

# MINUTES OF KASSON ECONOMIC DEVELOPMENT AUTHORITY MEETING

Tuesday, July 10<sup>th</sup>, 2018

Pursuant to do call and notice thereof, a regular meeting of the Kasson EDA was held City Hall this 10<sup>th</sup> Day of July, 2018 at 12:00p.m.

The following members were present: Mayor Chris McKern, Dan Egger, Rich Wegner, Mike Peterson, Tom Monson, Liza Larsen & Janice Borgstrom-Durst

Absent: None

The following staff members were present: Rebecca Charles, EDA Coordinator, 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 C. McKern, with all members voting aye.

**QUARTERLY FINANCIAL REPORT:** Following a brief review of the quarterly financial report, D. Egger asked if there were any questions regarding the report. R. Charles did point out that the EDA Loan for Trail Creek Coffee Roasters has been added to the Revolving Loan Funds Report, with the pay of out the loan reflected on the EDA's account.

**TRAIL CREEK COFFEE ROASTERS – REVOLVING LOAN UPDATE:** R. Charles drew up the loan documents and had them reviewed and approved by City Attorney Melanie Leth. M. Leth also created the amortization schedule for the term of the loan. Crystal and James Whitmarsh came to the office on Thursday, June 28<sup>th</sup> for the loan closing. Their first payment will be due on August 1<sup>st</sup>. R. Charles has sent a press release to the Dodge County Independent, Star Harald and CEDA for the monthly Newsletter.

R. Charles also suggested potentially updating the by-laws when it comes to interest rates. Prime ended up being 4.75%, and most loans the EDA has done are a flat 2 or 3%. It was agreed to discuss this item at the September EDA meeting.

**CEDA UPDATE:** R. Charles went over a number of items regarding her work in Kasson over the past month. This included:

- a) **Dodge County EDA:** R. Charles informed the EDA that while there was no meeting in June, the County EDA Director, Stephanie Lawson will be sending out an email survey throughout the county to collect information to assist in determining the topic for the 2019 Dodge County EDA Forum.
- b) **Dodge County Housing Study Kickoff Meeting:** A kickoff meeting was hosted by the Dodge County EDA and Maxfield Research on Tuesday, June 26<sup>th</sup> in Mantorville. At this meeting, information was presented about what the study will cover, the process and

what Maxfield will need from the communities within the county.

- c) **Kasson Chamber of Commerce:** R. Charles attended both the Chamber meeting on June 13<sup>th</sup> and the board meeting on June 27<sup>th</sup>. For the remainder of 2018, the chamber will be doing a promotion on Facebook for \$50 chamber bucks. Posts referencing the promotion will need to be liked, shared and commented on to enter. The Chamber will also be purchasing bags with the Chamber Logo on them for promotional purposes.
- d) **Regional Development Tour:** R. Charles has confirmed donations of 55 40z bags of coffee from Trail Creek Coffee Roasters as well as 55 beef sticks from John at Erdman's. Both will be donated to the tour to promote the city. The Promotional Package has been completed, minus one portion for the historic school, but this piece is on its way. There was some debate regarding the Chamber of Commerce and getting other businesses involved with events, that are not Chamber Members.
- e) **Minnesota Department of Natural Resources, Outdoor Recreation Grant:** R. Charles received a letter on June 22<sup>nd</sup> from the Minnesota Department of Natural Resources informing her that the Lions Park Project was not selected for funding for 2018. This city will be able to submit the project or any other project for funding next year. There is also an active grant request being considered by the Otto Bremer Foundation.
- f) **Minnesota Department of Natural Resources, EAB Grant:** R. Charles was alerted to this grant in one of her other communities. The grant addresses the Emerald Ash Borer, an insect that is not native to Minnesota but has become a problem in many areas in destroying Ash Trees. Dodge County is in a quarantined area of Minnesota due to the large infestation. The grant can be used to remove affected trees, treat trees and/or replace trees. R. Charles spoke with Ron Unger with the parks department and obtained a copy of the City's EAB Management Plan. She submitted an application for the amount of \$30,000 towards the removal of 120 Ash Trees throughout the community in accordance with the city's EAB Management Plan. This was a pre-application; I will be notified on July 13<sup>th</sup> if Kasson is selected to move forward with the full application.

C. McKern requested an update on O'Reilly's Auto Parts. T. Coleman stated that R. Charles had reached out to the contact from O'Reilly's and gave them contact information for Hanz Zitlow, the real estate manager for Kwik Trip. T. Coleman can confirm that they have made contact, however, she has no other details at this time.

C. McKern requested an update on Alliance Technologies. R. Charles stated that she had not heard back from Jeff Bennett, owner of Alliance Technologies, since she sent out a packet of information last month. She assured C. McKern that she would make a follow-up call this afternoon, and will email him once she has made contact.

**COMPREHENSIVE PLAN UPDATE:** T. Coleman called attention to several key notations in the completed City Comprehensive Plan that were designated as EDA oriented projects. One of the projects, regarding messaging, is something that T. Carlson and R. Charles have been looking into. Due to the Friends of the Library looking to update their letterhead, lead to a discussion of how their logo will fit in for the branding for the Library. This brought up the idea of having all of the City's departments having logos that use the same branding as the city. Branding was one of the items listed in the comprehensive plan, that the EDA is listed as a lead for the project. T. Carlson and R. Charles worked to get quotes from a few different branding firms. Both of these quotes were provided to the EDA.

T. Carlson discussed how the branding process would work, and then asked for input from the EDA.

D. Egger, asked about the funding, to which T. Carlson stated that it would be a budget request that the EDA would want to make from the City Council as well as marketing dollars from some of the other groups that will benefit from the services. T. Carlson pointed out that the August EDA meeting would be the perfect time for making EDA budget requests.

**LONG TERM CAPITAL PLANNING:** R. Charles presented the ideas that were sent to her from EDA board members over the last month. C. McKern pointed out that one of his ideas was not listed, which was regarding having an inventory of all available property and buildings being made available on the city website. This item was then added to the list for discussion. C. McKern also discussed the need for multi-unit housing within the city. The ideas of each of the EDA members were read aloud.

Following much discussion and brainstorming, the items that the EDA agreed would be actionable or worth consideration in the budget were:

1. T. Monson had an idea for an **'Expansion Pack'** program for the city. Examples of services that this expansion pack could provide include:
  - a. First year pro-rated rental assistance for the first few years for new businesses.
  - b. Purchase credits (through the city) towards hours to be used for legal services/accounting/marketing/etc.

This program could have a number of services available and then then have a selection of package options which include different types of services or custom packages for services all together. Each new business will have different needs.

T. Monson offered to bring in a more detailed idea of the types of services that could be offered in this program to the August meeting.

2. **Business Façade Revitalization** was another program that the EDA agreed they would like to see. This program would not be just for businesses who are located downtown. This type of program is typically self-funded, working as a matching program between businesses and the EDA. The EDA would want to include a request for funding for this program in the budget discussion at the August EDA meeting. Items to consider when making budget request include: Caps to the amount given, matching percentage, types

of improvements covered, how many given per year, how to decide who get approved for funds, etc.

There were additional items that the EDA decided would be items to accomplish as soon as possible, but additional funds would not be necessary included:

R. Charles will work to obtain business information for all business in town, not only chamber members, to be listed on the City Website. She will be requesting Business Name, Contact Information, Address and Email/Web Information. There will be an effort placed specifically on finding information on the city's 'in home businesses'.

1. R. Charles will work with the city to add program information etc. on the EDA portion of the city website.
2. R. Charles will work to add the inventory of available property on the City Website.

**OTHER BUSINESS:** J. Borgstrom-Durst stated that she will not be able to make it to the August EDA meeting as she will be out of town.

**ITEMS FOR AUGUST EDA AGENDA:** Expansion Pack, Business Revitalization Program, EDA Budget Request, City Marketing Package

**ADJOURNED:** Motion to adjourn was made by T. Monson second by M. Peterson with all voting aye. Meeting was adjourned at 1:08 pm.

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

Minutes Submitted By: \_\_\_\_\_  
Rebecca Charles, EDA Director

Attested By: \_\_\_\_\_  
Linda Rappe, City Clerk