

Zumbrota Economic Development Authority Agenda

5:30 pm Wednesday August 23, 2023

(rescheduled from August 16, 2023)

Zumbrota City Hall – 175 West Avenue

1. Call to Order
2. Amend/Adopt Agenda
3. Approve Regular Meeting Minutes from July 19th, 2023
4. Monthly Financial Report & Accounts Payable
5. Public Hearings
6. Old Business
 - a. KAAL presentation – Brandon McElroy
7. New Business
 - a. Database for business information, rather than a Chamber of Commerce at this point
8. Reports
9. Adjourn

Zumbrota Economic Development Authority Minutes
5:30 PM Wednesday, July 19, 2023
Zumbrota City Hall, 175 West Avenue

PRESENT: Lindsey Raasch, Todd Hammel, Bob Hawley, Sara Durhman, and Terry Johnson. Also present are Community Development Director Kurt Meister, Communications Specialist & Account Technician Miranda Raasch, and City Administrator Brian Grudem.

NOT PRESENT: Dave Dahlen, Brian Haugen

1. **Call Meeting to Order** – at 5:32 PM by Lindsey Raasch

2. **Amend/Adopt Agenda –MOTION JOHNSON**, second HAMMEL to adopt the agenda. Carried unanimously.

3. **Approve Regular Meeting Minutes of Wednesday, May 17th, 2023 – MOTION HAWLEY**, second JOHNSON to approve the meeting minutes from Wednesday May 17th, 2023. Carried 4-0-1, with Durhman abstaining.

4. **Monthly Financial Report & Accounts Payable – MOTION JOHNSON**, second RAASCH to approve the monthly financial report & accounts payable from May 2023. Carried unanimously.

5. **Public Hearings**
 - A.

6. **Old Business**
 - A.

7. **New Business**

A. Chamber of Commerce Presentation (Info) – Results from the short survey that was handed out to businesses in Zumbrota earlier this year was presented.

B. KAAL – KAAL is revamping their city promotional opportunities. The cost would be \$2,000 per month (from the city) for 6 months, plus \$500 per month for each business that signs up for a commercial spot. Each business would get 25 “spots” per month. The board unanimously agreed that local TV advertising may not be the best use of funds as a lot of households do not have “regular” TV that they would be able to see the advertisements making them obsolete to locals. The board suggested bringing this to ZIBA to guard interest from the local businesses before disregarding this opportunity.

8. Reports

A.

9. Meeting adjourned at 6:07 PM.

CITY OF ZUMBROTA
MONTHLY CASH SHEET
MONTH ENDING JULY 31, 2023

INVESTMENTS: B-E+ H+ J+ K=N
MONEY MARKET: A+ G+ L= O

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	TOTAL
	MONEY	CDS	BALANCE	RECEIPTS	SALE OF	TRANSFERS	MM	CD INT	MM	DISBURSE	PURCH	DEPOSIT	TRANSFERS	BALANCE	CDS	MONEY	TOTAL
	MARKET		7/1/2023	CD\$	CD\$	IN	INT	ACCR	WITHDL	MENTS	CDS	MM	OUT	7/31/2023		MARKET	
206	36,447.80	135,978.74	638.85	0.99			63.50							639.84	135,978.74	36,511.30	173,129.88
250	40,302.79	118,136.93	818.89	1.27			70.21							820.16	118,136.93	40,373.00	159,330.09
262	0.00	0.00	8,491.48	3,640.48										12,131.96	0.00	0.00	12,131.96
263	0.00	0.00	3.77	10,223.87										10,227.64	0.00	0.00	10,227.64
403	61,737.32	7,552.39	47,520.65	57.05			107.55			11,800.62				35,777.08	7,552.39	61,844.87	105,174.34
404	56,237.15	133,109.02	6,612.13	517.37			91.97							7,129.50	133,109.02	56,335.12	196,573.64
421	55,357.82	144,345.27	8,224.63	12.75			96.44							8,237.38	144,345.27	55,454.26	208,036.91
450	0.00	0.00	105.50	15,156.21										15,261.71	0.00	0.00	15,261.71
451	0.00	0.00	(100.00)	16,376.55										16,276.55	0.00	0.00	16,276.55
	250,082.88	539,122.35	72,315.90	45,986.54	0.00	0.00	435.67	0.00	0.00	11,800.62	0.00	0.00	0.00	106,501.82	539,122.35	250,518.55	896,142.72

CHECK	PAYEE	DESCRIPTION	AMOUNT
78765	Revenue incorrectly coded to Fund 403		1,080.00
78817	XCEL ENERGY SOLUTIONS	ELECTRICITY	52.77
78841	GRIMSRUD PUBLISHING	VISITOR GUIDES	4,400.00
78887	TAFT STETTINIUS AND HOLLISTER	TIF CONSULT	750.00
	XCEL ENERGY SOLUTIONS	ELECTRICITY	54.24
	CEDA	ADMIN SERVICES	5,425.41
78889	ELAN FINANCIAL	SUPPLIES	38.20
		APRIL	11,800.62
		RECEIVABLES	
	404	MAIN STREET RENTALS, LLC	18,681.30
	403	ZUMBROTA VET CLINIC	43,659.21
	404	281 MAIN STREET LLC	5,415.51
		TOTAL	67,756.02
		PRINCIPAL OUTSTANDING	
		THESE FUNDS PAY BACK LOANS IN FUND 404	
		THESE FUNDS PAY BACK FUND 403	
		THESE FUNDS PAY BACK LOANS IN FUND 404	

Memorandum

To: EDA Members

From: Kurt Meister – Community Development Director

Date: August 23, 2023

RE: August 23, 2023, EDA Meeting

6. a. KAAL approached the city. They are re-vamping their campaign (2010) to promote the unique charm in Zumbrota. It consists of combined commercials that will air from 5am-Midnight, even during live sports on ABC.

ABC (Covers SE Minnesota and Northern Iowa) – more than KIMT and KTTC

- Top-tier partnership and services to all advertisers
- 25 commercials each month, for each participating businesses
- Monthly proof of performance reports
- New ad production every 6 months

Brandon McElroy, Account Executive, canvasses downtown and received many positive responses

7. Chamber of Commerce – I have had several discussions with local Chambers, Ryan Chambers of Rochester and Craig Novacek of Red Wing are a couple. I have also been in contact with CEDA reps.

The #1 issue with the start of a chamber is communication amongst businesses. ZIBA has a google group to communicate with its members. The Zumbrota EDA will start a communication group for issues that affect businesses in Zumbrota. I receive beneficial information that I would like to forward to the businesses of Zumbrota – as well as information for city festivals or city hall news.

This could build to a future Chamber of Commerce in Zumbrota.