

MINUTES OF KASSON ECONOMIC DEVELOPMENT AUTHORITY MEETING

Tuesday, August 7th, 2018

Pursuant to do call and notice thereof, a regular meeting of the Kasson EDA was held City Hall this 7th Day of August, 2018 at 12:20p.m.

The following members were present: Mayor Chris McKern, Dan Egger, Tom Monson and Liza Larsen

Absent: Janice Borgstrom-Durst, Michael Peterson and Richard Wegner

The following staff members were present: Theresa Coleman, City Administrator

CALL TO ORDER: EDA President D. Egger called the meeting to order at 12:00 p.m.

MINUTES OF THE PREVIOUS MEETING: D. Egger asked if any additions or corrections were needed for the minutes from last month's regular meeting. Motion to Approve the Minutes as submitted was made by T. Monson, second by L. Larsen. Unanimously approved.

QUARTERLY FINANCIAL REPORT: As the Quarterly Financial Report was included in the July packet no further review was needed.

CEDA UPDATE: Administrator Coleman went over a number of items regarding S. Lawson's work in Kasson over the past two weeks. This included:

- a) **Dodge County EDA:** S. Lawson attended the meeting held on July 25th. She assembled and disbursed an electronic survey through the chambers within the County. As of the meeting date 19 responses had been received to date with 57% of responders showing interest in courses. Preference between one course session or multiple were split pretty evenly leading to discussion on how a course series may look. The board discussed the concept of providing quarterly training opportunities as a starting point, but ultimately weren't comfortable enough with the number of responses to make a determination as to whether or not conducting a course(s) is worthwhile. The survey will be pushed out again in an effort to increase responses.
- b) **Dodge County Housing Study:** Maxfield staff is progressing on study and currently working to firm up sub-market areas within the county. To S. Lawson's knowledge Maxfield has all obtained all necessary data from the City.
- c) **Regional Development Tour:** CEDA's 3rd Annual Regional Development Tour occurred on August 2nd and was a great success! Throughout the tour Administrator Coleman and S. Lawson touched base on a number of development opportunities in addition to educating attendees on projects previously accomplished. Mayor McKern spoke to attendees at Veterans Memorial Park about why he and his family chose Kasson, bringing a personal touch. Administrator Coleman also noted that the 1918 school building drew the interest of three developers in attendance. S. Lawson will be following up with attendees in the coming weeks in an effort to make additional connections.

- d) Minnesota Department of Natural Resources, EAB Grant:** S. Lawson received notice on July 31 that Kasson was not one of the 14 communities selected to proceed with the EAB Grant application process. The DNR did indicate that they would continue to seek additional funding opportunities to help communities manage their ash, so there may be opportunities to reapply in the future.

Administrator Coleman provided a status update on communications with Alliance Technologies. She stated that she had been in contact with Jeff Bennett, owner of Alliance Technologies.

Administrator Coleman also noted that an ad was placed in the City newsletter that was sent with the utility bills letting any business owners know that their business can be listed on the City webpage in attempt to find out where home businesses are.

e) New Projects:

Website: The EDA page on the website will be updated to reflect current information about the EDA and services that are offered with the appropriate applications. In addition, property listings will be updated.

Marketing/Promotional Packet: In an effort to set ourselves apart a marketing/promotional packet is going to be created. Having this tool will allow the city to easily provide pertinent information to site selectors, developers, and potential businesses.

2019 Budget:

- a) Memberships:** Administrator Coleman stated that she spoke with Ryan Nolander with RAEDI and plans to invite him to discuss RAEDI's plans on how to assist communities throughout the region. After presentation membership will be further discussed. Kasson Chamber, Transportation Alliance and Zumbro Water Trail participation were also included in membership fees from previous years.
- b) Community Wide Branding:** The board reviewed and discussed the Brand Development Proposal provided by White Space and made the decision that it is not something worth pursuing at this time. Rather than spend \$18,900 on branding the board would rather put the funds towards programs that would help the City retain and gain businesses. Once those programs are established branding will be looked at again.
- c) Programs/Incentives:** Mayor McKern stated that there is opportunity for Electric Utility and Liquor Store funds to be utilized for Economic Development programs. Further discussion will be had on what programs may look like and where those funds will come from once a preliminary budget is assembled.

Administrator Coleman presented additional ideas on potential budget adjustments. Adjustments recommended include shifting funds from line item 101 – Support Staff to line item 444 – Contractual Services. This adjustment would leave line item 101 with a balance of

\$11,000 and line item 444 with a balance of \$42,500, which is the current CEDA contract plus 3%.

OTHER BUSINESS: Mayor McKern and Administrator Coleman noted the turn out for SEMCAC's ground breaking in addition to the ground breaking set to take place for the merry-go-round at the library on the 14th.

ITEMS FOR AUGUST EDA AGENDA: 2019 Budget

ADJOURNED: Motion to adjourn was made by T. Monson second by L. Larsen. Unanimously approved. Meeting adjourned at 12:40 pm.

Next Meeting will be held on Tuesday, August 7th, 2018 at Kasson City Hall.

Minutes Submitted By: _____
Stephanie Lawson, EDA Director

Attested By: _____
Linda Rappe, City Clerk