

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
January 22, 2013
Isanti City Hall**

1. Call To Order

The meeting was called to order by Economic Development Director Sullivan at 7:00 p.m.

a. Pledge of Allegiance

b. Roll Call

Members Present: Tara Hallberg, Larry Kuechle, Keith Dragisich and George Wimmer

Members Absent: Dan Collison (Excused)

Staff Present: Economic Development Director Sean Sullivan, City Attorney Clark Joslin

c. Agenda Modifications

No modifications to the agenda were presented.

2. Organization of Advisory Bodies as per Ordinance 181

a) Oath of Office

Economic Development Director Sullivan Administered the Oath of Office for EDA Members present taken. Member Wimmer asked why he had to take the Oath of Office for the EDA when he isn't required for each board.

Sullivan indicated that it was a different than a commission and that it had statutory authority. Attorney Joslin agreed it that it would be good to have all members sworn in.

b) Election of 2013 EDA President

Motion by Dragisich, second by Hallberg to elect Kuechle as President, motion carried unanimously. Chair Kuechle then presided over the meeting.

c) Election of 2012 EDA Vice-President

Motion by Dragisich, second by Hallberg to elect Wimmer as Vice-President, motion carried unanimously.

- d) Election of 2012 EDA President Pro-tem
Motion by Hallberg, second by Wimmer to elect Keith Dragisich as President Pro-Tem, motion carried unanimously.
- e) Election of 2012 EDA Secretary
Motion by Dragisich, second by Hallberg to select Economic Development Director Sullivan, motion carried unanimously.
- f) Election of 2012 EDA Treasurer
Motion by Wimmer, second by Hallberg, to elect Finance Director Ms. Sarah Cotton as Treasurer, motion carried unanimously.
- g) Adoption of 2013 EDA Meeting Schedule
Motion by Wimmer, second by Hallberg to adopt 2013 meeting schedule as presented.
- h) Appointment to Business Industrial Subcommittee
Consensus by EDA was to remove this item from 2014 agenda and not to appoint anyone to this role.

3. Approve Minutes of November 27, 2012 Regular Economic Development Meeting

Motion by Wimmer, second by Hallberg to approve the minutes for November 27, 2012. Motion carried unanimously.

4. Open Meeting Law & Conflict of Interest Information, City Attorney Joslin

City Attorney Joslin highlighted key points to Open Meeting Law and the City of Isanti Conflict of Interest Policy. All members of the 2013 EDA present are the same as 2012 so all members indicated they were familiar with the policy. Member Collison was not present but he has completed the Conflict of Interest Form for the City Council and is not required to do it for the EDA too. The mantra of "When in doubt, check it out" was stated by Attorney Joslin. All EDA members present turned in the Disclosure Form as required by the Conflict of Interest Policy.

Chair Kuechle stated that the Open Meeting Law is an item that sometimes sneaks up on you. He reminded the Authority members that if a quorum of members is indeed present somewhere together it would be better to sit apart from each other but if they were together not to discuss any EDA business.

Chair Kuechle thanked City Attorney Joslin for the giving the presentation.

No formal action was required or taken on this item.

5. 2012 Year in Review

Economic Development Director Sullivan highlighted the 2012 Year in Review and asked if the members wanted more detailed information about any of the items.

Chair Kuechle asked how the Hotel project was coming along.

Economic Development Director Sullivan stated that it was moving slowly and that the City had expended Special TIF Funds for eligible SAC and WAC Fees associated with the project before the statutory deadline of December 31, 2012. It was an internal transfer and if the project was not completed in full the money could be refunded back to the appropriate TIF districts.

Member Wimmer stated that the City has done a good job at not putting itself in a risky financial position for the Hotel project. A legal consult was held with Development Attorney Deike to assure that the City was protected in the event of a default by the Developer. If project is not completed the money will return to the appropriate accounts.

No action was requested and no action was taken.

6. 2013 EDA Marketing/Work Plan

Economic Development Director Sullivan presented the highlights of the updated 2013 EDA Marketing/Work Plan. He stated that only minor changes were made to the plan and that time was needed to see if the current plan was working. Sullivan was encouraged by the amount of investment in Isanti over the past few years in the purchase of existing buildings. Sullivan indicated that the amount of prospect generated by MNCAR has increased significantly. Many of these prospects have communicated to the City that “Isanti is just a little bit too far” for them to consider with was troublesome. Sullivan also reiterated the fact that this was not the case for all businesses as both MCR and Conveyors Direct moved up here from Anoka County. He expects more businesses to do the same and this area has the potential to bring more prospects to Isanti. There are many ongoing items identified in the marketing/work plan that do not have defined costs only devoted staff time. Documented expenditures that have been incorporated into the existing EDA budget include:

- \$1000 Real Estate Journal advertising package
- \$250 Direct mail to targeted audience (MM Manufacturer’s List, MREJ Attendees)
- \$600 Mayor’s Employer Appreciation Luncheon
- \$750 GPS 45:93 membership to market land on MNCAR
- \$650 Presence in conferences (EDAM, etc.)
- \$300 Local marketing signs (Soccer update, Johnson Property etc.)
- \$1000 Promotional items (pencils, pins, Dignitary items)
- \$500 Development and production of ‘marketing portfolio’ with Isanti history, quality of life and other items used to draw interest to the community.

Chair Kuechle inquired as to the poor access and speed to the internet.

Sullivan indicated that he had been in conversations with various internet providers and that there have been updates in fiber within the industrial park within the past year. He stated he could email information to Chair Kuechle. Sullivan indicated that internet providers do not offer maps of where the infrastructure is in place.

Member Wimmer stated that the providers should be more willing to do this in the future. If information was available it should be communicated to businesses.

Consensus of the EDA was to support the updated 2013 plan as presented.

Motion by Wimmer, Second by Hallberg to recommend to the City Council adoption of the 2013 EDA Marketing/Work Plan and to incorporate the line items above into the existing EDA budget. Motion carried unanimously.

7. Other Business / Updates

Economic Development Director Sullivan highlighted the Staff Memo.

- a. Business Prospects
- b. Isanti Hotel Partners LLC
- c. GPS 45:93
- d. Isanti County Meeting Agenda
- e. Isanti Area Chamber of Commerce Events
- f. Training Connection Celebrates 20 Years
- g. Workforce Investment Board Meeting
- h. 2013 Business Arrivals and Departures in Isanti

Sullivan indicated that he was optimistic for 2013 and that there was significant development interest in the City of Isanti.

Member Wimmer stated that approximately 50 lots had been purchased in the past few months for residential development. Smaller manufacturers will be a possibility in Isanti. Indicators are more positive for 2013.

Chair Kuechle inquired about new restaurants coming to Isanti.

Economic Development Director Sullivan indicated that improvements were being made to the former Big Dogs space and that it was looking good for a Chinese Restaurant.

8. Adjournment

Member Hallberg motioned, seconded by Member Dragisich to adjourn at 7:30 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 22nd day of January 2013.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director