

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
January 25, 2011
Isanti City Hall**

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

The meeting was called to order by Economic Development Director

a. Pledge of Allegiance

b. Roll Call

Members Present: Tara Hallberg, Keith Dragisich, Jim Kennedy, Zachary Knudson
(Youth Representative) Larry Kuechle, and George Wimmer

Members Absent:

Staff Present: City Attorney Clark Joslin and Economic Development Director Sullivan

c. Agenda Modifications

Motion by Member Wimmer, second by Member Kuechle to approve the agenda as presented. Motion carried unanimously.

2. Organization of Advisory Bodies as per Ordinance 181

- a) Oath of Office
Oaths for EDA Members present taken.
- b) Election of 2010 EDA President
Motion by Wimmer, second by Kennedy to elect Kuechle as President, motion carried unanimously. Chair Kuechle then presided over the meeting.
- c) Election of 2010 EDA Vice-President
Motion by Kennedy, second by Hallberg to elect Wimmer as Vice-President, motion carried unanimously.
- d) Election of 2010 EDA President Pro-tem
Motion by Dragisich, second by Hallberg to elect Kennedy as President Pro-Tem, motion carried unanimously.
- e) Election of 2010 EDA Secretary
Motion by Wimmer, second by Kennedy to select Economic Development Director Sullivan, motion carried unanimously.
- f) Election of 2009 EDA Treasurer
Motion by Wimmer, second by Hallberg, to elect Dragisich as Treasurer, motion carried unanimously.
- g) Appointment of Business-Industrial Sub-Committee
No action taken.

3. Approve Minutes of November 23, 2010 Regular Economic Development Authority Meeting Motion by Kennedy, second by Dragisich to approve the minutes as presented. Motion carried unanimously.

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

City Attorney Joslin was present to review open meeting law and conflict of interest. Economic Development Director Sullivan stated that the oath of office and the Disclosure Form pertaining to the Conflict of Interest Policy needed to be completed prior to February 1, 2011 to be consistent with City policy.

5. Consider Removal of Youth Representative from EDA

Economic Development Director Sullivan indicated that this item was requested to be on the agenda at the November 23, 2010 meeting. The staff memo was presented highlighting the attendance of Youth Representative Knutson and policy of the EDA regarding this matter.

Member Wimmer outlined that the EDA had experience with this issue in the past concerning a voting member and it resulted in the removal of the member

Youth Representative Knutson indicated that he had notified Economic Development Director Sullivan of his absence due to illness on November 26, 2010 (3 days following the regularly scheduled meeting) and this was verified. He asked the EDA to consider keeping him on the EDA.

The EDA membership discussed Youth Representative Knutson's request and indicated that there are expectations for members and that those expectations were not met.

Motion by Wimmer, second by Kuechle, to recommend removal the Youth Member from the EDA for 3 or more absences in a year. Motion carried unanimously.

Staff was directed to start the process to fill the vacancy created by the removal of the Youth Representative.

6. 2010 Year in Review, Economic Development Director Sullivan

Economic Development Director presented the staff memo. Economic Development Director highlighted GPS 45:93 and is goal a regional marketing. A website was launched in December 2010 and the City is utilizing this medium to market the City of Isanti. Sullivan highlighted the advantages of Isanti.

Member Wimmer inquired as to the satisfaction of the EDA with the Staff work from Economic Development Director Sullivan. The consensus of the board was that the work has been good.

Economic Development Director Sullivan thanked the EDA for their confidence in him.

7. 2011 EDA Marketing / Work Plan

Economic Development Director Sullivan presented the Staff memo and outlined the marketing initiatives and goals identified within the 2011 EDA Marketing / Work Plan. Sullivan updated estimated costs associated with: Real estate signage, GIS, and Shovel Ready Certification. Sullivan also indicated that some of the marketing opportunities could be packaged together and there could be some additional cost savings.

Member Wimmer indicated that site preparation work is important and that something should be done to make sure that we have the information necessary to have land transactions move quickly.

Sullivan indicated that \$0.00 dollars have been allocated for marketing in 2011. \$26,000 was allocated to the EDA marketing budget in 2010 and there are sufficient funds to implement certain items. Economic Development Director asked the EDA for comments and direction moving forward with the marketing plan in particular what items to fund and at what levels. Feedback in particular to real estate signage authorization and GIS recommendation and participation in the Rail Industrial Park study that is being coordinated by the Isanti county EDA.

Staff was directed to prioritize marketing items and to bring it back to the next meeting for discussion. Direction was also given to staff to indicate staff capacity to accomplish marketing goals acknowledging that there are only so many hours in the work week.

Member Dragisich indicated that industrial real estate signage was a priority to him.

Consensus from the EDA was to proceed with Real Estate signage, and to bring back quotes in February 2011, to continue the Mayor Employer Appreciation Day, recommend \$900 for GIS update, and to prioritize marketing ideas.

8. Other Business / Updates

Economic Development Director Sullivan highlighted the following updates. Discussion relating to sending out a postcard advertising for Community Forums relating to City services.

Member Wimmer indicated that cities are having very tough financial times due to cuts being made by state government. The City Council is looking for input from citizens and businesses on how to address this in terms of city services provided or other means.

Economic Development Director Sullivan indicated that he had a conflict in attending the 2011 Business Expo. He asked if the EDA membership would be willing to attend the event and help with the booth.

Sullivan informed the EDA about the change in operation of the Isanti Chamber. And the status of the Special TIF Projects

- a. Isanti Chamber of Commerce Notification
- b. Sale of 3 Star Properties – Water Works Manufacturing
- c. Business Retention Visits
- d. GPS 45:93 Meeting Agenda
- e. Isanti County EDA Meeting Agenda and Minutes

- f. 2011 Business Expo
- g. New Businesses in Isanti
- h. EDA Website Update
- i. EDAM Winter Conference
- j. NDC Training
- k. 2011 EDA Meeting Schedule

9. Adjournment

Kennedy motioned, seconded by Dragisich to adjourn at 8:15 pm. Motion passed unanimously.

Dated at Isanti, Minnesota, this 28th day of January, 2011.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director