

Zumbrota Economic Development Authority Agenda
7:00 A.M. Wednesday, September 21, 2016
Zumbrota City Hall, 175 West Avenue

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, August 17, 2016**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Public Hearing**
 - A.**
- 6. Visitors to the Board**
 - A.**
- 7. New Business**
 - A.**
- 8. Unfinished Business**
 - A. 2017 Explore Southern Minnesota Travel Guide Advertisement**
 - 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, September 21, 2016
Zumbrota City Hall 7:00 a.m.

Present: President Dale Hinderaker, Members Rich Meyerhofer, Brenda Lerum, Brian Haugen, Bill Eberhart and Erik Bengtson (7:05).

Absent: Rich Bauer.

Also Present: City Administrator Neil Jensen and Community Development Director Dan King.

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

- 2. Agenda**
Motion Eberhart, second Haugen to approve the agenda as submitted.
Carried 5-0-0
- 3. Minutes**
Motion Haugen, second Meyerhofer to approve the minutes of the August 17th, 2016 EDA meeting. Carried 4-0-1 (Hinderaker abstains)
- 4. Financial Reports**
Motion Meyerhofer, second Lerum to approve the financial report and accounts payable. Carried 6-0-0
- 8. Unfinished Business**
 - A. 2017 Explore Southern Minnesota Travel Guide Advertisement**

It was noted that at the last meeting the Board voted to spend \$795 for an advertisement in the 2017 Southern MN Travel Guide. It was suggested there be some changes to the text and to request 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”. Lerum also agreed to consult with ZIBA and offer additional text; proposed replacement text is: “Art * History * Unique Shops”.

Staff spoke with representatives about the edits and a revised proof is in the works. Regarding the additional narrative, staff was directed by Travel Guide representatives to request this through the Southern MN Tourism Association (SMTA). This group is our region’s representation to Explore MN, the statewide travel/tourism promotion group. I recently spoke with our SMTA representative Lisa Havelka and she agreed to forward requested narrative to the marketing board for inclusion in the 2017 Southern MN Travel Guide.

No action was taken on this item at this time.

B. Former Grover Auto Site

The developer has requested information on area design/build general contractors and will likely drafting site and construction plans for future review. The tentative proposal is an approximately 2,500 sf commercial clinic facility with about 12-15 off-street parking spaces.

If the tentatively proposed project is approved by the EDA and City Council we will need to approve a minor subdivision and retain the residual lot for future development.

At this point it will need to be spring construction with late summer/fall 2017 occupancy.

There being no further business President Hinderaker adjourned the meeting at 7:24 am.

Respectfully Submitted,

Dan King, Secretary