

**City of Isanti
Economic Development Authority
Regular Meeting Minutes of
December 6, 2016
Isanti City Hall**

1. Call to Order

The meeting was called to order by President Wimmer at 7:30 p.m.

a. Pledge of Allegiance

b. Roll Call

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

Commissioners Absent: None

Staff Present: Economic Development Director Sean Sullivan

c. Agenda Modifications

2. Approval of Agenda

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

3. Approve Minutes of November 1, 2016 Regular Economic Development Meeting

Motion by Lorinser second by Collison to approve the minutes for November 1, 2016. Motion carried unanimously.

4. Consider Survey of Newly Constructed Houses/Residents

Economic Development Director Sullivan highlighted the steady growth Isanti has seen over the past three years and the opportunity to survey approximately 140 new households that has moved into newly constructed houses. He indicated that this sample would be a good group to survey to get an idea on why people are moving to Isanti. Information could be used to for economic development, marketing and planning. He also indicated that it would increase changes of a returned surveys if a self-addressed stamped envelope was included. Staff asked for feedback from the EDA.

Commissioner Hallberg stated that an incentive should be included in the survey to get a better response rate.

President Wimmer indicated that they had talked about this at a League of MN Cities conference and that new residents appreciated that the city wanted their feedback

Economic Development Director Sullivan and Commissioner Collison shared the opinion that if an incentive were used the person being surveyed would lose their confidentiality.

Commissioner Dragisich stated that he thought this was a good idea.

Commissioner Lundeen expressed concern at the cost for this survey, especially if the City didn't get a good return rate. He thought it might be better to ask local realtors.

Commissioner Collison requested some changes in the form letter to be sent signed by Mayor Wimmer.

Consensus of the EDA was that this information would be optional. It was also recommended to ask some local businesses for some gift cards that could be used as incentives. The ability to sign up for the incentive would be optional.

Motion by Lundeen, second by Bergley to recommend to the City Council to direct staff to add an incentive section to the survey, work with President Wimmer on the cover letter and to send out a survey to the residents of the houses constructed 2014-2016. This project to be funded from EDA Marketing 495 fund. Motion carried unanimously.

5. City of Isanti and Chamber Map Update

Economic Development Director Sullivan outlined the two map concepts and their purposes. He referenced the sizing of the map in the North 65 Chamber of Commerce and that it was now representing Isanti proportionally and fairly in the publication. Based on this changed has asked if the EDA was comfortable moving forward with and ad in the publication.

Commissioner Bergley pointed out that the location of the Cities (Isanti, Braham and Cambridge) shown on the draft North 65 Chamber Map was not consistent to their actual location and this this was a concern of his. Commissioners stated that the Isanti County map being on the reverse side helps minimize this concern.

Discussion ensued but consensus was that based on the change in the sizing of the map the EDA wanted to advertise in the publication.

Sullivan explained to the EDA that he has been working with ECM and other vendors to get quotes for a City of Isanti Map in addition to the Chamber map. At this point he has only able to get a solid quote for ECM but was waiting for quotes from two other vendors. He expressed concern at getting the project complete in order to get it in the March Isantian for delivery.

Commissioner Dragisich asked if the city had considered an App for a City map that would be mobile. Commissioner Dragisich asked if it would be better to have a less highway and more descriptive and fun map that residents might use more.

President Wimmer stated that he thought this was a good idea and that it had been discussed at a League of Minnesota Cities conference he had attended. He stated that the current city technology

is not where it needs to be to do something like this. He reference that the city will be getting GIS in the future (2018) and that once this was in place project like this would be possible.

Sullivan passed out a version of map done by Bolton and Menk that had only a City map on one side and places to visit and things to see on the other without a county a map. He asked if the EDA would like to do something like this.

The consensus was that the Isanti County map was helpful as it helped in identifying the locations of specific cities in reference to each other and certain destinations. The EDA did want to keep the Isanti County Map as part of its publication and not replace it with other City or regional information.

Motion by Lundeen, second by Lorinser to recommend to City Council to purchase a business card sized ad in the North 65 Chamber of Commerce Map for a cost not to exceed \$300. Staff is to provide information for the ad that included City Logo, address and contact information for the city. This project to be funded from EDA Marketing 495 fund. Motion carried unanimously.

Motion by Lundeen, second by Dragisich to direct staff to continue work relating into process, quotes and design of Isanti of Isanti/County of Isanti Map to be mailed out in the Isantian and to ultimately bring to City Council for consideration.

6. Consider Recommendation for Installation of Real Estate Sign at 100 Dahlin

Sullivan presented the staff memo and highlighted the cost and design of the proposed sign. Cost were separated between actual cost of the sign (\$260.00), the posts (\$125) and the installation (\$200).

Discussion ensued. EDA commissioners referenced past practice in relation to the installation of sign and felt that the purchase of posts and installation should be done by public works.

Motion by Lundeen, second by Lorinser to recommend to the City Council accept the real estate sign design, cost and vendor for \$260.00 and to have public works purchase the posts and install the sign at 100 Dahlin Ave NE.

7. Other Business / Updates / Communications

Sullivan highlighted items on the Staff Memo including that O'Reilly Auto Parts was coming to town.

Sullivan read the letter of resignation submitted by Commissioner Dragisich.

The EDA and Staff thanked him for his service.

- a. Business Prospects/Projects
- b. GPS 45:93
- c. EDAM
- d. NLX Steering Committee
- e. CVN
- f. CGI

- g. Legislative Visit with House Speaker Kurt Daudt
- h. Tentative 2017 EDA Meeting Schedule
- i. Housing Starts in 2016
- j. Business Arrivals and Departures in Isanti 2016

6. Adjournment

Lorinser motioned, seconded by Collison to adjourn at 8:02 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 6th Day of December, 2016.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director