

Zumbrota Economic Development Authority Agenda
7:00 A.M. Wednesday, August 17, 2016
Zumbrota City Hall, 175 West Avenue

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, July 20, 2016**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Public Hearing**
 - A.**
- 6. Visitors to the Board**
 - A.**
- 7. New Business**
 - A. 2017 Explore Southern Minnesota Travel Guide Advertisement**
- 8. Unfinished Business**
 - A. 2017 EDA Budget**
 - B. Former Grover Auto Site**
 - C.**
- 9. Reports**
- 10. Adjourn**

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

EDA Minutes
Wednesday, August 17, 2016
Zumbrota City Hall 7:00 a.m.

Present: Acting President Rich Meyerhofer, Members Erik Bengtson, Brenda Lerum, Brian Haugen and Bill Eberhart.

Absent: Rich Bauer and Dale Hinderaker.

Also Present: Roxanne Bartsh, ZIBA; City Administrator Neil Jensen and Community Development Director Dan King.

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

2. Agenda

**Motion Eberhart, second Bengtson to approve the agenda as submitted.
Carried 5-0-0**

3. Minutes

Motion Eberhart, second Haugen to approve the minutes of the June 15th, 2016 EDA meeting. Carried 5-0-0

Meyerhofer noted an error in the attendance. Motion Haugen, second Lerum to approve the July 20th, 2016 minutes as amended. Carried 4-0-1 (Meyerhofer abstains)

4. Financial Reports

Members questioned the \$138 that was in addition to the \$50,000 disbursement to ZAAC last month from the Rochester Sales Tax Fund. Staff stated he would find out and report at the September meeting. (the \$138 was for recording fees for the ZAAC repayment agreement and two others from the CBIP fund). Motion Lerum, second Haugen to approve the financial report and accounts payable. Carried 5-0-0

7. New Business

A. Explore Southern Minnesota

Staff stated the EDA has an opportunity to advertise in the 2017 Southern MN Travel Guide. We participated this year with a 1/12 page ad, which is \$795.00. The annual Travel Guide is a product of Explore MN, the state's tourism marketing agency. Over 150,000 copies of the publication are distributed throughout southern Minnesota and northern Iowa at highway rest stops, visitor welcome centers, hotels and similar tourism related sites. There is \$3,000 budgeted in the promotions line item for 2016 that we have not spent. The Board voted in December, 2015 to contribute \$2,000 to Zumbrota Independent Business Alliance (ZIBA) for event expenses from the promotions line item. Therefore there is money available for this expense.

Lerum stated she was not impressed with last year's ad and suggested changes as well as requesting more content in other parts of the publication. Particularly to have the Covered

Bridge Music & Arts Festival added to the “Calendar of Events” section as well as additional narrative in the “Out on the Town” and “Arts & Entertainment” sections. It was suggested the content should highlight cultural and entertainment events, shopping, dining and lodging. Regarding the actual advertisement, it was suggested the “Home of the...Music & Arts Festival” line be removed and simply state “Historic Covered Bridge”. Members agreed Lerum (with ZIBA members) could add additional text as she saw fit.

Motion Bengtson, second Meyerhofer to order the Explore Southern MN 2017 Travel Guide advertisement for \$795.00. Carried 5-0-0.

8. Unfinished Business

A. 2017 EDA Budget

Members reviewed the proposed budget for 2017. It was noted there is once again \$3,000 allocated for Promotional Expenses. In December 2015 members voted unanimously to contribute \$2,000 to the Zumbrota Independent Business Alliance (ZIBA) in 2016.

Members discussed a ZIBA allocation for 2017. Lerum stated the ZIBA incurs the majority of expenses in fall/winter promoting Thanksgiving/Christmas events downtown. Other costs include advertisements in the Rochester Visitor publication and print maps/advertisement fliers available at local businesses.

Staff stated the EDA also has plans to update print promotional material in 2017.

Motion Bengtson, second Haugen to recommend the City Council approve the 2017 budget as submitted. Carried 5-0-0.

Members then discussed specifically allocating portions of the Promotions line item as had been done in the current budget.

Motion Meyerhofer, second Lerum to allocate \$2,000 for local advertisement/promotion.

Members discussed whether the \$2,000 should be specifically allocated to the Zumbrota Independent Business Alliance (ZIBA) rather than the current motion. After further consideration the motion was rescinded and amended to state:

The EDA shall allocate \$2,000 to the Zumbrota Independent Business Alliance for local advertisement and promotion. Carried 4-1-0 (Eberhart Nay)

B. Former Grover Auto Site

There was no new information on the redevelopment of the Former Grover Auto site. No action was taken at this time.

There being no further business Acting President Meyerhofer adjourned the meeting at 7:47 am.

Respectfully Submitted,

Dan King, Secretary