

**City of Isanti**  
**Economic Development Authority**  
**Regular Meeting Minutes of**  
**January 24, 2012**  
**Isanti City Hall**

**1. Call To Order**

The meeting was called to order by Economic Development Director Sullivan at 7:02 p.m.

**a. Pledge of Allegiance**

**b. Roll Call**

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

Members Absent: None

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

**c. Agenda Modifications**

No modification to the agenda were presented.

**2. Organization of Advisory Bodies as per Ordinance 181**

- a) Oath of Office  
Oaths for EDA Members present taken.
- b) Election of 2012 EDA President  
Motion by Kennedy, second by Dragisich to elect Kuechle as President, motion carried unanimously. Chair Kuechle then presided over the meeting.
- c) Election of 2012 EDA Vice-President  
Motion by Kennedy, second by Dragisich to elect Wimmer as Vice-President, motion carried unanimously.
- d) Election of 2012 EDA President Pro-tem  
Motion by Kennedy, second by Hallberg to elect Keith Dragisich as President Pro-Tem, motion carried unanimously.
- e) Election of 2012 EDA Secretary  
Motion by Kennedy, second by Dragisich to select Economic Development Director Sullivan, motion carried unanimously.
- f) Election of 2012 EDA Treasurer  
Motion by Kennedy, second by Dragisich, to elect Finance Director Kristi Smith as Treasurer, motion carried unanimously.
- g) Appointment of Business-Industrial Sub-Committee

No action taken. Economic Development Director Sullivan indicated that no appointments have been made to this committee since 2009. If needed a member will be appointed when group becomes active again.

### **3. Approve Minutes of November 22, 2011 Regular Economic Development Meeting**

Motion by Dragisich, second by Kennedy to approve the minutes for November 22, 2011. 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 2012 EDA are the same as 2011 so all members indicated they were familiar with the policy. The mantra of “When in doubt, check it out” was stated by Attorney Joslin. All EDA members turned in the Disclosure Form as required by the Conflict of Interest Policy.

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

No formal action was required or taken on this item.

### **5. Discussion on EDA Role for Historic Downtown Signage**

Economic Development Director Sullivan presented the Staff Memo. He indicated that he had verbal commitments for the 50% funding of a \$1200 sign requested by the EDA at the previous meeting. He outlined the specifications and process for proceeding with this project. He asked the EDA for additional input and changes to the specifications or process for the sign.

Chair Kuechle asked of the signs content would be able to be changed.

Economic Development Director Sullivan indicated it would be a requirement and he would convey this to parties interested in submitting quotes for the signage.

Member Wimmer asked if the EDA would be interested in adding a requirement to acknowledge that this project was made possible by a partnership between the City and the businesses of downtown. He also indicated the Economic Development Director Sullivan has a done a good job getting this project to move forward as it has been very difficult in the past to get results.

Consensus by the EDA was to add recognition of the public/private partnership to the specifications.

Member Dragisich stated that economic development projects the city has been involved in should be put on website.

Chair Kuechle asked where the sign would be located. He wanted to be sure that it would fit within the landscape and not cause issues with site line, etc.

Economic Development Director Sullivan indicated he had been out at the Police Station adjacent to the Community Billboard with Planner Wilson and they had reviewed the location and that the proposed location would not be a safety concern.

Motion by Kennedy, Second by Dragisich to direct Economic Development Director Sullivan to amend the specifications as discussed and to get quotes to be brought back to the February 2012 EDA meeting. Motion carried unanimously.

## **6. 2011 Year in Review**

Economic Development Director Sullivan highlighted the staff memo and asked if the members wanted more detailed information about any of the items.

Chair Kuechle asked if the City measured the return on investment for projects it provided assistance for.

Economic Development Director Sullivan stated that all of the benefits for each project that was subsidized were presented to the EDA and DAC. The funds used to pay for these projects were fund balances from districts that were available due to the special TIF legislation. Tax revenue, job creation, SAC and WAC and provision of services all factor into the return on investment for the City. In all the projects will provide 30 jobs, significant tax revenue and needed services for the community.

Member Wimmer indicated that the SAC and WAC Fees and permits for projects east of 65 more than paid for the assistance that was provided for those projects. The Wintergreen's project was an opportunity to provide an enhanced restaurant option.

No action was requested and no action was taken.

## **7. 2012 EDA Marketing/Work Plan**

Economic Development Director Sullivan presented the highlights of the updated 2012 EDA Marketing/Work Plan. Last year was difficult due to economy but a solid foundation has been established. Sullivan detailed the expected cash expenditures of each proposed item and the significance of continuing to actively market Isanti. Items such as the Real Estate Journal, Shovel Ready Certification, updating the brochure, and direct mail items were the focus of discussion.

Documented expenditures to incorporate (if not previously identified) into EDA budget include:

- \$2500- Real Estate Journal advertising package
- \$250 – direct mail to targeted audience
- \$500 – Mayor's Employer Appreciation Luncheon
- \$600 – Historic Downtown sign
- \$650- Presence in conferences (EDAM, etc.)
- \$500- Local marketing signs (Soccer update, etc.)

Consensus of the EDA was to support the updated 2012 plan as presented.

Motion by Wimmer, Second by Kennedy to adopt 2012 Marketing Plan as presented and to direct Economic Development Director Sullivan to incorporate the documented expenditures into the EDA budget and to have it reviewed by Finance committee. Motion carried unanimously.

### **8. Other Business / Updates**

Economic Development Director Sullivan highlighted the following items.

- a. Special TIF Project Update
- b. Shovel Ready Certification
- c. RMW Twins, LLC Project Update
- d. C.L. Hough LLC Update
- e. Business Retention Visits
- f. 2011 Business Expo
- g. Business Prospects
- h. GPS 45:93 Meeting Agenda and Minutes
- i. Isanti County EDA
- j. Positively MN Marketing Partnership
- k. City Adopt Billboard Policy for Cable Channel 10
- l. Business Arrivals and Departures in Isanti 2012
- m. Greater MSP
- n. Thank you from the Initiative Foundation
- o. City Council Adopts Electronic Billboard Policy for Cable Channel 10
- p. Business Arrivals and Departures in Isanti

Economic Development Director Sullivan highlighted items on the Staff memo.

### **9. Adjournment**

Member Kennedy motioned, seconded by Member Dragisich to adjourn at 7:45 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 25th day of January 2012.

Respectively Submitted,

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Sean M. Sullivan, Economic Development Director