



CITY OF WILLMAR 2006 ANNUAL REPORT



City Attorney
City Clerk-Treasurer
Community Ed & Recreation
Cultural Liaison
Finance
Fire
Planning & Development Services
Police
Public Works

2006 Annual Report

Of

Willmar Cultural Liaison

MAYOR AND CITY COUNCIL MEMBERS:

The work of Cultural Liaisons is of considerable importance and needs to be better known and better understood. It is my hope that this report will be a further step in that direction. Cultural Liaisons work towards building trust, breaking barriers, and fostering understanding among all our city's residents. We also play a vital role in promoting both minority and main stream community confidence in local government systems. In addition, fostering exchanges around cultural understanding and community improvements is important to achieve the goals of the community.

Cultural Liaisons work towards:

Developing new leadership and bridging cultural gaps.

Assess the cultural appropriateness of services.

Assess the environment of respective organizations, including management operations, outreach, community involvement, and service delivery.

Evaluate the level of cultural competency among board members, staff, and volunteers;

Offer and coordinate cultural competency staff trainings.

Work towards enhancing economic development.

Highlights FY 2006

- Willmar Area Multicultural Market (WAMM) received major grants from Blue Cross/Blue Shield, Bremer, and SW Initiative Foundation to continue to use economic development as the tool for community betterment efforts. Foundations are interested in the following outcomes:
 - Expanding entrepreneurship among minority populations;
 - Immigrant integration into larger community; and
 - Improving the overall health of the community;
- WAMM is a collaborative effort and does this by:
 - Recruiting emerging entrepreneurs;
 - Increase the participation of minorities in civic engagement by recruiting minority leaders' involvement to help expand leadership capacity. Staff Growth - From 1 to 2 Employees.
- City of Willmar Employees received Diversity Training (100 plus)
- Increase in requests from other cities to provide technical assistance when dealing with changing demographics and growth in rural communities.
- Dedication of Soccer Fields (Planning Future Soccer Invitational Tournament).
- Increase in requests to provide cultural diversity trainings for city and agencies in the community.
- Increase from outside agencies creating partnership to provide services to growing minority populations both from private and non-profit sector.

Highlights FY 2006

- Willmar was chosen by the Northwest Area Foundation to host the Raices Project. (Raices means "Roots" -Nov. 17, 2006). Raices supports the people via the following:
 - Organizing, Training, and Technical Assistance
 - Community Grants and Micro Loans
- Skills to Action - The first Skills to Action Series was held from January 2005 - January 2006. Due to its highly engaging and effective curriculum, the second series is due to start soon. **(40 graduates)**. Skills being taught: Cross Cultural Communication.
- Start up of Cultural Action Alliance: Mission is to enhance cultural understanding and cohesiveness through education, information, and advocacy.

Technical Assistance for Cultural Competency Services-

Communities are experiencing diversity of language, culture, and traditions and are seeking input from other rural experienced communities to help out.

COMMUNITIES:

DESCRIPTION:

Kerkhoven, MN St. Cloud, Presenter City of Milan Pelican Rapids Montevideo, MN Olivia, MN Austin, MN	New Integration Collaborative Partner Conference - Latinos in Rural MN Changing Demographics/Diversity Coalition TA to Integration Collaborative Diversity Coalition Diversity Coalition and New Integration Collaborative Partner Start up of Integration Collaborative and Provided Technical Assistance to Welcome Center
City of Willmar HRA Willmar Design Center Center for Cross Cultural Health "Skills To Action" WalMart Rural League of MN Voters Palmer Bus	Trainings, recruitment of minority applicants, and language services. Recruitment of Minority Board Members Recruit Minority Member to serve on Board Recruitment of Minority Members Diversity Trainings Recruitment of Minority Workers Diversity Training

Agencies and other organizations:

NBC Nightly New with Brian Williams	Embracing Diversity in Willmar, MN
Newsweek Magazine	Article on Willmar's Cross Country Team
Pioneer Press	East African Youth contributions to running team. 2005 Thanksgiving Story on Contribution of Minority workers for local community.
YMCA	Presenter for MLK Breakfast
Mexican Consulate	Provided for Mayor and City leaders to meet Nathan Wolf, Mexican Consulate
Employment Agencies	Recruitment of Highly Skilled Minority Workers
Ridgewater College	Technical Assistance in promoting Cultural Events Staff Resources
Hispanic Chamber of Commerce	Welcome services to Willmar community and Recruitment of Minority Businesses
East African Coalition	Technical Assistance and Board Member

Trainings/Opportunities for Minority Community Members:

"No Second Chances" - Three Strikes and you are out of the country. Centro Legal provided training to Resident Aliens that there is a new law that states if you commit a crime three times, your chances of being deported are very high.

WAMM Information Meetings to minority communities both Latino and Somali.

Mexican Consulate - Hosted and helped recruit volunteers to process Matriculas (Mexican ID cards) to Mexican Nationals

Celebration of Cultures

Latino Health Symposium

Raices Youth Video Screening

Ridgewater Summer Camp

Eliminating Health Disparities "For the Health of It" Summer Camp

Trainings/Opportunities for Mainstream Community

Willmar City Employees - Recruitment of applicants for workforce diversity

WAMM Informational Meetings for Willmar Community Members

Celebration of Cultures February 2006

Start up of Diversity Task Force for Skills to Action graduates "Where Do We Go From Here?".

Assist with participant recruitment for Skills to Action - Group 2

Provided Diversity Trainings for local employment agencies (Latino and Somali Culture).

CONCLUSION

As the City becomes more diverse and cultural competency technical assistance requests by community agencies, the public, and other rural communities increase, the work of the West Central Integration Collaborative is on the rise. As you will note from this report, we now have two (2) full-time staff that concentrate all their time and energy on the Multicultural Market project. Those two positions are completely funded by foundation grants. WCIC will continue to search and secure grant dollars in order to move forward with the completion of the Willmar Area Multicultural Market. Also, the Northwest Area Foundation funded a half time Willmar Raices Coordinator which will soon move into being full-time.

Diversity Brings Assets and Opportunities:

Five years ago, Willmar had three (3) minority businesses, and today, there are over 30 minority owned businesses (retail, food, services oriented, banking, insurance and auto body). Many employers both private and from the non-profit sector understand the value of having a diverse workforce. In addition, having a diverse community brings assets and opportunities:

- Needed Labor Force
- Provide School Enrollment
- Provide Community Celebration/Events
- Newer Political Voice
- Build Small Businesses (Economic growth)
- Shop and Buy Locally
- Connect Local Community to Larger World
- Changes in Housing and Recreation.

Signs of Improved Cross Cultural Relations: In spite of the tensions and discrimination by some in the community, there are very good signs that positive change is taking place.

Those are: Increase in progress in understanding and building relationships.
Increase in community leaders being trained in cross cultural communication skills.

Efforts to improve cross-cultural relations in rural communities can be lonely work as rural communities do not have greater diversity compared to the metropolitan areas and there is much less tolerance for diversity. That is why, the continuation of this work by the city and county is of utmost importance.

Respectfully Submitted,

Idalia "Charly" Leuze
Cultural Liaison

Willmar Area Multicultural Marketplace



Welcome

Willmar Area Multicultural Marketplace



WAMM
PROJECT

Kandiyohi County and City of Willmar, Economic Development Commission

A Place of Community Integration



A Place for EVERYONE!

AGE
GENDER
RACE

Kendall County and City of Willmar Economic Development Commission

A Place to Celebrate Diversity



HISTORY
TRADITIONS
ANCESTRY



MUSIC
DANCE



Kendall County and City of Willmar Economic Development Commission

Willmar Design Center Initiatives



INCORPORATING DOWNTOWN LOCATION PLANNING

- ▶ Bike Trails
- ▶ Ice Skating Ring
- ▶ Plaza Sitting Area
- ▶ Outdoor Community Space
- ▶ Social Events
- ▶ Community Forums

Kandiyohi County and City of Willmar Economic Development Commission

The Market Concept



Kandiyohi County and City of Willmar Economic Development Commission

Continuing Activities Include:



- > Continue to seek grant funding sources
- > Continue to educate the community
- > Continue to identify potential tenants
- > Assist tenants with educational and technical needs
- > Launch Capital Campaign
- > Complete the WAMM business plan
- > Make a final decision, acquire and renovate the building
- > Create a cooperative for tenants

Kandiyohi County and City of Willmar Economic Development Commission

Kandiyohi County Population



White	37,212	90.3%
Hispanic or Latino	3,295	8.0%
Black or African American	313	0.8%
American Indian or Alaskan Native	204	0.5%
Asian	219	0.5%
Other	1,938	4.7%

Source: 2000 Census Bureau

Kandiyohi County and City of Willmar Economic Development Commission

WAMM Goal



The idea is simple: To create an entrepreneurial training ground to encourage & grow entrepreneurial activity among minority cultures, and at the same time, provide goods & services to meet the needs and wants of our culturally diverse population.

Kanawha County and City of Willmar Economic Development Commission

Thank You.



MULTICULTURAL
MARKET *of Willmar*