

**Zumbrota Economic Development Authority Minutes**  
**5:30 PM Wednesday, May 21, 2025**  
**Zumbrota City Hall, 175 West Avenue**

**PRESENT:** Tina Hostager, Lindsey Raasch, Joan Bucher, Dave Dahlen, Brian Haugen and Bob Hawley. Also present were EDA Director Kurt Meister, and Communications Specialist & Account Technician Miranda Raasch.

**NOT PRESENT:** Todd Hammel

1. **Call Meeting to Order** – at 5:30 PM by Lindsey Raasch
  
2. **Amend/Adopt Agenda – MOTION HOSTAGER**, second HAWLEY to adopt the agenda as written. Carried unanimously.
  
3. **Approve Regular Meeting Minutes of Wednesday, April 16, 2025 – MOTION BUCHER**, second HAUGEN to approve the meeting minutes from Wednesday, April 16, 2025, as written. Carried unanimously.
  
4. **Monthly Financial Report & Accounts Payable – MOTION BUCHER**, second HOSTAGER to approve the monthly financial report & accounts payable from March & April 2025. Carried unanimously.
  
5. **Public Hearings**
  - A.
  
6. **Old Business**
  - A. **Hotel Study** – Meister met with HVS on May 7<sup>th</sup>, 2025. The study is expected to be finished in June of 2025.
  
  - B. **Billboard** – Billboard options were presented to the board at the April 2025 meeting. Raasch stated that she wondered if any of the locations offered would be beneficial located. Hostager stated that having a billboard located on Highway 52 in Pine Island may help pull people into Zumbrota that

would normally just drive past it. Haugen felt that a billboard every year may not be the best use of promotional funds.

## **7. New Business**

**A. Proposal – WEAU TV, Eau Claire** – Meister presented information from Jesse Stock with WEAU (NBC) regarding an advertising campaign they are starting that is directed towards smaller cities in eastern Minnesota. The board expressed interest in a possible Social Media campaign. Meister will do some research and bring information to the June 2025 meeting.

**B. Proposal – CEDA Housing Study** – This Housing study would identify resources and funding opportunities that the city could utilize to apply for grants in the future. While Goodhue County has a housing study, it does not address Zumbrota as an individual community. It identifies a market area that includes Pine Island and other townships, and all recommendations are based on a regional scale. A housing study for Zumbrota would make the city more competitive for grants and housing resources. The State of Minnesota has several new programs opening this year for grant funding geared towards communities in greater Minnesota.

The study would provide details of the City's lifecycle housing needs to ensure that all residents have housing options to suit their needs. In addition, we have seen post-pandemic changes that have reshaped housing needs.

CEDA recently worked with Spring Valley on a housing study. Previously Fillmore County had a housing study that included the city. The benefits to Spring Valley were creating an easily implementable plan customized to the city and not the County.

## **8. Reports**

**A. Update – KB Apartments** – Development Agreement will be constructed after the city receives and reviews the site plan.

**B. June Meeting** – Meister reminded the board of the meeting date change for the June meeting (11<sup>th</sup> at 5:30 PM.)

**C. SMIF Grant** – Flowers on Main was awarded “Paint the Town” grant from SMIF. She will have a mural painted on the back of her business, Flowers on Main.

9. The meeting adjourned at 6:04 PM.