

**Zumbrota Economic Development Authority Agenda**  
**7:00 A.M. Wednesday, August 16, 2017**  
**Zumbrota City Hall, 175 West Avenue**

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, July 10, 2017**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Visitors to the Board**
  - A.**
- 6. New Business**
  - A. 2018 EDA Budget**
  - B. 2018 Southern MN Travel Guide Advertisement**
  - C. Hotel Needs Study Proposal – Hospitality Consulting Group**
- 7. Unfinished Business**
  - A. 2017 Action Plan**
  - B.**
  - C.**
- 8. Reports**
- 9. Adjourn**

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

**EDA Minutes**  
**Monday, August 16, 2017**  
**Zumbrota City Hall 7:00 a.m.**

Present: President Richard Meyerhofer, Members Sara Durhman, Bill Eberhart, Brian Haugen, and Brenda Lerum. Absent: Erik Bengtson and Tina Hostager. Also present: City Administrator Neil Jensen; Community Development Director Dan King.

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

- 2. Agenda**  
**Motion Haugen, second Eberhart to approve the agenda as submitted.**  
**Carried 5-0-0**
- 3. Minutes**  
**Motion Meyerhofer, second Lerum to approve the minutes of the July 10, 2017 EDA meeting as amended. Carried 5-0-0**
- 4. Financial Reports**  
**Motion Durhman, second Lerum to approve the financial report and accounts payable. Carried 5-0-0**
- 5. Visitor to the Board**
- 6. New Business**
  - A. 2018 EDA Budget**

Members reviewed the proposed budget for 2018. It was noted line item “development projects” was increased by \$4,100 to cover unanticipated costs, like the market rate housing study and hotel market study recently ordered. Chairman Meyerhofer asked if the EDA should consider increasing the budget for highway sign upgrades. Meyerhofer motioned to add \$5,000 to the promotions line item to cover highway sign improvements. Motion died for lack of second. Administrator Jensen stated the highway signs will likely be improved next year and this expense is covered by the City general fund. Members discussed the promotion line item and its use for Zumbrota Independent Business Alliance (ZIBA) advertising. It was noted ZIBA was allocated \$2,000 in the previous year. Members questioned if the ZIBA allocation should be earmarked for 2018. After further discussion the consensus was not to specifically earmark any monies from the promotions line item for ZIBA and encourage representatives to request a contribution for specific requests.

**Motion Haugen, second Eberhart to recommend approval of the 2018 EDA Budget.**  
**Carried 5-0-0**

**B. 2018 Southern MN Travel Guide**

Members reviewed information on advertising in the 2018 Southern MN Travel Guide. This is the publication we have advertised in the last year or two, with a 1/12 page ad. The cost for this is \$700. There is \$1,000 earmarked in the 2017 budget for promotional expenses.

**Motion Durhman, Eberhart to approve the 1/12 page ad in the Southern MN Travel Guide. Carried 5-0-0**

**C. Hotel Needs Study Proposal – Hospitality Consulting Group**

Members reviewed a proposal from Stephen Sherf, Hospitality Consulting Group to conduct a hotel feasibility study. This was identified in the 2017 Action Plan as a project to pursue. Mr. Sherf was recommended by Jay Thompson, Vantage Point Consulting, who has done previous housing studies.

**Motion Durhman, second Lerum to contract with Hospitality Consulting Group to perform a hotel feasibility Study. Carried 5-0-0**

**7. Unfinished Business**

**C. 2017 Action Plan**

Members continue to review the Action Plan as the year progresses.

There being no further business President Meyerhofer adjourned the meeting at 8:06 am.

Respectfully Submitted,

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Dan King, Secretary