot, and gauging priorities for community resources.

Results from the survey provide a starting point for conversations and decisions about what kind of unified brand, marketing strategy or image the invested organizations want to portray about Minot. Those partners include Visit Minot, Minot Area Chamber of Commerce, Minot Area Development Corporation, City of Minot and others.

The following key points were made based on the statistically reliable survey, which was executed in early November.

- Most residents had a favorable view of Minot: more than one-fourth viewed it very favorably and over half held a somewhat favorable opinion of the city.
 - Very favorable, 29.7%
 - Somewhat favorable, 56.7%
 - Somewhat unfavorable, 8.3%
 - Very unfavorable, 4.9%

- Two-thirds of residents considered Minot to be a city that is growing and improving; only one in ten felt it was on the decline.
 - Growing/Improving, 65.7%
 - Staying the same, 12.4%
 - On decline, 11.2%

[Click here](#) to read more on the survey's findings.

City cuts employee turnover rate in half

The City of Minot has drastically reduced its employee turnover rate in the past two years, cutting the rate in half.

City Manager Tom Barry reported the following statistics to the City Council on Dec. 2:



End of 2017: Turnover rate 14.8 percent, 17 open positions.

End of 2018: Turnover rate 12.56 percent, 9 open positions.

End of 2019: Turnover rate 7.67 percent, 5 open positions.

The cumulative reduction in employee turnover rate in less than two years is 7.2 percent, saving \$1.5 million in turnover costs. Changes made since 2017 through a comprehensive workforce improvement plan include the following:

- A tuition reimbursement program
- Increased vacation and sick day accrual rates
- Increased vacation rollover
- Improvement in the City's health care contribution and
- Offering NDPERS as a retirement benefit.

The changes impacted the City budget by approximately \$567,837. City staff estimated that reducing the employee turnover rate by 2 percent would produce enough savings to cover the costs of the changes.

Minot State announces \$1 million leadership gift

In November, Minot State University announced a \$1 million gift from Roger and Ann Looyenga to broaden the University's academic offerings in the area of leadership.



"Roger and Ann are passionate about the area of leadership and they are committed to ensuring current and future Minot State students have educational opportunities in this important area. The new leadership initiatives we will be establishing, thanks to the incredible generosity and vision of Roger and Ann, will be a tremendous benefit for our students. The Looyengas are great friends of MSU, and we are excited about the positive impact this gift will have on our students," said Minot State President, Steven Shirley.

The Roger and Ann Looyenga Leadership Center will develop leadership courses at Minot State and will offer a Leadership Certificate (nine total credits) or a Leadership Concentration (12 total credits).

In 2010, the Looyengas presented an initial gift to establish the Roger Looyenga Leadership College of Business Endowment to begin a program in business leadership, an overlooked area in higher education. Subsequent gifts to MSU by the Looyengas have grown the endowment to nearly \$500,000.

"I became particularly interested in leadership when I saw how just one person could influence the outcome of an organization — either positively or negatively," Roger Looyenga said. "That organization, as an example, could be a sales territory, company, sports team, or even a country. We all have the ability to be leaders, however leadership skills need to be developed and honed. Ann and I are supporting the initiative at

Minot State University because students can develop these skills earlier in their life and career.”

Minot PD making technology upgrades

The City of Minot’s Police Department is in the process of making a couple of major upgrades in technology.

The Minot City Council approved spending approximately \$84,000 on a new in-car video system for the Police Department’s vehicles. Capt. John Klug said the department will purchase the new system in January.



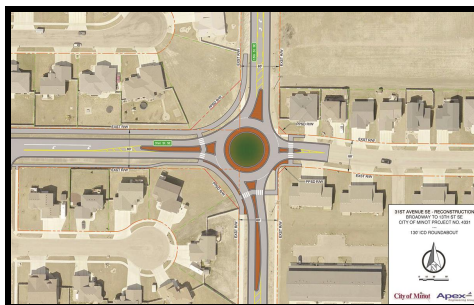
The Axon Fleet System will be a major upgrade over the department’s current system and will sync with body cam devices worn by officers, which will allow easy access and investigation of incidents. An additional feature allows the in-car camera to activate when the vehicle reaches a certain speed. The new system will also upgrade the quality of video and the efficiency of locating and sharing all digital evidence.

“This system will be a time-saver for us, and it will help us archive and store data for future use,” Klug said. “Video is an important piece of many cases, and with the new system, we’ll be able to store all the data associated with a case in one place so it’s much easier to access.”

Klug said once everything is in use and the Police Department is trained, the new system will provide benefits for not only the department, but for local prosecutors and defense attorneys. [Click here](#) to read more.

31st Avenue SE project moves forward

The Minot City Council on Dec. 2 approved the low bid for the 31st Avenue SE Reconstruction Project that includes the City’s first roundabout.



The successful construction bid of nearly \$8.5 million was submitted by Wagner Construction. The project will reconstruct 31st Avenue Southeast from Broadway to 13th Street SE with a new concrete roadway, new street lighting, curb and gutter, and utilities, as well as new storm sewer. The current shared use path alongside the road will be moved to the north side and sidewalks added to the south side of the road.

Work on the project is anticipated to begin in Spring 2020. The City of Minot’s share of the construction cost is approximately \$2.7 million, with the remainder funded by the North Dakota Department of Transportation. You can find more information about the project at minotroads.com.

Trinity Health names Taylor Wilson new CFO

Following an extensive national search and interview process, Trinity Health has selected Taylor Wilson, CPA, as its new Chief Financial Officer.

A native of Dallas, TX, Wilson initially started with Trinity Health in 2011 as a consultant engaged in complex finance projects. In 2016, he joined the organization as Vice President of Payor Strategies and Clinical Integration. Upon retirement of his predecessor last January, Wilson served as interim Vice President of Finance.



"I am excited to announce Taylor Wilson as our new Chief Financial Officer," declared John Kutch, President and CEO of Trinity Health. "His experience and knowledge continue to be valuable assets for this organization," he added, "but beyond his healthcare finance expertise, Taylor cares deeply about both the patient and employee experience and works tirelessly to improve our processes in support of Trinity Health's mission. We are fortunate to have him as a member of our senior team."

Wilson began his expanded duties at Trinity Health effective December 1, 2019.

Ag Transportation Workshop to benefit Minot region

MADC interim president/CEO John MacMartin attended the Agriculture Transportation Coalition Workshop on December 4, in Minneapolis. These workshops are conducted in cooperation with the U.S. Department of Agriculture and are held throughout the country, giving attendees an opportunity to meet in a round-table format which facilitates discussion. Attendance is by invitation only and topics include current issues that are impacting shippers of agriculture and forest products. With a focus on agriculture and distribution, a workshop of this type is beneficial for Minot to stay well-informed and connect with industry leaders.



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