

## Northfield Economic Development Authority (EDA)

Thursday – 7:30 AM, May 27, 2010  
Council Chambers, Northfield City Hall

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### AGENDA

1. **Call to Order** **7:30 am**
2. **Roll Call** **7:31 am**
3. **Approval of Agenda** **7:32 am**
4. **Approval of Minutes** **7:33 am**
  - a) April 22, 2010 EDA Regular Board Meeting
  - b) May 13, 2010, EDA Special Board Meeting
5. **Reports and Action Items** **7:40 am**
  - a) Business Recruitment and Marketing Work Group Update
  - b) Infill and Redevelopment Work Group Update **8:10 am**
  - c) Business Park Development Work Group Update **8:30 am**
  - d) Miscellaneous Information **8:40 am**
6. **President's Report** **8:45 am**
7. **Director's Report** **8:50 am**
8. **Board Member Comments** **8:55 am**
9. **Next Meetings**
  - Master Plan Committee Meeting – First National Bank South, June 17, 2010
  - Regular EDA Board Meetings: June 24, 2010
10. **Adjournment** **9:00 am**

Please call 507.645.3059 if you cannot attend the meeting.  
EDA PACKET INFORMATION IS NOW AVAILABLE ONLINE AT  
[WWW.CI.NORTHFIELD.MN.US/](http://WWW.CI.NORTHFIELD.MN.US/)

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# City of Northfield | Economic Development Authority

## 2010 Ad Hoc Work Group Assignments

	Executive	Infill and Redevelopment	Business Recruitment Marketing	Business Park Development	Business Retention and Expansion	Additional Responsibility
Jody Gunderson, Dir.						Fed/State/Cnty
Janelle Teppen,	President		Lead		<b>Chamber of Commerce, NDDC, City Staff</b>	Fed/State/Cnty
Steve Engler	V.P.	Member				BRE
Rhonda Pownell	S/T		Member	Member		CVB
Rick Estenson		Member		Lead		NEC, BRE
Jim Pokorney			Member	Member		CVN
Victor Summa		Lead				NDDC
Vacant						
<b>Support Organization</b>						
NEC		Blake Abdella				
NDDC		Ross Currier				
Chamber of Commerce		Jim Gleason				

### Business Park Master Plan Committee

<b>Consultant</b> Hoisington Koegler Group Inc.	Jeff McMenimen Project Manager	Mark Koegler Principal in Charge		
Steering Committee	Rick Estenson Jim Pokorney Rhonda Pownell Erica Zweifel	Tracy Davis Tim Geary Christopher Sawyer Neil Lutsky	Mike Berthelsen Pete Sandberg Scott Richardson Jay Jasnoch	John Klockeman Glen Castore
Technical Committee	Jody Gunderson Brian O'Connell	Dan Olson Katy Gehler		

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Northfield Economic Development Authority  
Meeting Minutes –April 22, 2010  
City Hall Council Chambers

APPROVED: Draft

MEMBERS PRESENT: Jenelle Teppen, Steve Engler, Victor Summa, Jim Pokorney, Rick Estenson, Rhonda Pownell

MEMBER ABSENT: Vacant Seat

ALSO PRESENT: Blake Abdella, Steve Rholl, Randy Jennings, Deanna Kuennen, Lee Runzheimer, Jon Denison, Keith Covey, Northfield News, City Administrator Joel Walinski, Economic Development Director Jody Gunderson, Community Development Director Brian O’Connell, Recording Secretary Sandra Bremer and other interested persons

1) **Call to Order**

Chair Teppen called the meeting to order with a quorum present at 7:32 a.m.

3) **Approval of Agenda**

*A motion was made by Engler and seconded by Estenson to approve the agenda of April 22, 2010. Vote on motion. All in favor. Motion carried.*

4) **Approval of Minutes**

*A motion was made by Engler and seconded by Summa to approve the minutes of March 25, 2010. Vote on motion. All in favor. Motion carried.*

5) **Presentation –**

a) ID Insight – Lee Runzheimer

Runzheimer gave background on ID Insight and they are requesting an extension of the loan that comes due in August to the year end of 2011 to give them time to achieve their objectives due to the economy. He reviewed the status of the company. The shareholders are fully supporting the company and adding funds as needed to get them through the economic slow time.

Estenson noted that the 1<sup>st</sup> National Bank does rent space to this company but he did not perceive any conflict of interest.

*A motion was made by Engler and seconded by Pokorney to approve the request by ID Insights to extend the loan to the end of 2011.*

There was discussion regarding the new product they are marketing and what the employee status was.

*Vote on motion. Estenson abstained. Motion carried.*

b) Rice County Economic Development Director – Deanna Kuennen

Kuennen spoke to the EDA about what Rice County EDA is working on. They have spent the last three years building relationships with the goal to provide jobs to the County. DEED is one organization that they feel is important to the County and has provided assistance already. DEED also provides access to areas

that can benefit businesses within the County. Rice County EDA is also identifying the venture capital companies that may be willing to invest in companies within the County. They are also putting together an informational packet that will include information on cities within the County. They are beginning to speak at Land Development Conferences to get their name out. She noted that DEED is working to make a Real Estate database available through MNCAR and make it available to the metro area and then it will be available to the outstate area. She talked about the Economic Impact Analysis and how the County can implement the information at the local cities level.

Kuennen addressed the question about how the County can assist in the business parks and land that Northfield is making available. She has been kept informed of the progress and noted areas that she can assist. She explained how she markets the cities in the County. Her policy is to treat all jurisdictions in the County equally and she explained how she works with CVN and prospective companies within the County.

It was pointed out that the cities in the County need to ask for assistance from the Rice County EDA. They are willing to work cooperatively with the various jurisdictions to assist in getting projects to locate in a jurisdiction within the County.

## **6) Reports and Action Items**

### **a) Legal Position on EDA's Enabling Resolution and Bylaws**

Staff explained the legal opinion regarding the Enabling Resolution and Bylaws. It was the opinion that all the legal actions were taken and that the absence of a signed resolution does not negate the City Council's official action regarding the enabling resolution.

Some members asked for clarification on the information provided in the handbook so that it is correct and should be followed by the members.

Staff noted that the Executive Committee is charged with reviewing the bylaws and updating them to reflect how they operate. They will be reviewed by the City Attorney before they are approved by the EDA. The handbook is also being revised to update the information.

### **b) Infill and Redevelopment Work Group Update**

Summa updated the members on the activity of the ad hoc committee meetings. They are looking at a policy for purchasing the Key property. He noted the status of the inventory of properties. They are interested in how they market the entire community and developing tools for the EDA's tool box.

It was noted there is a need for a process to be established in how the EDA should purchase property if that is the desire of the City Council for them to accomplish. The City needs to get a response from Ehlers as to what the EDA can and cannot do in this regard.

### **c) Business Recruitment and Marketing Work Group Update**

Teppen reviewed the work they have accomplished. She gave an update on the RFQ for the video project. They have ended up with four firms and will be looking at qualifications of what they have done in the past.

There was concern raised that this process has gone this far without it being brought back to the EDA. It was noted that there are a lot of other partners involved as well and they are pushing for this project to go forward. It was noted that the committee is gathering information to see if it is possible to do or not before it is brought back to the EDA.

**d) Business Park Development Work Group Update**

Staff reviewed the joint meeting with the Planning Commission and Business Park Master Steering Committee. It was noted that this meeting was very well notified to the public in many areas.

**e) Miscellaneous Information**

**7) President's Report: None**

**8) Director's Report: None**

**9) Board Member Comments: None**

**10) Next Meetings**

CVN	April 23, 2010
Master Plan Public Forum	April 29, 2010
EDA Board Meetings:	May 27, 2010

**10) Adjournment**

*A motion was made by Estenson and seconded by Pokorney to adjourn the meeting. All in favor. Motion carried.*

The meeting was adjourned at 9:17 a.m.

Respectfully Submitted:

Sandra Bremer  
Recording Secretary

Special Northfield Economic Development Authority  
Meeting Minutes –May 13, 2010  
City Hall Council Chambers

APPROVED: Draft

Item No. 4a-2

MEMBERS PRESENT: Jenelle Teppen, Steve Engler, Victor Summa, Jim Pokorney, Rick Estenson, Rhonda Pownell

MEMBER ABSENT: Vacant Seat

ALSO PRESENT: Steve Rholl, Randy Jennings, Northfield News, City Administrator Joel Walinski, Economic Development Director Jody Gunderson, Community Development Director Brian O’Connell, Recording Secretary Sandra Bremer and other interested persons

1) **Call to Order**

Chair Teppen called the meeting to order with a quorum present at 7:34 a.m.

3) **Approval of Agenda**

*A motion was made by Summa and seconded by Pownell to approve the agenda of May 13, 2010. Vote on motion. All in favor. Motion carried.*

4) **Discussion**

a) Discussion of the City’s potential purchase of the Union of Youth’s “KEY” property

Council action from their last meeting was reviewed as to the direction to take regarding the “KEY” property. One source of money would be the City’s reserve fund.

Staff gave background regarding the property and what has been occurring since the City was informed of the desire of the “KEY” to sell their property.

There was discussion that this was a good opportunity for the City to develop methods on how to acquire this property and then possibly enter into a redevelopment contract with a developer to sell the property. It was felt the members should come up with a recommendation of how to deal with this property that could be taken to the Council meeting on May 18. A member noted that the City does have the ability to gift the City property to the “KEY” so they could have a better return on their investment. It was also suggested that these two properties could become a “pocket park” providing access to the river.

Staff noted the direction from Council was to purchase this property and then have the EDA come up with a redevelopment plan for this property.

It was noted that the Infill and Redevelopment Ad Hoc Committee met and felt that the EDA needed to decide if the direction from the Council was the direction the EDA felt they should proceed with so that a decision was made before May 27. If the full EDA feels the Council’s direction has merit, they can then discuss how the process would occur.

*A motion was made by Estenson and seconded by Pokorney that the EDA accept the City Council’s direction; and, if and when the City purchases the property, the EDA would support and oversee the redevelopment plan for the property.*

There was discussion among the members on how this process could work. Staff gave background on other



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TO: Economic Development Authority Board

FROM: Jody Gunderson, Economic Development Director

RE: Business Recruitment and Marketing Work Group Update

ATTACHMENTS: 1. Occasional Press Project Outline  
2. Resolution 2010-007  
3. Excerpt from EDA’s 2010 Work Plan  
4. Request for Preliminary Proposals and Qualifications

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**Background:** The EDA’s Business Recruitment, Marketing and Public Relations work group first discussed the idea of developing a community video in 2009. In the fall of 2009, representatives from the Archer House River Inn/Rebound Enterprises, Carleton College, Northfield Area Chamber of Commerce and Northfield Area Convention and Visitors Bureau, Northfield Downtown Development Corporation, Northfield Historical Society, Northfield Hospital and Clinics, Northfield Public Schools, and St. Olaf College met with a sub group of the EDA to discuss their interest in jointly developing a community video for the City of Northfield. The group decided it would be beneficial to draft a Request for Preliminary Proposals and Qualifications and send it out to prospective firms to determine whether the project was worth pursuing. The group evaluated the proposals and met with representatives from Mojo Solo, Twin Cities Public Television, Paul David Productions, and Blue Moon Productions. The group interviewing the firms believed that Blue Moon Productions was able to deliver a project to the professional standards that is expected by the community and was selected as the preferred firm.

This project is an initiative identified in the EDA’s 2010 Work Plan:

***BUSINESS RECRUITMENT, MARKETING, AND PUBLIC RELATIONS***  
***Page 17, Item 7***

**“Develop community wide marketing video:** A video produced by the Holland, MI group sparked an interest in a similar production highlighting Northfield’s distinctive qualities. An informal group representing some of the community’s most visible institutions continues to meet and discuss the project. It is expected that a modest request for EDA financial support will be forthcoming in early 2010.”

**Recommendation:** The Economic Development Director supports this initiative and believes that this project represents the EDA’s continued efforts to collaborate with Carleton and St. Olaf College as well as its economic development partners. Additionally, this collaboration reduces the financial exposure of all parties involved.

**Action:** Approve Resolution 2010-007

**VOTE:**   \_\_\_  TEPPEN           \_\_\_  POWELL           \_\_\_  ESTENSON       \_\_\_  VACANT  
          \_\_\_  POKORNEY       \_\_\_  ENGLER           \_\_\_  SUMMA

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OCCASIONAL PRESS, LLC

## **Northfield Community Video Project**

### **Project Overview**

The Northfield Community Video Project is a collaborative effort to create a short promotional video highlighting the distinctive characteristics and qualities that make Northfield an attractive place to live, work, attend school, start a business, or simply visit and play. A stakeholder group (see below) has guided the process of preparing a request for proposals from experienced video production firms, and has selected Blue Moon Productions ([www.bluemoonpro.com](http://www.bluemoonpro.com)) to produce the piece. Each stakeholder organization will provide funding or other support for the project, and additional funds will be solicited from key businesses and organizations in Northfield, as necessary.

### **Target Audience**

The video is intended to appeal to relatively young professionals (mid-twenties to mid-forties) in the formative phases of their lives and careers. They are people who are making decisions about where to live, where to work, or where to start or relocate businesses. By emphasizing the quality of life in Northfield in all of its dimensions (cultural, educational, recreational, commercial, etc.), we hope to stimulate interest in our community. A secondary audience is the greater Northfield community itself, reminding current residents of the quality of life in our community and providing a lively and appealing piece to use in their word of mouth promotion of Northfield.

### **The Producing Team**

Blue Moon Productions has an extensive portfolio of creative work for businesses, nonprofit organizations, and government. Their work is energetic and original, featuring high production values, imaginative storytelling and original music. They have direct experience in and around Northfield, having recently produced a recruiting piece for Carleton College.

### **Production Process**

Upon confirmation of financial support from the stakeholder group, Blue Moon will enter into a contract specifying process steps, timeline, review points and final product. The general process will involve preliminary stakeholder meetings and conversations to establish key themes, language, storylines, events and activities, settings and locations, and personalities and voices to use to tell Northfield's story. A charrette-style community meeting(s) will invite participation by the general public. The producing team will work with a core stakeholder group to develop a general story, build a production schedule, coordinate shooting days, and other on-site production work. Editing and post-production will be completed in the Blue Moon Productions studio in St. Paul.

The project will be completed by the end of December 2010. Distribution will be through links and embedded video files on the websites of stakeholder organizations and community groups, plus DVDs.

### **Request for Commitment**

The total project budget is \$38,500. Contracted services with Blue Moon Productions will be \$35,000, with an additional \$3,500 provided for related expenses of community participation. Based on preliminary conversations with representatives of each of the stakeholder organizations, this budget is attainable. Each stakeholder group is now being asked to affirm its commitment to the project.

### **Stakeholder Group**

Archer House River Inn/Rebound Enterprises  
Carleton College  
Northfield Area Chamber of Commerce and  
Northfield Area Convention and Visitors Bureau  
Northfield Downtown Development Corporation

Northfield Economic Development Authority  
Northfield Historical Society  
Northfield Hospital and Clinics  
Northfield Public Schools  
St. Olaf College

**RESOLUTION #2010-007  
ECONOMIC DEVELOPMENT AUTHORITY**

**APPROVING FUNDING FOR THE COMMUNITY VIDEO  
COLLABORATION PROJECT CONTINGENT UPON  
ADEQUATE FINANCIAL COMMITMENT FROM PARTNER  
ORGANIZATIONS**

- WHEREAS, the Economic Development Authority (EDA) for the City of Northfield was created in 1990 through the enabling legislation of the Minnesota State Legislature; and,
- WHEREAS, the EDA's primary objective is to promote and improve the economic conditions of Northfield's businesses and residents; and,
- WHEREAS, the EDA's 2010 Work Plan program initiatives are comprised of work in the areas of Business Park Development, Business Recruitment, Marketing, and Public Relations, Infill & Redevelopment, Business Retention and Expansion; and,
- WHEREAS, the EDA approved its 2010 work plan on March 11, 2010; and,
- WHEREAS, the Business Recruitment, Marketing, and Public Relations initiatives include efforts by the EDA to develop a community-wide marketing video; and,
- WHEREAS, representatives of the EDA's Business Recruitment, Marketing, and Public Relations Work Group, St. Olaf College, Carleton College, Northfield Hospital, and Northfield Area Chamber of Commerce and Northfield Area Convention and Visitors Bureau interviewed firms that responded to the EDA's Request for Preliminary Proposals and Qualifications; and,
- WHEREAS, the group interviewing the firms believed that Blue Moon Productions was able to deliver a project to the professional standards that is expected by the community and was selected as the preferred firm; and,
- WHEREAS, the proposed contract with Blue Moon Productions is for \$35,000.00.

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority agrees to fund expenses related to the community video in an amount not to exceed fifteen thousand dollars (\$15,000.00), as long as financial commitments have been secured with all partnering organizations sufficient to satisfy the contract with Blue Moon Productions.

BE IT FURTHER RESOLVED that the Economic Development Authority agrees to be the contracting agency for the community video project.

PASSED by the Economic Development Authority of the City of Northfield on this 27<sup>th</sup> day of May 2010.

\_\_\_\_\_  
Jenelle Teppen, President

\_\_\_\_\_  
Rhonda Pownell, Secretary/Treasurer

**VOTE:**           TEPPEN                   POWNELL                   ESTENSON                   VACANT  
                    POKORNEY                  ENGLER                      SUMMA

**BUSINESS RECRUITMENT, MARKETING, AND PUBLIC RELATIONS...CONTINUED**
**Summary of 2010 Initiatives**

1. Continue development of community marketing print materials including newsletter, e-letter, and stories of local businesses
2. Enhance marketing capabilities of City's website, fully implement StrataPoint software
3. Leverage Business Park Master plan business marketing report for citywide recruitment program
4. Improve and promote media relations of Economic Development Authority
5. Develop marketing piece for the purpose of soliciting State and Federal funding for Business Park infrastructure
6. Organize major employer appreciation and recognition gathering
7. **Develop community-wide marketing video**

**1. Continue development of community marketing print materials including newsletter, e-newsletter, and stories of local businesses:** A quarterly newsletter can serve a number of purposes for an economic development agency.

- It can be used to inform businesses, site selectors, realtors, and developers of the economic development initiatives underway in the community (new or expanding business operations).
- A newsletter may also assist the community to convey a particular message or brand for the community
- Stories about local business success will promote the EDA as an effective organization and promote the community as a business-friendly place to operate a business.
- An e-newsletter is not just the same content you would put in a printed newsletter, then cut-and-pasted to an e-mail message. The Internet is a different communications environment and requires a different writing style. People do not read long documents online, they scan to find something relevant or interesting to them. E-newsletters should be kept to three screens or less, and formatted to be scannable. E-newsletters are like sound bites of the Internet allowing people to be "information snackers."

**2. Enhance marketing capabilities of City's website, fully implement StrataPoint software:** In 2009, StrataPoint Inc. relocated its operations to Northfield. During the City's negotiations with the company it was determined that there may be a way that the EDA can accomplish its desire to have an advanced property search web based platform for development properties and leasable office space in the community. City staff has met with representatives of StrataPoint Inc. and believe that this platform may be available as early as spring of 2010.

**3. Leverage Business Park Master Plan marketing report for citywide recruitment program:** The Business and Industrial Park marketing strategy and marketing framework plan will include real estate trends and characteristics affecting development of the Northfield project. Types of businesses and industries being sought for the Northfield site will be identified and specific types of businesses and industries will be evaluated, confirmed and documented. Key state and local agencies and organizations that should be engaged in joint marketing will be identified. Recommendations shall also be made to inform various representatives, including site location consultants, commercial/industrial brokers and developers about Northfield, and how

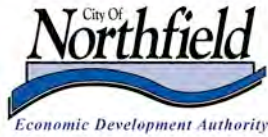
to engage them in its future development. A dynamic and ongoing marketing program for Northfield will need to include a comprehensive branding and marketing strategy to maximize market awareness and interest in the park's development opportunities. Various print and electronic media materials will be initially profiled and introduced in the marketing strategy/framework plan.

**4. Improve and promote media relations of Economic Development Authority:** The City Council has identified the EDA as the lead economic development agency for the City of Northfield. It is important that the EDA comport itself in a manner that instills the confidence by the City's elected officials, businesses, and residents. This can be accomplished through many methods but most noticeably is how the EDA's operations and work are portrayed by the media. The EDA needs to identify those areas requiring improvement, and develop a strategy to convey its message.

**5. Develop marketing piece for the purpose of soliciting State and Federal funding for Business Park infrastructure:** The EDA is currently working to complete a master plan for a Business Park located just west of the Northfield Hospital. HKGi consulting firm has been hired to develop a conceptual plan for the newly annexed property, as well as identify financial instruments that may be utilized to provide infrastructure to the property. City staff have been involved in acquiring funding for these types of projects and believe that a marketing piece should be developed outlining the project and presenting a case for State or Federal funding.

**6. Organize major employer appreciation and recognition gathering:** Statistically the majority of business and employment growth occurs with existing companies nationwide. It is imperative that the EDA recognize the important role the major employers have in the continuing success of our community. Organizing an event with representatives of major employers in the community will provide an opportunity to recognize Northfield companies and an opportunity to network with key decision makers.

**7. Develop community wide marketing video:** A video produced by the Holland, MI group sparked an interest in a similar production highlighting Northfield's distinctive qualities. An informal group representing some of the community's most visible institutions continues to meet and discuss the project. It is expected that a modest request for EDA financial support will be forthcoming in early 2010.



## Request for Preliminary Proposals and Qualifications

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The Economic Development Authority of Northfield (EDA), working in collaboration with a number of community stakeholders, requests preliminary proposals and a brief summary of qualifications from individuals or firms interested in producing one or more short promotional videos about Northfield. Stakeholders include:

Economic Development Authority	Carleton College	Northfield Downtown
Northfield Public Schools	St. Olaf College	Development Corporation
Northfield Hospitals and Clinics	Northfield Area Chamber of Commerce	Northfield Historical Society

**Project Overview:** This project is intended to create a short (4-8 minute) video highlighting the distinctive characteristics of Northfield along several dimensions: demographics, economics, education, social/cultural, recreational, and overall quality of life. One edit of the video will be focused on an economic development premise. Secondary edits or excerpts may focus on stories more specifically related to the needs of particular stakeholder/partners.

**Request for Proposals:** Interested firms and individual film- or video-makers are asked to complete and submit the attached information form, and to provide the following information:

- 1) A brief (no more than two pages) description of the approach you would take to this project. We seek a firm or individual with a dynamic sense of storytelling. Please discuss script development (understanding there will be 6-8 stakeholders), acquisition and use of existing photographs and film/video, filming/photography, preliminary editing, revisions and delivery of completed video(s). Indicate, in general terms, a typical work plan and timeline for such a project, as well as an estimate of the financial resources required to produce a broadcast quality video. **We are particular interested in creative ideas and new approaches with which to tell Northfield's story.**
- 2) A one-page summary of your experience producing similar films or videos, working in collaboration with non-profit organizations, public entities or businesses. Please also provide short descriptions or CVs highlighting the background and experience of the principals who will work on this project (no more than one page each), as well as the names and contact information for two references with whom you have worked on similar projects.
- 3) Work samples: please include a CD/DVD with 2-4 short films or videos (in full or excerpted) that highlight the range and quality of your work on similar projects.

**Review Process:** A selection committee of stakeholders will review all preliminary proposals and invite up to three firms or individuals to develop a more detailed project proposal for presentation to, and discussion with, the selection committee. Proposals and related materials must be received by the due date. Text materials may be submitted electronically as pdfs, or printed and submitted with the work samples. All work samples must be submitted on CD/DVDs. All materials will be part of the public record and will not be returned.

### **Proposal Review Timeline**

RFP released:	March 24, 2010
Proposals due:	April 9, 2010
Finalists notified:	April 16, 2010

Questions about the project or the preliminary proposal requirements may be directed to:

Randolph Jennings  
Tel: 612-501-8596  
Email: [randolph@occasionalpress.com](mailto:randolph@occasionalpress.com)

### **Send all proposal materials to:**

Jody Gunderson  
Economic Development Director  
City of Northfield  
801 Washington Street  
Northfield, MN 55057  
Tel: 507-645-3018  
Email: [jody.gunderson@ci.northfield.mn.us](mailto:jody.gunderson@ci.northfield.mn.us)



**Economic Development Authority  
City of Northfield**

**Northfield Community Video Project  
Request for Preliminary Proposal and Qualifications**

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**Name  
(Principal or primary contact)** \_\_\_\_\_

**Firm/Organization** \_\_\_\_\_

**Street Address** \_\_\_\_\_

**City, State, Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**Mobile** \_\_\_\_\_

**Email** \_\_\_\_\_

**URL (if applicable)** \_\_\_\_\_

**Collaborators and Sub-Contractors, if any.** (Please list the name and specialty of any other individuals or firms with whom you will work on this project.)

**Name** \_\_\_\_\_

**Specialty/Expertise** \_\_\_\_\_

**Name** \_\_\_\_\_

**Specialty/Expertise** \_\_\_\_\_

**Name** \_\_\_\_\_

**Specialty/Expertise** \_\_\_\_\_

I understand that all materials submitted to the Economic Development Authority of the City of Northfield are a matter of public record, and will not be returned.

Submitted by: \_\_\_\_\_ (Date) \_\_\_\_\_  
(Signature)

**Send all proposal materials to:**  
Jody Gunderson  
Economic Development Director  
City of Northfield  
801 Washington Street  
Northfield, MN 55057  
Email: [jody.gunderson@ci.northfield.mn.us](mailto:jody.gunderson@ci.northfield.mn.us)



Meeting Date: May 27, 2010  
Item No. 5b

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TO: Economic Development Authority Board  
FROM: Jody Gunderson, Economic Development Director  
RE: Infill and Redevelopment Work Group Update  
ATTACHMENTS: 1. Map from Northfield Comprehensive Plan

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**Background:** The Infill and Redevelopment Work Group have met twice since the April 27, 2010, Regular EDA Board meeting. The work group is focusing on two major initiatives:

- The redevelopment/reuse of the Union of Youth Building
- Examination of potential redevelopment opportunities in the City of Northfield

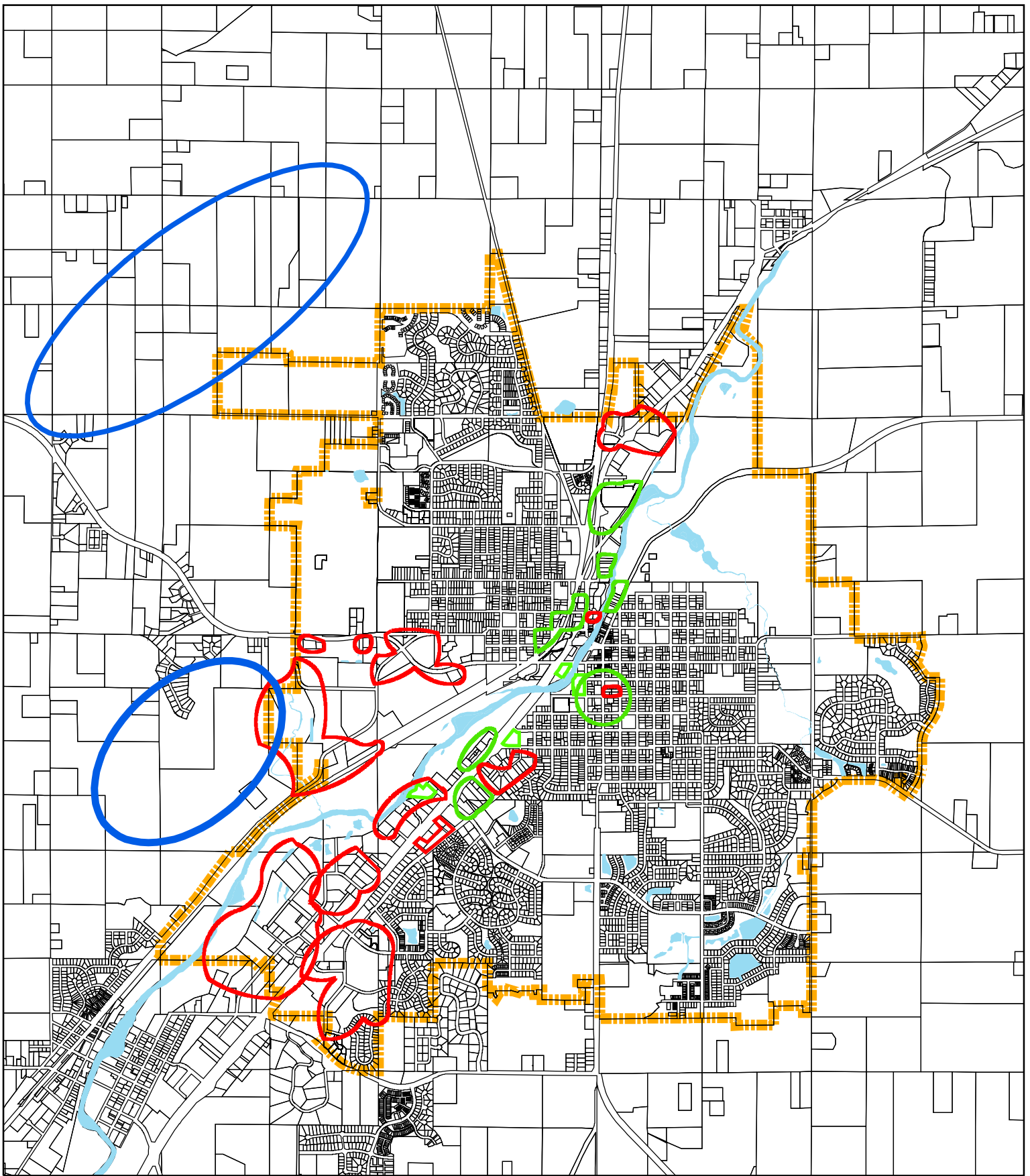
The work group believed it would be beneficial to spend time over the next month evaluating all alternative uses for the sites. They believed this approach would provide a level of assurance that all alternative uses were evaluated prior the EDA's formal recommendation to the Northfield City Council. Members of the work group were provided examples of Request for Proposals (RFP) from other communities and will be spending time developing a draft document to be used for the redevelopment/reuse of the Union of Youth property.

The work group will also be evaluating redevelopment opportunities throughout the City. Northfield's Comprehensive Plan identifies areas of the City where infill and redevelopment opportunities exist. The work group will endeavor to provide greater analysis and insight into potential redevelopment opportunities. The work group will also evaluate the opportunities that exist with regard to infill sites.

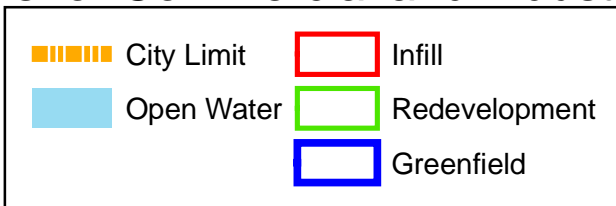
**Recommendation:** None

**Action:** None

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## Possible Locations for Commercial and Industrial Development



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TO: Economic Development Authority Board  
FROM: Jody Gunderson, Economic Development Director  
RE: Business Park Development Work Group Update  
ATTACHMENTS: 1. Master Plan Schedule

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**Background:** At the May 20, 2010, Master Plan Steering Committee meeting, the Business Park Master Plan consultant, Mr. McMenimen, reviewed the comments on the preliminary concept master plans received from a variety of sources:

- Members of the community who attended the April 29<sup>th</sup> Public Open House;
- Comments submitted via the project website; and
- Comments received via email.

Approximately 50 people signed the attendance sheet for the Open House on April 29<sup>th</sup>, and eight comment sheets were completed and submitted.

The goal of the Master Plan Steering Committee at this point is to proceed toward a preferred master plan for both sites. Utilizing the comments generated at the open house and the discussion that occurred with members during the May 20, 2010, Steering Committee Meeting, the EDA's consultants were given direction on how to proceed.

The Committee's recommendations for proceeding are to ensure that elements from the various concepts are included and blended into a preferred plan. The Committee feels strongly that the plans must be unique, support the Comprehensive Plan, be economically responsible and address the sensitivity of Rice Creek.

The following recommendations were discussed regarding each site master plan:

**North Site**

- Utilize Concept B for site organization
- Include a roundabout intersection at Hwy 19 and CR 23.
- Provide as direct a connection as possible to Hwy 19 from North Ave.
- Incorporate campus greens/quads into the plan.
- Require parking behind the buildings – not along the streets.
- Scale the housing back some from what Concept B proposes.
- Illustrate how trails connect to off-site trail systems.
- Provide a higher set of standards for development along Hwy 19 due to its high visibility as a gateway into town.

**Recommendation:** None

**Action:** None

**South Site**

- Utilize Concept B for site organization – the roadway connection between Decker and Armstrong is an important element to the plan for traffic distribution.
- Include Concept A land uses and locations.
- Provide options to the nature/education center land use (ie. corporate office park or conference center)
- Relocate the support retail uses to Decker Ave.
- Provide gateway concepts for both ends of the east/west parkway.

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Meeting Date: May 27, 2010  
Item No. 5d

## Miscellaneous Information

1. Quarterback Club Streetscape Project
2. Mayo Clinic - Northfield Radiation Treatment Center
3. NDDC Quarterly Report
4. NEC Quarterly Report

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TO: Economic Development Authority Board  
 FROM: Jody Gunderson, Economic Development Director  
 RE: Quarterback Club Streetscape  
 ATTACHMENTS: 1. PowerPoint Presentation Slides for Streetscape Task Force  
 2. Rendering of Proposed Streetscape Plan  
 3. Cost Estimates

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**Background:** As one of its key directives and initiatives to support Northfield’s Downtown Business District, the City Council endorsed and approved the Downtown Streetscape Framework Plan in May of 2006. The groups involved in the streetscape initiative believed it was important to address those areas on the urban edge and parking lot screening as well. In September of 2006, the City Council approved a funding program that partners with private property owners to install elements of the Downtown Streetscape Framework Plan. Since the program’s inception, only a few property owners have inquired about the use of funds for this purpose, and until recently no property owner has made a formal request for funds.

Elements of the Streetscape Program

1. City provides 50% of the costs for eligible expenses; the Property Owner provides the balance or 50% of the remaining costs.
2. On-going maintenance of the installation, which may include plant material(s), ornamental, painted steel, stone and masonry wall construction, shall be the responsibility of the Property Owner.
3. Projects shall be selected on the priority of location identified in the Streetscape plan and on a first come first serve basis.

On April 15, 2010, Mr. Dale Finger (Owner of the Quarterback Club) met with the Streetscape Taskforce and presented his proposed project. The Taskforce reviewed the proposal and cost estimates and approved a recommendation to City Council to share half the cost associated with eligible expenses for the streetscape project not to exceed \$20,000.00.

The City Council approved funding in the amount of \$11,808.00, at their May 18, 2010, City Council meeting.

**Recommendation:** None

**Action:** None

**VOTE:**    \_\_\_ TEPPEN            \_\_\_ POWNELL            \_\_\_ ESTENSON            \_\_\_ VACANT  
              \_\_\_ POKORNEY        \_\_\_ ENGLER            \_\_\_ SUMMA

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**Owner:** Mr. Dale Finger  
**Address:** 116 West 3rd Street  
Northfield, MN 55057  
**Hours:** 6:00 am to 9:00pm  
Monday - Saturday  
10:00am to 8:00pm  
Sunday



The Quarterback Club has been locally owned and operated for over 38 years.

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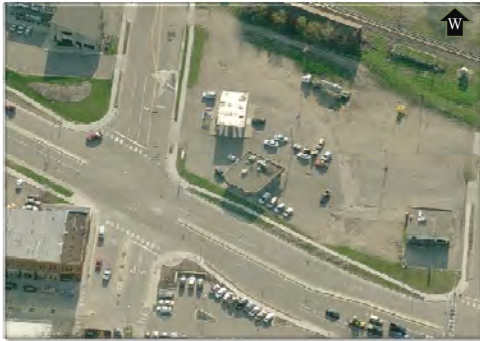
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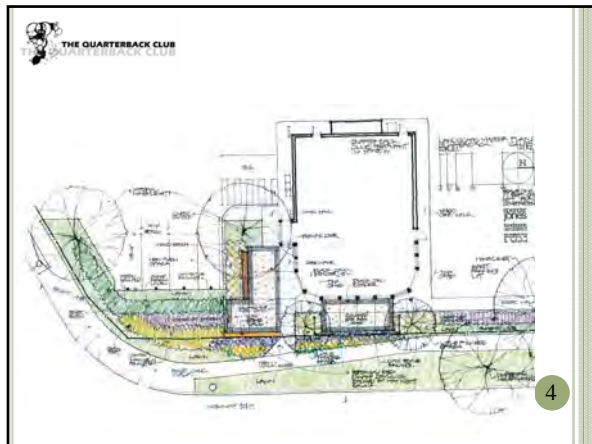
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**THE QUARTERBACK CLUB**

Cost Estimate	
Plantings	\$10,000-\$15,000
Stone Work & Railing	\$20,000-\$25,000
<b>Total</b>	<b>\$30,000-\$40,000</b>






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Revised by City Staff

May 17, 2010

April 26, 2010

## Landscape Estimate for Quarterback Club Northfield, MN REVISION

■ Landscape architect fees – Spencer Jones	\$ 2340.00
■ Job prep, including loading, unloading, spray Roundup to kill out unwanted vegetation, prepare planting beds, travel and delivery costs, equipment costs, debris removal and disposal, site clean-up	1130.00
■ Installation of 185' of heavy duty, black vinyl edging	592.00
■ Installation of 850' of weed barrier fabric	357.00
■ Installation of 15 cu. yards of landscape soil mix	810.00
■ Installation of 5 yard of basic hardwood mulch + 3 yards	270.00 + 162
■ Installation of 8 yards of buff limestone landscape rock	560.00
■ Installation of 2000 sq. ft. of sod	700.00
■ Custom metal railings – 9 sections – 5' long with 11 posts. All railings and posts will be sandblasted, zinc-coated and painted green.	11022.00
■ Colored exposed aggregate slab with black border – 10 x 24 and 35 x 10 "L" shaped. Regular concrete area – approximately 360 sq. ft. – No curb included – includes removal of existing concrete	9752.00
■ Stone work by Stanke Masonry	3500.00
■ Footings for wall – by concrete company – D & S Cement	1000.00
■ Painting pipe bollards	250.00
■ Irrigation system – DLS Irrigation	2350.00
■ Provide and install the following plants:	5569.00
○ 7 Neon Flash Spirea - #3 container	\$224.00
○ 21 Little Princess Spirea	567.00
○ 55 Fulda Glow Sedum	440.00
○ 26 Little Spire Russian Sage	468.00
○ 60 Pixie Meadow Brite Coneflower	900.00
○ 47 Happy Returns Daylily	611.00
○ 25 Penisteam 'Hammeln'	360.00
○ 4 -1 Imperial Honeylocust – 2 ½"	1333.00 x 75% or +1000
○ 2 Tina Crabapples – 2 ½"	666.00

**Total for labor and materials:**

**\$40152.00**

Items highlighted in yellow are eligible costs associated with the Downtown Streetscape Program

■ Total	\$23,615.00
50% or City Share	\$11,808.00

**Terms:** A deposit of 25% down will secure a position on the installation schedule. A second payment of 25% is due and payable on or before the start of the project. Once the project has been completed, payment will be due and payable within ten days of presentation of the final invoice.

Please note that this is only an estimate. We guarantee that the estimate is done to the best of our knowledge and understanding of the project, but changes that involve additions/reductions in labor and/or plant material, uncontrollable circumstances or over-looked items may affect the estimate. A signed Change Order will be obtained prior to any additional work.

**Knecht's Nurseries & Landscaping**

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Leif M. Knecht



Meeting Date: May 27, 2010  
Item No. 5d-2

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TO: Economic Development Authority Board  
FROM: Jody Gunderson, Economic Development Director  
RE: Mayo Clinic - Northfield Radiation Treatment Center  
ATTACHMENTS: 1. Proposed Development Schedule

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**Background:** Northfield City staff has been working with Mr. Roger Nelson, the engineer assigned to Mayo Clinic's Northfield Radiation Treatment Center project. Based upon our meetings with Mr. Nelson, a timeline has been assembled addressing all matters up to the issuance of a building permit. This timeline is rather aggressive and will require the cooperative effort of our partner agencies in order to accommodate Mayo Clinic's desire to begin construction of the project during the 2010 construction year.

**Recommendation:** None

**Action:** None

**VOTE:**    \_\_\_ TEPPEN        \_\_\_ POWNELL        \_\_\_ ESTENSON        \_\_\_ VACANT  
          \_\_\_ POKORNEY    \_\_\_ ENGLER        \_\_\_ SUMMA

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## NORTHFIELD DOWNTOWN DEVELOPMENT CORPORATION

P. O. Box 55 ♦ Suite 110 ♦ 105 E. 4th Street ♦ Northfield, MN 55057 ♦ 507-663-0319

Web site: [www.nddc.org](http://www.nddc.org)

May 5, 2010

Ms. Jenelle Teppen  
President  
Northfield EDA  
801 Washington Street  
Northfield, MN 55057

Dear Jenelle:

It was a pleasure for us to meet with you on Monday. Thank you again for making the time for the NDDC. We look forward to working with you and the EDA for Northfield's economic vitality.

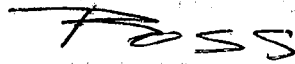
Enclosed please find materials related to the NDDC's quarterly reporting to the EDA. They consist of the following documents:

- Written summary of the NDDC's business visit program
- List of available properties in the downtown business district
- Quarterly financial statement
- Written summary of the NDDC's activities

At our meeting Monday, we focused on our individual personal and professional backgrounds. Although we provided some background on our organization, we hope the enclosed materials provide some specifics of interest.

If you have any questions or comments, please contact me at [rcurrier@nddc.org](mailto:rcurrier@nddc.org). I know that members of the board would welcome an opportunity to meet with you again.

Sincerely yours,

  
Ross Currier  
Executive Director

Cc: Keith Covey, NDDC President; Jody Gunderson, City of Northfield

*"Working together to sustain a vibrant and vital downtown."*

**Date:** February 5, 2009  
**To:** NDDC Board of Directors  
**From:** Ross Currier  
**Re:** Fourth Round of Business Visits

The focus in the fourth quarter was on some of downtown's "office users". The businesses that we visited were Carlson Capital, Professional Design Group, and Monster Games. All three companies are an important part of the Northfield economy: Carlson Capital has been in Northfield since 1992 and has 22 employees, Professional Design Group has been in Northfield since 1993 and has 9 employees, and Monster Games has been here since 1996 and has 21 employees.

All three of the businesses seemed extremely satisfied with being located in downtown Northfield. Justin Stets of Carlson Capital said that downtown Northfield provided an excellent experience for their clients (80% of whom come from the Twin Cities), that there was a good cultural fit between the downtown district and the values of the firm, and that the restaurant and retail options were a big part of their clients' positive experience. Jim Braucher of Professional Design Group said that the restaurants, shops, small-town energy, and beautiful location help attract and retain employees, that if he needs to clear his mind, he just takes a walk around the downtown, and he also noted that it's about as close to the airport as any place in the Metro Area. Richard Garcia of Monster Games offered that Northfield helps him attract talent: the coffee houses, restaurants and unique shops are of a great appeal, and the ability to walk around a historic downtown with a scenic river is a powerful amenity and also mentioned that when his employees begin to contemplate starting a family, they appreciate the cultural offerings that are enhanced by the presence of the two elite colleges, the quality of the public schools, and the safe neighborhoods within an hour's drive of the Twin Cities.

As for challenges that they face in Northfield, there were some common themes. Carlson Capital is looking to expand but is finding the process to be slow, noting that delays can kill a deal when it becomes an economic decision. Professional Design Group has a good understanding of the regulatory process but sometimes finds that there is not agreement on the appropriate role for the public sector in the development process. Monster Games continues to grow but has had trouble identifying suitable expansion space that has acceptable proximity to desired amenities. All three firms commented on the importance of convenient parking for their employees.

Suggestions for improving the quality of life for businesses and people touched on a wide range of ideas. Justin Stets mentioned a quicker decision-making process, a higher-end restaurant, and increasing leverage from the river. Jim Braucher advised keeping the city's leadership's attention focused on the little things that contribute to a positive experience. Richard Garcia suggested supporting physical and cultural amenities that strengthen his firm's ability to attract talent. All advocated for recognizing Northfield's strengths and building on those strengths.

**Date:** April 21, 2010  
**To:** NDDC Board of Directors  
**From:** Ross Currier  
**Re:** First Quarter Business Visits

The business visited by the NDDC Board in the First Quarter of 2010 included a wide variety of tenures. One business has been open for a few years, one businesses has been operating in Northfield for decades, and one business has been here "forever". Oolala has been in Northfield since 1996 and has 1 full-time and 1 part-time employee, Aquatic Pets has been here since 1990 and has 1 full-time and 3 part-time employees, and Community Resource Bank has been here since 1878 and has 75 employees.

Jessica Prill of Oolala said she'd give downtown Northfield an 8.5 on a scale of 10 on a cold day, and maybe a full 10 on a warm day. She likes the layout of downtown, the variety of store offerings within walking distance, and appreciates the possibility of an impromptu picnic lunch by the river. Liz Messner of Aquatic Pets says downtown is great; everything is within walking distance, making it convenient for multiple tasks. Liz says that each store benefits from the others' traffic and notices that when people come into her store they are often carrying bags from other shops. Don Kuehnast of Community Resource Bank says Northfield's strengths are good people, with good work habits, and who have also proved to be good customers over the years. The bank has long focused, with much success, on serving the needs of local businesses and local property owners.

Suggestions for improvements came from a wide range of perspectives. Jessica said that she's found that sometimes finding things, whether it's private goods or public services, can require great persistence; she suggests more widely shared information through a variety of mediums. Liz suggested more coordination of district advertising, including themes promoting the diversity of retail offerings and celebrating the independent ownership would be powerful messages. She also recommended work on a program that subsidizes the cost of meeting HPC standards for building facades and improved connections between public parking and private business. Don cited the number of roadblocks that businesses can face in town; he advocates for more streamlined processes and encourages the City to become more proactive in meeting the needs of the business community. He also wishes that the City would include financial feasibility in their analysis of potential projects; he doesn't think that there is adequate consideration of the cost burdens that are sometimes placed on businesses by City requirements. Finally, Don thinks more emphasis should be placed on supporting Northfield's existing businesses.

As for increasing the quality of life in Northfield, Don wishes more stores were open after work hours, Liz dreams of better sidewalk and curb maintenance, and Jessica would like a local movie theater. Jessica would also like a free Happy Hour for downtown retailers at least quarterly.

Private Sector Prioritization of In-Fill and Redevelopment Projects  
 NDDC E R Team Available Property List Update April 2010

Property	Description	Contact Information	Foot Print
Crossing - NW Corner	Eight Completed Units	Paul Smith 612-685-0605	16,000
201 South Water Street	Old Byzantine Site	R E Services, Inc. 763-784-2877	12,000
321 Division Street	Tiny's Dogs All Day	Kuyper Group 507-645-7653	2,400
25 Bridge Square	Old Community National Bank	Frauenshuh Cos. 952-824-3480	10,000
518 Division Street	D & M Gathering	Skip DuFour 507-645-7844	1,800
301 7th Street W.	Village on the Cannon Commercial	Coldwell Banker 507-663-1234	1,800
711 Division Street	Old Division Street Dentist	Paul Smith 612-685-0605	3,400
801 Division Street	Old Touchette's Building	Laura Bartsch 507-412-1248	2,000
Crossing - Mid Block	To Be Built for Restaurants	The Wall Co. 612-767-4000	12,000
Crossing - SW Corner	To Be Built for Office or Retail	The Wall Co. 612-767-4000	16,000
Q Block Parking Lot	City Owned Property	Jody Gunderson 507-645-3018	30,000
303 South Water Street	The Key	Jody Gunderson 507-645-3018	2,400
504 Division Street	Old Bookfellows Building	Patty Austvold 507-269-1134	1,800

**TOTAL AVAILABLE SQUARE FEET PRIVATE SECTOR PRIORITIZED**

**111,600**

**Northfield Downtown Development Corporation**  
**1<sup>st</sup> Quarter Report to EDA on Activities**  
**April 30<sup>th</sup>, 2010**

The NDDC and the City of Northfield share a common challenge in 2010. Both organizations are endeavoring to do more with less.

**Organizing:**

The NDDC is working to increase collaborations with the goal of facilitating exchange of information between downtown stakeholders and interested parties. Specifically, its members are boldly stepping into the community-wide discussion of websites and portals, seeking collaborations on forums and in advocacy, and exploring new opportunities with the colleges on marketing the downtown to the students and their global connections.

So far this year, the organization has conducted monthly forums on the 2010 Work Plan, Sustainable Design and Development, and local and regional Bike Trails. We created the Downtown Northfield MN Facebook Fanpage (and had almost 500 fans in less than a month) as the vehicle for communication with students and their networks. Finally, we met with the marketing team at St. Olaf College to discuss possible initiatives.

**Promoting:**

The Events & Marketing Committee's biggest goal is to get people comfortable coming downtown with a schedule of "monthly" events. It is pursuing theme-based events, seeking to have the customers bring more of the energy, and working to help the business owners get more leverage from the events.

Highlights of our 1<sup>st</sup> Quarter accomplishments in this area include our 10<sup>th</sup> Birthday Celebration, which brought 600 people downtown on a snowy night in January. We also published the first three installments in our popular "Be Local" ad campaign for 2010: "Be Local...Rock Local", "Be Local...Frolic Local", and "Be Local...Read Local", the last one as a tie-in with the Carnegie's 100<sup>th</sup> Birthday Celebration. Finally, our electronic, interactive downtown directory was posted to our website; we've already gotten positive feedback from several businesses.

**Designing:**

The Design & Planning Committee is peopled with representatives from a number of important organizations in Northfield. It is moving forward with the Parking Work Plan, working on determining the appropriate role for the NDDC in community planning, and wrestling with the best way to support private and public development projects.

The Committee provides a monthly forum for representatives of City staff, NDDC board, building owners, HPC, Planning Commission, Streetscape Task Force, both colleges and the Roundtable to share plans and issues. The group works to support the goals of the Comprehensive Plan, the Downtown Framework Plan and the Streetscape Task Force Recommendations. Finally, the group has been bringing together downtown property owners to address parking challenges with both short-term and long-term solutions.

**Economic Restructuring:**

The Economic Restructuring Committee is converting ideas to actions on Retention by working for our existing businesses, Recruitment efforts that strengthen the local economic mix, and Redevelopment support that fosters private initiatives and finds value in public initiatives. Much of its work involves promoting dialogues between the private and public sectors.

The NDDC has conducted three 1<sup>st</sup> Quarter business visits to Monster Games, Aquatic Pets, and Community Resource Bank. Committee members have met with leaders of local banks and businesses to discuss ways to stimulate small business lending, business expansion and job growth. Finally, the E R Team convened a gathering between building owners and Police Chief Taylor to develop a strategy that reduces crimes against property while preserving scarce financial resources.

**Northfield Downtown Development Corporation - 2010**

	Year to Date	2010 Budget
<b>REVENUE</b>		
Partnership Campaign	11,282.82	\$20,000.00
Taste of Northfield	20.00	\$20,000.00
ArtSwirl	0.00	\$4,500.00
Fall Festival		\$200.00
Button Sales	3.00	\$50.00
Events and Marketing	0.00	\$150.00
Downtown Banner Program	0.00	
Forum	0.00	
Sponsorships	0.00	
PR/Communications	0.00	
Miscellaneous	0.00	\$100.00
In-Kind Gifts	0.00	\$14,000.00
Christmas Ad	0.00	\$400.00
<b>TOTAL COMMUNITY SUPPORT</b>	<b>11,305.82</b>	<b>\$59,400.00</b>
Grants - Foundations	0.00	\$10,000.00
Grants - Banners	0.00	
Grants - City/EDA	20,000.00	\$35,000.00
<b>TOTAL OTHER SUPPORT</b>	<b>20,000.00</b>	<b>\$45,000.00</b>
<b>TOTAL REVENUE</b>	<b>31,305.82</b>	<b>\$104,400.00</b>
<b>EXPENSE</b>		
Salary	16,666.68	\$50,000.00
Payroll Taxes	1,275.00	\$3,750.00
Health Insurance Support	0.00	\$3,600.00
<b>TOTAL PERSONNEL</b>	<b>17,941.68</b>	<b>\$57,350.00</b>
Rent	0.00	\$6,000.00
Telephone	245.78	\$1,250.00
Technology	75.00	\$800.00
Professional Services	126.76	\$600.00
Administrative Support	0.00	\$6,000.00
Printing, Postage, and Supplies	519.75	\$350.00
Insurance	0.00	\$550.00
Education/Training	0.00	\$0.00
Miscellaneous	0.00	\$2,000.00
<b>TOTAL ORGANIZATION</b>	<b>967.29</b>	<b>\$17,550.00</b>
Dues and Memberships	275.00	\$750.00
Hospitality/Meeting Expense	0.00	\$800.00
Marketing/Events	1,499.37	\$2,500.00
PR/Communications	526.33	\$1,500.00
Partnership Campaign	1,574.58	\$3,000.00
Taste of Northfield	500.00	\$6,000.00
ArtSwirl	0.00	\$4,500.00
Forums	0.00	\$500.00
Downtown Banner Program	0.00	
Historic Sign Program	0.00	\$1,120.00
Christmas Ad	0.00	\$400.00
Fall Festival	0.00	\$200.00
Girls Nite Out		
<b>TOTAL PROGRAMS</b>	<b>4,375.28</b>	<b>21,270.00</b>
<b>TOTAL EXPENSE</b>	<b>23,434.25</b>	<b>\$96,170.00</b>
<b>NET REVENUE</b>	<b>7,871.57</b>	<b>\$8,230.00</b>
<b>2009 ENDING BALANCE</b>		
Net		
<b>Reserve Balance</b>		

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**Northfield Enterprise Center  
Executive Director Report  
April 30, 2010**

Please find below a summary of the accomplishments of the NEC for the time period January 1, 2010 through April 30, 2010. Accomplishments and activities are categorized according to the major goals the NEC has established for 2010.

The NEC shall assist existing or potential Northfield Area businesses

During this period the NEC worked with 29 businesses and individuals.

- 14 existing businesses are being assisted
  - 3 in the area of marketing
  - 4 around better understanding the financial performance of their business
  - 2 around business expansion
  - 1 in the area of raising capital
  - 1 in area of refinancing existing businesses in order to launch new business
  - 2 in the area of evaluating and financing potential acquisition
  - 1 non-profit in the area of developing a strategic plan
- 5 individuals were assisted in developing business plans, one (Small Engines Unlimited) opened during this timeframe, one decided not to proceed, and three are still on the path to launch their business idea
- 3 businesses were assisted in preparing proposals for St. Olaf Marketing Class
- 1 individual was assisted on intellectual property protection prior to seeking investors
- 1 existing business was assisted & received a micro grant
- 3 existing businesses are being assisted in preparing micro grant applications (one was awarded – digs)
- 2 existing business were assisted in raising capital associated with a potential relocation to Northfield – no capital raised to date

- I. Counseling, advising and educating clients on business plans Details:
  - **See itemized list above**
- II. Providing expertise in financing options and establishing connections to financing sources
  - **See itemized list above**
- III. Connecting businesses to other resources
  - *Working with one business on potential Southern MN Initiative Foundation funding*
  - Referred two individuals to SCORE – 2/28

The NEC shall:

- IV. Establish & conduct 2 small business training sessions in collaboration with the Northfield Chamber of Commerce
  - Continued work on developing financial management workshop for existing businesses to be held in 2010
  
- V. Enhance the set of resources (on-line and in hard copy) for businesses through access to existing resources and by developing resources when none exists
  - Refined cash flow breakeven analysis tool for existing businesses, based on work with 2 local businesses.
  
- VI. Utilize the Experienced Business Advisor Network (EBA) to provide mentoring/counseling resources to Northfield Area businesses
  - Have an EBA scheduled to meet with client in May
  
- VII. Continue to look for opportunities to utilize the Northfield Community Investment Fund (NCIF)
  - Worked on shutting down the NCIF, which should be complete in May
  
- VIII. Administer College Board of Business Consultants
  - Continued work with three students as part of Community Based Work Study Program who are assisting existing businesses with marketing on the internet
  
- IX. Administer Clement F. Shearer Micro Grant application process
  - Processed application for one existing business who received grant (digs). Still working with two potential applicants

- X. Provide support to City & EDA in business recruitment and retention activities as requested
  - Continued supporting Economic Director with several business recruits
  - Began participating on EDA Inf-fill & Redevelopment Subcommittee
  
- XI. Work with City, EDA, St. Olaf & Carleton to provide more opportunities to engage students in business development
  - Presented on business strategy at St. Olaf
  - Worked with three businesses to prepare projects for St. Olaf Marketing Class. Two businesses were selected
  
- XII. Provide one 10 week internship for a St. Olaf or Carleton student
  - Interviewed candidates and extended offer to a Carleton and a St. Olaf student
  
- XIII. Market and advertise the NEC
  - Attended Chamber Forum on property tax
  - Attended NDDC Forums & Chamber of Commerce Business Connections meetings
  - Attended Rice River Referrals Chapter of Business Network International (local business network and referral group) to explain NEC services. Several past clients are members. Received two requests to meet with businesses
  
- XIV. Investigate Alternative funding sources
  
- XV. Miscellaneous
  - Filed IRS 990 return and MN Charitable Organization Report
  - Assisted new Treasurer in getting familiar with NEC on-line bill paying process
  - Provided accountant information for 990 and Charitable Organization Report
  - Developed draft Conflict of Interest and Whistleblower policies to be approved at May Board Meeting