

Economic Development Authority Meeting Minutes
November 4, 2020

1. **Call to Order:** President Johnson called the meeting to order at 9:11 am.
 - a. **Pledge of Allegiance**
 - b. **Roll Call:** EDA Members present: Jeff Johnson, Steve Lundeen, Dan Collison, Jimmy Gordon, Justin Nielson. Staff present Community Development Director Sheila Sellman, City Administrator Josi Wood. Absent Luke Merrill.
 - c. **Agenda Modifications:** None
2. **Approval of the Agenda:** Motion by Lundeen, Second by Nielson to approve, motion passed 6-0.
3. **Approve minutes of October 6, 2020 regular meeting:** Motion by Bergley, Second by Lundeen, motion passed 6-0.
4. **Public Hearing**
 - a. Sale of EDA land PID 16.029.1400: Sellman explained that in May 2019 the EDA voted to sell EDA owned land to UPS for an expansion. The public hearing was held and no one from the public was present to speak on this item. The sales price of \$165,000 was agreed upon and the purchase agreement was presented. The City Attorney and UPS' counsel is working out the details. Motion by Collins to approve the resolution of approval, second by Nielson motion passed 6-0.
5. **Business Items**
 - a. Contract for Retail Academy Services: Sellman reviewed the proposed services indicating the following items will be included: Research-Custom demographic research – historical, current, and projected demographics – to include market trade areas by radius, drive times, and custom trade area. Custom Trade Area identified using Mobile Tracking Data. Retail Gap Analysis for trade area (i.e. leakage and surplus). Peer Market Identification. Trade Area Comparison Analysis. Tapestry Lifestyle Segmentation Analysis – psychographic profile of trade. Identification of priority retail categories for recruitment. Retail prospect identification of at minimum 10 retail prospects to be targeted for recruitment with discussion of site selection criteria. **Real Estate Analysis:** Retail Real Estate Analysis performed by licensed retail real estate professionals. Create Aerial imagery of trade area(s). Identify Target Zones for short- and long-term retail development **Marketing Materials:** Development of Customized Marketing Guide **Retail Academy:** Education on Retail Recruitment Implementation. And one Retail Academy Workshop, totaling six hours. Motion by Collins to approve the contract, second by Lundeen motion passed 5-1, Gordon Nay.
 - b. Commercial land discussion: The EDA directed Sellman to come back with sales prices for some commercial land in town, specifically east of TH 65. The EDA discussed if they should own land to offer incentives, the land being the incentive like the Shovel Ready program. Gordon said that is not our place. Johnson asked what do we have to offer, land is a great incentive. Collins asked what it would cost to make lots shovel ready. The board directed Sellman to discuss land purchase with

the Finance director to see if there are even any funds and to find out what it takes to make a property shovel ready.

6. **Other Business/Updates/ Communications:** Sellman provided information on East Central Regional Development Commission COVID relief grant, a flyer was in the packet. The closing on BP metals happened on October 28th.
7. **Adjournment:** Motion by Bergley, second by Lundeen to adjourn, motion passed 6-0 meeting adjourned at 9:56pm