

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
November 1, 2016
Isanti City Hall

1. Call to Order

The meeting was called to order by President Wimmer at 7:37 p.m.

a. Pledge of Allegiance

b. Roll Call

Commissioners Present: George Wimmer, Keith Dragisich, Ross Lorinser, Dan Collison,
Paul Bergley, and Tara Hallberg

Commissioners Absent: Steve Lundeen

Staff Present: Economic Development Director Sean Sullivan

c. Agenda Modifications

2. Approval of Agenda

Motion to approve Agenda as presented by Lorinser, second by Collison, motion carried unanimously.

3. Approve Minutes of October 4, 2016 Regular Economic Development Meeting

Motion by Collison second by Lorinser to approve the minutes for October 4, 2016. Motion carried unanimously.

4. Review Framework for Marketing Initiatives and Strategy

Economic Development Director Sullivan highlighted items in the Framework for Marketing Initiatives and Strategy. Sullivan focused on examples of specific marketing efforts and the results that were generated. He stressed that the City was using multiple mediums to market to different audiences and that some of the efforts have been generating results. He also noted that there are many leads that are explored that end up not going anywhere. He stressed the fact that the most recent aerials are from 2011 and do not show the commercial, industrial and residential growth that has occurred which can be very misleading. Once aerials are flown the marketing materials produced will be more relevant. Building relationships with existing businesses and potential future business is key.

Discussion Ensued.

Isanti County Commissioner Warring indicated that Isanti County was looking at funding for new aerals to be flown in April 2017.

Members Dragisich and Collison indicated that they have seen posts on Linked In and that they were done well.

Consensus of the EDA was that Economic Development Director Sullivan was doing a great job and that the Economic Development Team should continue with the initiatives that were outlined in the strategy discussed and wait for the production of some marketing materials based on the new aerals to be flown.

No action was requested, none was taken.

5. Consider Advertising in North 65 Chamber – Isanti County Map

Economic Development Director Sullivan highlighted the staff memo touching on the history of the previous map done by the Cambridge Chamber of Commerce and the concept moving forward for the North 65 Chamber of Commerce. He acknowledged the disproportionate sizing of the Cambridge, Isanti and Braham maps in the Cambridge Chamber publication. He asked Melissa Bettendorf, President of the North 65 Chamber of Commerce, to have the maps be more proportional in the new North 65 Chamber of Commerce map being produced. Sullivan thought advertising in this map would be a good use of marketing dollars as long as the maps were proportional.

Discussion ensued.

President Wimmer expressed his dissatisfaction with the fact that there was not a mock-up done for the proposed map. He stressed that before the EDA should consider investment in this marketing medium the EDA needs to know what the final product will look like. He understood why the Cambridge Chamber of Commerce Map has Cambridge larger than Isanti but could not understand why Isanti was shown in an equal size to Braham. He has no interest in advertising in a map that does not show a true representation of the size of the City of Isanti and relation to the other cities in the individual map section.

Chamber President Melissa Bettendorf stated that she was unable to get a mock map done in time for the meeting and thanked Economic Development Director Sullivan for submitted corrections to the Isanti base map. They are in the draft stage she will provide a draft when available. She picked up this project which was started by Eric Champion some time ago and was trying to move it forward. She also indicated that the sizing of the maps should be adjusted.

Member Dragisich indicated that for the cost he thought investment in this map would be worth it as long as Isanti is shown nicely.

President Wimmer is concerned that if a map shows Isanti disproportionately small it will hurt Isanti. We are not the same size as Braham and it should not be represented that way. Proportionality is important.

Member Lorinser expressed the same concern as President Wimmer and that at times we have been viewed as the little brother of Cambridge and that we are not.

Discussion ensued.

Consensus by the EDA was to wait until a map proof was available showing the layout, content and sizing before considering whether or not to advertise in the map. It would then be reviewed, approved or denied by City Council when it's ready.

6. Other Business / Updates / Communications

Sullivan highlighted items on the Staff Memo.

President Wimmer indicated the Senator Klobuchar and Governor Dayton have shown interest in supporting programs like MIF and JCF in meetings the City has been present. These programs have been under attack and need to be supported. Sen. Klobuchar had some good suggestions regarding the Rail Industrial Park and customs from regional airports.

Member Dragisich asked about status of Coborn's project.

President Wimmer stated Coborn's submitted a site plan for the gas station, canopy and kiosk. Plans were not submitted for a convenience store and /or car wash. The car wash and convenience would come at a later date but is was not certain. From a business standpoint they are doing incredibly well.

- a. Business Prospects/Projects
- b. GPS 45:93
- c. EDAM
- d. NLX Steering Committee
- e. CVN
- f. MN Real Estate Journal Industrial Conference – November 17, 2016
- g. CGI
- h. Promotional Bag and Welcome Brochure
- i. Minnesota Manufacturing Week Visits
- j. Governor's Council on Freight Rail
- k. 100- 102 Dahlin
- l. Housing Starts in 2016
- m. Business Arrivals and Departures in Isanti 2016

6. Adjournment

Lorinser motioned, seconded by Collison to adjourn at 8:15 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 1st Day of November, 2016.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director