

Zumbrota Economic Development Authority Agenda
7:00 A.M. Wednesday, September 20, 2017
Zumbrota City Hall, 175 West Avenue

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, August 16, 2017**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Visitors to the Board**
 - A. Roxanne Bartsh, Zumbrota Independent Business Alliance**
 - B.**
- 6. New Business**
 - A.**
 - B.**
 - C.**
- 7. Unfinished Business**
 - A. Hotel Needs Study Proposal – Hospitality Consulting Group**
 - B. Quarterly Update**
 - C. 2017 Action Plan**
- 8. Reports**
- 9. Adjourn**

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

EDA Minutes
Monday, September 20, 2017
Zumbrota City Hall 7:00 a.m.

Present: President Richard Meyerhofer, Members Sara Durhman, Bill Eberhart, Erik Bengtson and Brenda Lerum. Absent: Brian Haugen and Tina Hostager. Also present: Roxanne Bartsh, Connie Hawley of Zumbrota Independent Business Alliance (ZIBA); 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 Eberhart, second Lerum to approve the agenda as submitted.
Carried 5-0-0
- 3. Minutes**
Motion Durhman, second Lerum to approve the minutes of the August 16, 2017 EDA meeting as submitted. Carried 5-0-0
- 4. Financial Reports**
Motion Eberhart, second Meyerhofer to approve the financial report and accounts payable. Carried 5-0-0
- 5. Visitor(s) to the Board – Roxanne Bartsh & Connie Hawley, Zumbrota Independent Business Alliance (ZIBA)**

Roxanne Bartsh and Connie Hawley addressed the board with a request to earmark \$2,000 of the 2018 budget for ZIBA. This would come out of the “Promotions” line item, of which the EDA allocated \$3,000. The EDA has contributed \$2,000 to ZIBA the last two years. Bartsh stated the monies have been used for advertising in the local newspaper and other area publications like the Visitor magazine. Eberhart inquired as to how much of the \$2,000 allocated for 2017 has been spent so far. Bartsh stated most costs are incurred in the fourth quarter of the year. Bengtson inquired about ZIBA’s annual budget and membership. Bartsh stated there are about 20 members paying annual dues of \$100. Eberhart stated he would like to see detail expenses before reimbursing ZIBA. Bartsh restated most costs are incurred in November/December as retail sales are up considerably and that is when they advertise the most. She stated expenses can be submitted late December or early January. Staff noted the earlier they were submitted the better so the accounting books are more accurate and up-to-date.

Motion Durhman, second Meyerhofer to allocate \$2,000 to ZIBA for promotional expenses in 2018. Carried 5-0-0

- 7. Unfinished Business**
 - A. Hotel Needs Study**

Members reviewed the hotel market study performed by Stephan Sherf of Hospitality Consulting Group. The report indicated there may be a demand for an up to 50 unit midscale to upper midscale hotel, the expected return on equity for investors may make a project not economically

viable. After discussion it was determined not to move forward on the full market study at this time. No further action taken.

B. Quarterly Update

Staff reviewed the quarterly update with members. Staff noted in particular that Steve Johnson of Zumbrota Ford has announced he has been awarded a Chrysler, Dodge, Ram, Jeep dealership. He has one year to secure a location. Also, Dr. Nietz has revised the plans for the new veterinary clinic and will submit plans and proforma for further review by both the City and County EDA's.

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 7:56 am.

Respectfully Submitted,

Dan King, Secretary