

**Zumbrota Economic Development Authority Agenda**  
**7:00 A.M. Wednesday, July 18, 2018**  
**Zumbrota City Hall, 175 West Avenue**

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, June 20, 2018**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Public Hearings**
  - A.**
- 6. Visitors to the Board**
  - A.**
- 7. New Business**
  - A. Rochester Sales Tax Funds/CBIF**
  - B. 2019 Budget**
  - C.**
- 8. Unfinished Business**
  - A. Revised Lime Valley Advertising Rebranding Proposal**
  - B. 2018 Work Plan**
- 9. Reports**
- 10. Adjourn**

**Please contact EDA Secretary Dan King at 732-7318 if you are unable to attend.**

**EDA Minutes**  
**Wednesday, July 18, 2018**  
**Zumbrota City Hall 7:00 a.m.**

Present: President Richard Meyerhofer, Members Sara Durhman, Brian Haugen, Bill Eberhart and Lindsey Raasch. Absent: Tina Hostager. Also present: Joe Ouellette, Midwest Realty and Development, LLC; Bud Dropps, Accent Homes, Inc. and Community Development Director Dan King.

The meeting was called to order by President Richard Meyerhofer at 7:00 a.m.

2. **Agenda**  
**President Meyerhofer added 6A Visitor to the Board: Joe Ouellette, Midwest Realty and Development, LLC; Bud Dropps, Accent Homes, Inc. Motion Eberhart, second Haugen to approve the agenda as amended. Carried 5-0-0**
3. **Minutes**  
**Motion Haugen, second Meyerhofer to approve the minutes of the June 20, 2018 EDA meeting as submitted. Carried 5-0-0**
4. **Financial Reports**  
**Motion Haugen, second Raasch to approve the financial report and accounts payable. Carried 5-0-0**
5. **Public Hearings**  
  
A.
6. **Visitor(s) to the Board:**  
  
A. **Joe Ouellette, Midwest Realty and Development, LLC; Bud Dropps, Accent Homes, Inc.**

Mr. Ouellette and Mr. Dropps presented a proposal for a 30-unit market rate apartment project on the former Grover Auto site downtown. The project is a combination of 11 one-bedroom and 19 two-bedroom units. They would like to acquire the property for \$1.00 as an incentive. Additional incentives may be requested based on results of further research. The proposal was well received by members. Mr. Ouellette and Mr. Dropps requested a six-month option to purchase so they could research and market the project. They would like to place a sign on the property soliciting interest. Members directed staff to draft a 6-month purchase option for review at the next meeting. No formal action was taken.

## **7. New Business**

### **A. Rochester Sales Tax Funds/CBIF**

Staff stated with the return of Main Street Pharmacy's \$10,000 and the withdraw of a couple other projects; the Commercial Building Improvement Fund has \$13,115.25 remaining. The Board discussed offering another round of forgivable loans to the commercial community or using the funds for other economic development projects. Eberhart stated the funds should be used as originally intended and another round of grants should be solicited. Staff noted there may be interest from downtown building/business owners if another round were offered. Durhman suggested a portion of the monies could be allocated for the Lime Valley Branding proposal, to be reviewed later on the agenda.

**Motion Eberhart, second Haugen to allocate \$10,000 to the CBIF and solicit one last round. Carried 5-0-0**

### **B. 2019 Budget**

Members reviewed the proposed 2019 budget. It was noted it decreased because of changes in staff insurance costs. President Meyerhofer noted there are expenses this year, particularly the study to be reviewed later in the agenda, that aren't budgeted. He then stated there have already been requests for expenses in 2019 that are not considered in the budget. Specifically the Covered Bridge Task Force's proposal to purchase Covered Bridge Statutes for display around town and a welcome sign for Highway 52/58. A 2% increase in the budget was suggested. This amounts to approximately \$2,400 and should be added to the promotions line item. Item was tabled for further discussion at the August meeting.

## **8. Unfinished Business**

### **A. Revised Lime Valley Advertising Rebranding Proposal**

Members reviewed an updated proposal from Lime Valley Advertising to revise the City logo and rebrand. The scope of the project focuses more on updating the City logo and brand implementation. It was noted Durhman and staff had a conference call with representatives of the firm and they have reduced the scope and price from \$8,700 to \$6,100; or \$2,600. Durham reiterated the importance of following up on the branding process identified in the 2016 Comprehensive Plan update. Meyerhofer questioned where the additional monies would come from. Staff stated likely from the general fund reserves.

Durhman and staff did contact the firm and suggest they revise their proposal. A revised proposal is attached for further review.

**Motion Durhman, second Haugen to allocate the remaining \$3,115 from the CBIF for the Lime Valley study and clarify where the balance would come from. Carried 4-1-0 (Eberhart Nay)**

**B. 2018 Work Plan**

Members reviewed and commented on the 2018 work plan.

There being no further business President Meyerhofer adjourned the meeting at 8:50 am.

Respectfully Submitted,

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Dan King, Secretary