

**City of Isanti  
Economic Development Authority  
Regular Meeting Minutes of  
March 22, 2011  
Isanti City Hall**

**1. Call To Order**

The meeting was called to order by Chair Kuechle at 7:00 p.m.

**a. Pledge of Allegiance**

**b. Roll Call**

Members Present: Tara Hallberg, Keith Dragisich, Jim Kennedy, Larry Kuechle, and George Wimmer

Members Absent: None

Staff Present: Economic Development Director Sean Sullivan

**c. Agenda Modifications**

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

**2. Approve Minutes of February 22, 2011 Regular Economic Development Meeting**

Motion by Dragisich, second by Kennedy to approve the minutes as presented. Motion carried unanimously.

**3. Consider Proposal from Real Estate Journal for Coordinated Marketing Effort**

Economic Development Director Sullivan presented the Staff memo and indicated that all of the items identified on the proposal had been budgeted for 2011. The marketing effort is coordinated between conferences, production of marketing materials and print advertising.

Member Wimmer agreed that this was a good program and wanted to move forward with it.

Motion by Wimmer, second by Member Hallberg to authorize the EDA to enter into a proposal submitted by the Real Estate Journal in an amount not to exceed \$5000. Motion carried unanimously.

#### **4. Consider Participation in Initiative Foundation**

Economic Development Director summarized the Staff Memo and indicated that there was room in the existing EDA budget to make the requested contribution of \$700 to the Initiative Foundation. Economic Development Director Sullivan highlighted that Ever Cat Fuels, Granger Machine, Water Works Manufacturing and potentially Prairie Senior Cottages of Isanti had been partially financed or assisted by the Initiative Foundation.

Motion by Member Wimmer, second by Member Kennedy to authorize the EDA to make a \$700 investment in the Initiative Foundation out of the 2011 EDA budget. Motion carried unanimously.

#### **5. Consider Proposal for Update of TIF Plan**

Economic Development Director Sullivan presented the staff memo and highlighted the purpose of the TIF management plan. A current version of this document is very useful for staff and should be updated every year. Sullivan stated that it was put together in the software titled "In-design" and the City does not have access to this and is unable update the TIF Management Plan internally. Northland Securities put together a proposal to update the plan and presented it to the EDA for consideration. The proposal by Northland Securities requires the City to provide the updated data to Northland Securities. If the data can be inserted into the updated plan in less than two hours there will be no cost to the city. Northland securities thought that his was possible but if it did require more than two hours it would be billed out at an hourly rate of \$160/hr with a total not to exceed \$640. This proposed expenditure falls within the 2011 TIF Budget.

Motion by Member Kennedy, second by Member Dragisich to authorize the EDA to accept proposal from Northland Securities in a cost not to exceed \$640. Motion carried unanimously.

#### **6. Consider Relevance of Youth Member for EDA**

Chair Kuechle stated that this item had been forwarded to the EDA to consider the relevance of the position of Youth Member to the EDA and to provide input to the City Council. Chair Kuechle asked each board member for their position on the matter.

Member Dragisich stated that the position was a great opportunity for the youth of Isanti and that encouraging the youth to participate in government and supported the position.

Member Kennedy agreed that this position was beneficial to the youth member and the community to involve the youth but felt that he did not want to see the same applicant that was dismissed appointed again.

Chair Kuechle stated that he felt that the position provides great value and experience to the Youth Member but that the contributions to the EDA are minimal. He also agreed that he would not support the appointment of the individual that was previously dismissed.

Member Hallberg agreed with Chair Kuechle.

Member Wimmer stated that he thought that the Youth Member position benefitted the individual more than it does the EDA. He referenced his satisfaction with how the Youth Member at the Park

Board attends and contributes to the meeting. He did not support the reappointment of the member that was previously dismissed. Member Wimmer highlighted the staff and hard costs associated with trying to fill the position and that there has not been any interest in the position other than the member that was dismissed. Member Wimmer felt that the position should end and that if there were interested individuals we could welcome them to attend the meeting and provide them with materials.

Discussion ensued.

Economic Development Director Sullivan asked if the EDA for direction on how to proceed in removing the position from the Enabling Resolution and Bylaws.

Motion by Member Wimmer, second by Member Kuechle to recommending to the City Council eliminate the Youth Member position from the EDA and make the necessary changes to the Bylaws and Enabling Resolution. Motion carried 4-1 with Member Dragsich voting No.

#### **7. Consider Adoption of 2011 EDA Marketing / Work Plan**

Economic Development Director Sullivan presented the Staff memo and indicated that the City Council had taken action to terminate the Pedestrian Bridge project. Sullivan stated that there were many references to the project in the plan and that it would be prudent to remove them due to the City Council action.

Motion by Member Kennedy, second by Member Hallberg to adopt the amended 2011 EDA Marketing / Work Plan removing references to the Pedestrian Bridge project. Motion carried unanimously.

#### **8. Other Business / Updates**

Economic Development Director Sullivan highlighted the following items.

- a. Community input meetings to help guide future of Isanti and lack of participation by business community
- b. Update on Special TIF projects and Bill in legislature to extend Special TIF
- c. Sale of 3 Star Properties – Water Works Manufacturing
- d. Business Retention Visits
- e. Ralph Johnson
- f. GPS 45:93 Meeting Agenda / Minutes
- g. 2011 Business Expo
- h. 2011 Home Show
- i. Business Arrivals and Departures in Isanti

Discussion about financial participation of the EDA in a marketing piece specifically designed to take advantage of the many visitors the Minnesota Cup will bring to Isanti April-June. The importance of the Isanti Chamber to step up and really work hard to take advantage if this opportunity was discussed by the EDA. Consensus was that this soccer event is a great opportunity and it was very important for the Chamber to play a big role in marketing for our area businesses.

Member Wimmer stated that Economic Development Director Sullivan and City Planner Wilson have done a great job sheparding this event along to this point and felt that the Isanti Chamber needed to get engaged.

Consensus of the EDA was that the Chamber needed to 'step-up' and get involved in this opportunity for Isanti.

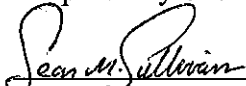
Consensus of the EDA was to give the Economic Development Director discretion to spend up to \$250 to assist in the development and production of a marketing piece aimed at highlighting Isanti businesses. Funds to support this project were already incorporated into the 2011 Approved EDA budget so no additional approvals were necessary. Incorporation of a city logo on the brochure and a private sector lead for this project was preferred.

### **9. Adjournment**

Member Kennedy motioned, seconded by Member Hallberg to adjourn at 7:40 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 23rd day of March, 2011.

Respectively Submitted,



Sean M. Sullivan, Economic Development Director