

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

MEMBER ABSENT: Rhonda Pownell, Vacant Seat

ALSO PRESENT: Steve Rholl, Blake Abdella, Randy Jennings, Jon Denison, 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 7:30 a.m.

3) **Approval of Agenda**

*A motion was made by Estenson and seconded by Engler to approve the agenda of June 24, 2010, as amended to add a discussion of the KEY property, an update on the bylaw activity of the Executive Committee and the filling of the vacant seat for the EDA. All in favor. Motion carried.*

4) **Approval of Minutes**

*A motion was made by Summa and seconded by Engler to approve the minutes of May 27, 2010, as amended on page 2, Item 5b, 6<sup>th</sup> paragraph, change to read: “...needed as to what the KEY property should be used for....; and Item 5c, 1<sup>st</sup> paragraph, change to read: “...cost estimates for the highest and lowest cost scenarios...” All in favor. Motion carried.*

5) **Reports and Action Items**

a) Micro Grant Application

Staff reviewed the application and noted that the issue of looking at methods of assisting the property owners on 4<sup>th</sup> Street was discussed at a previous meeting. It was noted that this business has been in Northfield for 30 years and there is a need to profile them during this construction season.

*A motion was made by Estenson and seconded by Pokorney to approve Resolution 2010-008 to affirm the evaluation of the Executive Committee to award the Mandarin Garden a grant in an amount not to exceed \$2,000 for sign improvements for their restaurant.*

There was concern raised about the use of the Micro Grant for this purpose. There was concern was raised that this request was for a business for construction purposes. There was support in assisting this business at this time but the method was questioned. There was concern raised as to which groups reviewed this application and that it did not go before the Infill and Redevelopment Group.

The Chair noted that the Executive Committee did review the application and responded to the Director with responses to the application but did not feel a meeting was necessary.

Abdella explained the rationale for recommending approval of this request. This was an attempt to notify walk by traffic that this restaurant is there. There are not many businesses on this street that front the street.

It was geared to assist in the marketing of the business both visually and on the internet which the Micro grant has been used for in the past.

It was noted that the review process needs to be clearly established. The NEC is to help work with the applicant to be sure that the request fits within the guidelines of the Micro grant. The NEC will review the financial statement of the business. A recommendation is sent to the Executive Committee which then makes a recommendation to the EDA for a final decision based on this information. He reviewed how this request met the purpose of the micro grant versus the downtown revolving loan program.

It was noted that the City should have a temporary sign at the end of the streets noting which businesses are located on 4<sup>th</sup> Street.

Staff noted that at a previous meeting the majority of the EDA did agree that this was the direction that was desired. The process is the same that has been used on previous micro grant loan requests.

*A friendly amendment was made by Estenson and agreed to by Pokorney to amend the resolution to remove the reference to review by the Infill and Redevelopment Committee. Vote on the motion: All in favor. Motion carried.*

b) Business Recruitment and Marketing Work Group Update

Staff reviewed the staff report.

There was concern raised about what will result in this type of video project and that it would not be of a high enough quality to serve the purpose of the EDA. The question was raised as to how much money has been spent on the 1<sup>st</sup> quarter newsletter and it was requested that this be reported at a later time.

c) Infill and Redevelopment Work Group Update

The chair of the Work Group gave an update on the meeting. It was noted that there was discussion of the priorities that the EDA should be dealing with. There was discussion of the KEY property and what the EDA wanted to accomplish with this property.

There was discussion regarding the KEY property among the members. It was questioned whether the EDA should be involved in this property or let the market determine what happens to the property. The City could always support the project done by the private sector by offering incentives.

O'Connell gave an update on the negotiations with the KEY regarding the purchase of the property.

It was noted that there are two private parties interested in this property. It was noted that the details of the negotiations should be public because the City is the potential purchaser. It was noted that once the City had successfully negotiated a purchase, then the EDA would be involved in developing a plan for the redevelopment of this property. It was felt that the process should be moved along with due diligence. It was noted that this property purchase will be discussed on July 13 with the City Council. If the decision is made not to purchase the property, this meeting may not be held.

Estenson noted he is a member of the round table and recused himself from the discussion.

It was noted that it would have been nice to have brought in Bill Johnson a couple of months ago to have a fresh view of this area. It was noted that if the City purchases this property, then the Council will direct the EDA to come up with a plan for the use of this property. If no plan is felt necessary, then the property could be resold to a private party.

Staff noted they are looking at several RFP's from other cities to develop a potential one to use for this process.

*A motion as made by Summa and seconded by Engler to approve Resolution 2010-009 to partner with the Northfield Roundtable and fund expenses as incurred related to the travel, lodging and consulting of Mr. Bill Johnson in an amount not to exceed \$9,000.*

It was suggested that a letter of agreement should be developed with the Round Table. Staff noted that the NEC would act as the distributor of the funds with documentation of each of the expenses.

The Chair did not feel this was the role of the EDA and the amount should be funded out of the City's General Fund but if this is wish of the EDA, the Chair would support it.

It was noted that the EDA did initially fund the bringing of the Holland, MI representatives, which resulted in this plan to bring Bill Johnson to the City to assist in planning a vision for the City.

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

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

Staff reviewed the staff report and presented a timeline. It was noted that the consultant is doing a very good job in this process. He noted there will be a joint meeting with the Steering Committee on July 15, 2010.

It was noted that the public meeting has been moved to late September instead of August. It was noted that the members that have missed the last one or two Steering Committee meetings be updated by Staff before their next Steering Committee meeting. It was noted that the land owners did attend the last Steering Committee meeting and this was beneficial.

Staff gave an update on the Developer's meeting and noted who attended. There will be summary minutes given to the board when they are compiled. It was felt that a clear direction was given on how the City should proceed.

It was noted that due to the current economic situation of the City, the EDA will need to step up and give input to the Council regarding the large picture for the entire City. There needs to be a scope of what the EDA looks at spending regarding these projects. It was noted that phasing of a project is very important. It was noted that the EDA may have to make a decision on one direction or the other in regards to the two areas being looked at.

The EDA was asked to indicate their preference for a date in September for the open house. It was agreed that late September would be preferred.

e) **Miscellaneous Information**

It was agreed that the two items regarding the bylaws and the other issue of filling the vacant seat be brought to the next meeting.

Estensen noted he would be not be present at the July 23, 2010, meeting.

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

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

**8) Board Member Comments: None**

9) **Next Meetings**

Master Plan Committee Meeting: July 15, 2010 – First National Bank South  
Regular EDA Board Meetings: July 22, 2010

10) **Adjournment**

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

The meeting was adjourned at 9:08 a.m.

Respectfully Submitted:

Sandra Bremer  
Recording Secretary