

**Zumbrota Economic Development Authority Agenda**  
**7:00 A.M. Wednesday, July 24, 2019**  
**Zumbrota City Hall, 175 West Avenue**

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, June 19, 2019**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Public Hearings**
  - A.**
- 6. Visitors to the Board**
  - A. CEDA – post-meeting training**
- 7. Old Business**
  - A. City signs alternate options**
- 8. New Business**
  - A. 2019 Covered Bridge Festival analysis and impact**
  - B. Grimsrud Correspondence**
  - C. Land for Development**
- 9. Unfinished Business**
  - A. Guidance on promotions for Zumbrota**
- 10. Reports**
  - A. Updates on projects**
    - a. Edward Jones – Completed**
    - b. Vet Clinic – Completed**
    - c. Zumbrota Chrysler Dodge Jeep Ram – Completed**
    - d. Midwest Livestock – permitted and currently grading site**
    - e. Dairy Farmers of America/Diary Concepts – no action**
    - f. Water Filters – Interim Use Permit expired, building permit submitted and in review**
    - g. Alco – no tenants; owner looking for new tenants**
  - B. Annexations updates**
    - a. Henderson/Christ Lutheran**
    - b. Wobig Scenic Views**
  - C. Joint districts collaboration meeting**

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**11. Adjourn**

**Please contact City Hall at 732-7318 if you are unable to attend.**

**Zumbrota Economic Development Authority Minutes**  
**7:00 A.M. Wednesday, July 24, 2019**  
**Zumbrota City Hall, 175 West Avenue**

**PRESENT:** President Richard Meyerhofer, Bill Eberhart, Lindsey Raasch, Brian Haugen, Dave Starr, and Council member Sara Durhman. Also present: City Administrator Neil Jensen, City Finance Clerk Miranda Raasch, Community Development Director Ryan Soukup, CEDA representative Ron Ziegler, and community members Joan and Layne Bucher.

**NOT PRESENT:** Tina Hostager

1. **Call Meeting to Order** – at 7:04 AM by President Meyerhofer
  
2. **Amend/Adopt Agenda** –Soukup added Layne Bucher as a visitor to the board. For new business, he added Zumbrota Sales Amendment of Mortgage and a Subordination Agreement for Zumbrota Sales. **Motion** Eberhart, second Raasch to adopt the agenda submitted. Carried unanimously.
  
3. **Approve Regular Meeting Minutes of Wednesday, June 19, 2019** – **Motion** Haugen, second Meyerhofer to approve meeting minutes. Carried unanimously.
  
4. **Monthly Financial Report & Accounts Payable** – **Motion** Haugen, second Durhman to approve Monthly Financial Report and Accounts Payable. Carried unanimously.
  
5. **Public Hearings**
  - A.
  
6. **Visitors to the Board**
  - A. Layne Bucher – Bucher approached the board looking to purchase land, possibly in the Jacobson Commercial District, to put up a

new mini storage facility. The board approved his request to view 2 lots available.

- B.** CEDA Post Meeting Training – Ziegler will email information to the board to review prior to next month’s meeting.

## 7. **Old Business**

- A. City Signs Alternate Options-** Schad Tracy estimates are \$11,687 for the two new signs and installation. Or, T&S Signs can provide aluminum-faced panels for \$3,380 without tax and Signworx provide the installation for \$1830 for a total of \$5,210. Signworx can also do the entire job for \$9,280.15 (sign production and install). Schad Tracy can provide the 2 interior wall signs and 1 window sign for \$5403. Estimates have been requested from T&S, but have not arrived at the time of this memo. (Please see attached estimates from Schad Tracy, T&S, and Signworx.) **Motion** Eberhart to recommend T&S Signs and Signworx to the City Council. Carried unanimously.

## 8. **New Business**

- A. 2019 Covered Bridge Festival Analysis & Impact –** The Covered Bridge Festival for 2019 came in under budget, with many one-time costs for parade banners, a movie screen, and some signage. This will allow for greater flexibility next year for additional signage and promotions. Downtown businesses have reported increased traffic that weekend and overall media coverage being positive. Staff will continue to develop means for measuring special events performance. (Please see attached festival budget.)
- B. Grimsrud Correspondence –** Dave Grimsrud wrote to the EDA in June asking if the EDA would like to provide an opinion on the future of the school in Zumbrota. The board decided they wanted to wait and see what the new referendum looks like before making a decision on whether or not to speak up.
- C. Land for Development -** The current “shovel ready” land available in the Jacobson Commercial District will soon be occupied. Having land available that has access to three phase power, natural gas, improved roads, sewer, and water enables

businesses to quickly and efficiently locate to Zumbrota. Staff requests the EDA to begin preliminary discussions on the acquisition of new land for development. Discussions began regarding expanding the current Jacobson Commercial District and possibly looking in to land owned by Al Watts.

- D. Zumbrota Sales Amendment of Mortgage** – Motion Starr, second Eberhart to approve Mortgage Amendment.
- E. Subordination Agreement – Zumbrota Sales** – This was signed by President Richard Meyerhofer.

## 9. **Unfinished Business**

- A. Lindsey Raasch – Promotional Expenses by ZIBA** – Raasch presented to the board that she reached out to Kris Ferguson to obtain a breakdown of their funds, per the request of the board, to which she was told “they already have all of that information.” Discussions then began regarding what was known about the use of the promotional money given to ZIBA. Most of the collective promotion efforts go to their annual “Shop the Block” event. This includes print and radio ads. Durhman and Raasch mentioned that they feel that ZIBA should not have to ask for this money yearly and should be given to them. Eberhart stated that this cannot be done without vouchers breaking down each expense. A lump sum of money cannot be given out by the city without justification that advertising is being done for the city as a whole, not just individual businesses. Haugen suggested notifying the city when ZIBA will be advertising so the city can participate.
- B. Guidance on Promotions for Zumbrota** - Ron Ziegler suggested the board create a subcommittee for advertising to help establish policies and procedures regarding this issue. Raasch, Starr, and Meyerhofer agreed to be on this subcommittee with Soukup also attending. Soukup was asked by the board to check with other local communities to see how they handle advertising.

## 10. **Reports**

### **A. Updates on Projects**

- a. Edward Jones** – building completed and actively in business
- b. Vet Clinic** – building completed and actively in business

- c. **Zumbrota Chrysler Dodge Jeep Ram** – building completed and actively in business
- d. **Midwest Livestock** – permitted and currently grading site, setting footings
- e. **Dairy Farmers of America/Diary Concepts** – no action
- f. **Commercial Water Filters** – Interim Use Permit expired, building permit submitted and in review
- g. **ALCO** – no tenants; owner looking for new tenants

**B. Annexations updates**

- a. **Henderson/Christ Lutheran** – Annexation approved by State Administrative Law Judge
- b. **Wobig Scenic Views** – Petition for annexation approved by City Council; pending review by State Office of Administrative Hearings

**C. Joint Districts Collaboration Meeting** – On July 9th, representatives from the City of Zumbrota, Zumbrota EDA, Goodhue County, and school district (not enough representatives to establish a quorum) met to develop collaboration across differing governing bodies. This group intends to meet quarterly and include representatives from the townships and relevant decision makers.

**11. Adjourn** – There being no further business, Vice President Eberhart adjourned the meeting at 8:37 AM.

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