

Zumbrota Economic Development Authority Agenda
7:00 A.M. Wednesday, October 16, 2019
Zumbrota City Hall, 175 West Avenue

- 1. Call Meeting to Order**
- 2. Amend/Adopt Agenda**
- 3. Approve Regular Meeting Minutes of Wednesday, September 18, 2019**
- 4. Monthly Financial Report & Accounts Payable**
- 5. Public Hearings**
 - A.**
- 6. Visitors to the Board**
 - A.**
- 7. Old Business**
 - A.**
- 8. New Business**
 - A. Land for future development**
 - B. Today Magazine Header**
 - C. Southern MN Travel Guide 2020**
- 9. Unfinished Business**
 - A. Opportunities and Challenges**
- 10. Reports**
 - A. Subcommittee on marketing**
 - B. County Rd 7 workshop**
 - C. Business community updates**
 - D. Market in the Morning via CEDA**
- 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, October 16, 2019
Zumbrota City Hall, 175 West Avenue

PRESENT: President Richard Meyerhofer, Bill Eberhart, Lindsey Raasch, Brian Haugen, Dave Starr, Council member Sara Durhman. Also present: City Administrator Neil Jensen, City Finance Clerk Miranda Raasch, and Community Development Director Ryan Soukup

NOT PRESENT: Tina Hostager

1. **Call Meeting to Order** – at 7:00 AM by President Meyerhofer
2. **Amend/Adopt Agenda –Motion** Raasch, second Meyerhofer to adopt the agenda submitted. Carried unanimously.
3. **Approve Regular Meeting Minutes of Wednesday, September 18, 2019 – Motion** Eberhart, second Haugen to approve meeting minutes. Carried unanimously with Haugen abstaining.
4. **Monthly Financial Report & Accounts Payable – Motion** Haugen, second Raasch to approve Monthly Financial Report and Accounts Payable. Carried unanimously.
5. **Public Hearings**
A.
6. **Visitors to the Board**
A.
7. **Old Business**
A.
8. **New Business**

- A. Land for Future Development** - City staff has received estimates for one area and are awaiting estimates for another potential area for development. However, the land owner is considering a solar project that might interfere with potential planned development.
- B. Today Magazine Header** - There is an opportunity to purchase a page header with Today Magazine for \$250. This will be for 2 months (total \$500). All businesses from Zumbrota will be grouped together with common background graphic. City staff have reached out to Today Magazine and provided contacts for all businesses in Zumbrota that staff currently have and asked that Today Magazine also reach out to them, thus expanding the EDA's purchased header to as broad a section of Zumbrota businesses as possible. **Motion** Meyerhofer, second Starr to purchase a page header in the Today Magazine for 2 months at \$250 per month.
- C. Southern MN Travel Guide 2020** – Soukup presented the opportunity to purchase ad space in the Southern Minnesota Travel Guide. **Motion** Raasch, second Durhman to purchase a 1/3 page space in the Southern Minnesota Travel Guide for \$2,150 for the year 2020.

9. **Unfinished Business**

- A. Opportunities and Challenges** - Board members provide any additional items that they would want on the list. Once the listing is complete as they want it, Board goes through each item and determines if something could/should be done for this. Example: the first item - great trail system/walking path - can this be used for marketing, is there a way to enhance the system? (see attached) Staff conducted an initial poll of downtown business owners on 15 October to determine support for of a model bridge scavenger-hunt style project, similar to Egg Harbor's eggs and Thorpe, WI "Moo-ve Around Thorpe." The local businesses liked the idea, but have chosen not to go with it at this time. Other ideas were brought up but nothing has been set.

10. **Reports**

- A. Subcommittee on marketing** – Subcommittee met on 15 October. The subcommittee would like to move forward with a Visitors Guide by developing timelines, Requests for Proposals,

and gathering content material. Tentative implementation date would be around Aug-Oct 2020 with April 2021 publication.

- B. County Rd 7 workshop** – MnDOT held a stakeholder’s workshop on 9 Oct to discuss safety improvements to the Cty Rd 7/Hwy 52 access. The strongest proposal is for a Reduced Conflict Intersection with acceleration lanes and “J-turns” to the north (atop the hill) and south of the current intersection. MnDOT will continue to plan and develop with accommodation and understanding that the Zumbrota commercial/industrial park will continue to expand.
 - C. Business community updates** - ZIBA meeting to take place evening of 15 October, staff will report updates at EDA meeting.
 - D. Marketing in the Morning via CEDA** – MITM will take place on 17 Oct in the space below Wild Ginger and will provide best practices for business marketing via social media. Event is free to attend.
- 11. Adjourn** – There being no further business, President Meyerhofer adjourned the meeting at 8:04 AM.