

**City of Isanti  
Economic Development Authority  
Regular Meeting Minutes of  
February 28, 2012  
Isanti City Hall**

**1. Call To Order**

The meeting was called to order by Economic Development Director Sullivan at 7:03 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

**c. Agenda Modifications**

Motion to approve the agenda as presented by Member Hallberg, second by Member Dragisich. Motion carried unanimously.

**2. Approve Minutes of January 24, 2012 Regular Economic Development Meeting**

Motion by Hallberg, second by Dragisich to approve the minutes for January 24, 2012. Motion carried unanimously.

**3. Consider Proposals for Historic Downtown Directional Sign**

Economic Development Director summarized the Staff Memo and outlined each sign proposal. Ken Drilling from KJD Signs, and Jill Reller from Pillar Signs were present and available to answer questions about their proposals. Jeremiah Sedler was not present and submitted a letter apologizing for him not being able to be at the meeting due to a previous commitment. Each proposal was unique with cost varying from \$810.00 (Reller Signs), \$1198.10 (Pillar Signs), to \$1,200 (KJD Signs) which was within the original sign specifications. Discussion ensued regarding the content and design of the proposed signs from KJD Signs, Reller Signs and Pillar Signs. Discussion about sign warranties ensued. Conclusion was that Alumacor (Manufacturer) backed its products from 7-10 years and that it would be standard for the vendors. More detailed analysis of the quotes identified cheaper materials for the Reller quote and smaller size and superior materials for the KJD Signs quote. The materials in the Pillar quote were closer to KJD Signs standards but not quite as

good due to the lack of vinyl in the posts. Consensus by the EDA was to work with either Pillar and/or KJD Signs due the superior quality of the materials in their proposals.

Ken Drilling indicated that he included as many of the business types as possible to try to draw the interest for a broader base of consumers or potential downtown visitors. He also indicated that he used “blue” because it was informational like the interstate signs. Jill Reller indicated that “less is better” and that she focused on key components to the downtown which included the Community Center and City Hall. Consensus by the EDA was that the KJD sign was too “busy” but the design and materials were best and the proposal submitted by Pillar has the level and type of content preferred but that the design wasn’t the best.

Jill Reller presented another sign concept that involved attachment to the current community billboard. This sign concept was not previously submitted and the cost associated with it was in excess of the \$1200 cap defined by the EDA. Discussion ensued.

Chair Kuechle asked if there would be line of site issues.

Member Wimmer questioned whether or not there would be right-of way issues.

Economic Development Director Sullivan stated that this concept would not have any site line or right-of-way issues.

Consensus by the EDA was to move forward with this sign concept and to have Ken Drilling and Jill Reller work together on getting it quoted and designed as quickly as possible.

Motion by Member Wimmer, second by member Kennedy to recommend to the City Council to select the concept that was attached to the existing Community Billboard sign for a cost not to exceed \$1500 (\$900 contribution from EDA budget) and to have Ken Drilling and Jill Reller work together on the sign if possible. Motion carried unanimously.

#### **4. Other Business / Updates**

Mayor Wimmer updated the EDA about a proposed wakeboard project next to Rum River BMX on City parkland. An agreement framework will be brought to the City Council on March 6.

Economic Development Director Sullivan highlighted the following items.

- a. Business Retention Visits
- b. C.L. Hough LLC Update
- c. 2011 Business Expo
- d. Business Prospects
- e. Special TIF Legislation Deadline Looming
- f. GPS 45:93 Meeting Agenda and Minutes
- g. Positively MN Marketing Partnership
- h. Workforce Investment Board Invitation
- i. Business Arrivals and Departures in Isanti 2012

#### **5. Adjournment**

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

Dated at Isanti, Minnesota, this 29th day of February 2012.

Respectively Submitted,

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Sean M. Sullivan, Economic Development Director