

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

MEMBER ABSENT: Vacant Seat

ALSO PRESENT: Blake Abdella, Kathryn Summa, Randy Jennings, Erica Zweifel, Mary Rossing, Northfield News, Economic Development Director Jody Gunderson, Recording Secretary Sandra Bremer and other interested persons

1) **Call to Order**

Chair Teppen called the meeting to order with a quorum present at 7:30 a.m.

3) **Approval of Agenda**

*A motion was made by Pownell and seconded by Estensen to approve the agenda of March 11, 2010, as amended to add an item to this agenda and for each future meeting agendas following Reports called 6) Members Comments. All in favor. Motion carried.*

4) **Approval of Minutes**

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

5) **Reports and Action Items**

a) **Approve Letter of Mutual Interest with Mr. Kenneth Praver and Mr. Robert Gill**

Gunderson reviewed his staff report. He noted the letters had been previously reviewed by the City Attorney and were very similar to the ones used in the NW area of the City.

*A Motion was made by Engler and seconded by Estenson approving the EDA to sign a letter of mutual interest to be with the property owners Kenneth Praver and Robert Gill.*

A member noted that the term “business park” should be named something else. It was felt that #5 in the letter lacked specificity and the letter was not very binding.

Staff noted that the term business park came from the concept of a corporate campus and that is still the direction that is being looked at. It was the desire not to have a legal contract at this time but a mutual letter of interest and no more. There was discussion about the letter and it was noted this letter is not a contract but an introductory letter to be an understanding among the property owners and the EDA. The intent of the letters was not to hold anyone to a legal contract.

*Summa voted no. Motion carried.*

b) **Discuss and Approve the EDA’s 2010 Work Plan**

Gunderson reviewed his Staff report. He noted the EDA needs to think about what their next steps will be in the master planning process.

*A motion was made by Engler and seconded by Pokorney that the EDA agrees to conduct the organization under the program initiatives outlined in the EDA's 2010 Work Plan.*

There was discussion regarding the fact that the plan to get the business park is clear but the EDA needs to decide soon how they will carry out the next steps. This should be started in June. It was noted that the steering committee has a specific function and it would be up to the EDA to decide the next steps based on the steering committee's recommendation. The discussion would start in the Business Park Development subcommittee for a recommendation to the EDA before this would be brought to the Council.

Gunderson reviewed the purpose of the Business Recruitment, Marketing and Public Relations. He would like to have a marketing piece in a newsletter format prepared so that when they are ready to promote a project, the details will come from the master planning process information.

The members discussed how the employer appreciation and recognition would be envisioned. It was noted it was intended to be a means to meet the key players in these businesses and develop contacts. There was a concern raised that this type of recognition in poor economic times may not be the best time to do this.

There was discussion regarding the Infill and Redevelopment subcommittee. A concern was raised that the work load was a lot to accomplish especially if the EDA is meeting only once a month. It was felt that the items were too general and should be more specific. There was a concern raised about this subcommittee reviewing loan applications when the Executive Committee was assigned this task. It was noted that most of these loans would involve infill areas and there is a cross over purpose of both being involved in this process. If a loan came to the Executive Committee and it was related to infill and redevelopment, they could surely ask for input from the Infill and Redevelopment subcommittee. There was concern that an applicant would not know the process for review.

*A motion was made by Pownell to delete Summary Item #6 from the Infill & Redevelopment. Motion failed for lack of a second.*

It was felt that this item could remain for the Infill & Redevelopment committee to review as long as the final review goes through the Executive Committee for final recommendation to the full EDA. There was a concern about the length of time that this review process would take.

*A motion was made by Pownell and seconded by Summa to delete Summary Item #6 from the Infill & Redevelopment subcommittee and remove the paragraph referring to it. No vote by Pokorney. Motion carried.*

A concern was raised that the objectives were not appropriate to this document. Gunderson reviewed the purpose for having them in the document. Some members felt the information was very informative.

*A motion was made by Engler and seconded by Summa to amend the work plan to strike the economic development terms on pages 21 and 22. Yes votes by Summa, Engler and Estenson. No votes by Pokorney, Pownell and Teppen. Motion failed on a tie vote.*

There was discussion regarding the Business Recruitment, Marketing and Public Relations subcommittee. It was noted that this subcommittee needs to work with the Chamber on the BR&E visits they did in regards to the item regarding organizing a major employer appreciation and recognition gathering. On page 20 it was noted that the 2<sup>nd</sup> paragraph should have the last sentence removed or amended to indicate the EDA's role with the partners. It was noted at the retreat it was felt that the EDA wanted to meet with the top ten employers.

Estenson noted he was appointed to the Chamber Board so there is an opportunity for him to be a liaison to the EDA from the Board.



*Submitted by Steve Engler.....March 11, 2010*

A. Finance Reports:

- 2009 Financial Report:
- Monthly disbursement 2010:

Request to submit 2009 financial statements to the EDA Board with monthly statement of disbursements for 2010.

B. Formal Meetings:

1. Improve Open Meetings to the Public
2. Increase transparency
  - i. Request all meetings be recorded and broadcast on NTV & KYMN Radio streaming.
  - ii. Request Use of Council Dias

C. List of things to do:

D. Steve's list:

1. Update Handbook.
2. Officially adopt the enabling ordinance and codify for the handbook.
3. Input to City Administrator prior to annual performance review of the City Economic Development Director
4. Presentation to the EDA from Brett Reese on the Northfield Real Estate Fund.
5. Presentation to the EDA on the Bridge Square Project.
6. Organize a "Speakers Day" on economic development.
7. Written memos from the City Attorney on Open Meeting Laws, subcommittee structure, and current Conflict of Interest Law for the EDA (to be added to the EDA Handbook).
8. Written resume of all EDA members to be used in marketing and EDA website.
9. All paperwork presented at meetings to be identified and signed.
10. Adopt a formal organizational workflow structure.
11. Formation of a South Hwy 3 group.
12. Collaboration with Rice County to share planning etc.
13. EDA sponsorship for Riverwalk Art Fair re: marketing, advertising etc.
14. Promote and find ways to link Retail and Tourism in Northfield.
15. Action trip to Malt o' Meal Headquarters in Twin City Area by a select high level group.
16. Recruit Professional & Business Services to Northfield & the Downtown area.
17. Develop Job numbers reporting in Northfield.
18. Stress Performance based planning.
19. EDA discussion of City Sac & Wac charges and City fee structure in regards to economic development.
20. More emphasis on keeping what we have. More balanced influence on Infill.
21. Investigate parking district and ways to develop parking structures etc.
22. Informational trips to other comparative cities.