

**City of Isanti  
Economic Development Authority  
Regular Meeting Minutes of  
April 23, 2013  
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, Larry Kuechle, Keith Dragisich, Dan Collison and George Wimmer

Members Absent: None

Staff Present: Economic Development Director Sean Sullivan

**c. Agenda Modifications**

Motion by Dragisich, Second by Hallberg to adopt the Agenda as presented

**2. Approve Minutes of March 26, 2013 Regular Economic Development Meeting**

Motion by Dragisich, second by Hallberg to approve the minutes for February 26, 2013. Motion carried unanimously.

**3. 2013 Mayors Employer Appreciation Luncheon**

Sullivan presented the staff memo outlining annual event 6 year history and its successes. Sullivan stated that plaques are needed to be ordered to recognize the anniversaries and stated he had been in contact with previous food vendors to provide food for the June 18<sup>th</sup> event.

Sullivan asked for feedback on sending an email invite versus an actual paper copy.

Chair Kuechle asked if employees were welcome.

Mayor Wimmer stated employees were invited.

Discussion ensued as to email and physical invitation being sent. Staff estimated a cost savings of approximately \$100. Discussion was the written invites were more formal but emails might be more effective.

Consensus was to try the email out this year and if attendance significantly dropped to return to written invites.

Mayor Wimmer stated that this event helps encourage communication between the City and businesses and that the email invite would help.

Motion by Dragisich, Second by Wimmer to hold Mayor's Employer Celebration Day on June 18, 2013 for \$600 and to authorize staff to send invites by email, if possible. Motion carried unanimously.

#### **4. Farmers Market and Street Dance Update**

Economic Development Director Sullivan outlined the history of the farmers market and street dances. The Chamber of Commerce has been very helpful in this process as they have been the previous host for the events. The Farmers Market will commence June 1<sup>st</sup> and end sometime in September on Saturdays from 9 to 1. Volunteers and Vendors are needed and Sullivan asked the EDA to forward any connections the EDA members might have. IUP will be considered on May 14, 2013 Planning Commission Meeting. Sullivan indicated that there would be struggles to getting this thing up and running again. He sensed community support would help.

Mayor Wimmer indicated he believed the success of the market the first year would not be to the level of previous markets due to it starting over again. Need to have realistic expectations

Member Collison asked how much vendors would be charged.

Sullivan indicated that they had been charged 10-15 dollars previously. Goal is to bring people downtown and price should not be a deterrent.

Sullivan indicated he had been working with 2 band for the July 27, 2013 and August 24, 2013 event dates. The August 24<sup>th</sup> dance will partner with the Car Show Finale. Sullivan indicated there was the possibility to utilize vendors for the entire day and he would work with Member Collison. The vendors serve as revenue generators for the event.

Member Dragisich asked who the bands were going to be.

Member Wimmer stated that the names could not be released because contracts were still being finalized.

Sullivan stated that one band was country and the other was more of a 70-80's disco/dance band.

Sullivan indicated that having warm-up bands could be problematic as the "headliners" need access to the stage well before their scheduled time to perform.

Mayor Wimmer stated that in past years there had been some issues with opening bands.

Collison asked how the bands were picked.

Mayor Wimmer stated that He and Economic Development Director Sullivan, per City Council direction, reviewed bands submitted and selected two. He stressed that dates were filling up fast and action needed to be taken quickly. He reaffirmed that the City Council had given authorization to proceed with the street dance and selection of bands was part of that process.

Member Dragisich asked if Event Insurance was being considered.

Consensus was to not get event insurance due to cost. If possible, the Rodeo Ground could be used as a back-up.

Sullivan stated the stage needed to be repaired. The City got an estimate to get it fixed for about \$470.00 plus labor. The Chamber was able to get the parts cheaper and will be purchasing the parts. Public Works will be performing the repair work. The City will be asked to contribute \$200 and the Chamber will contribute \$100.00. The result is a net cost saving of \$270.

Member Dragisich asked if advertising would be sold to help defer the cost of the event.

Mayor Wimmer indicated that the City would.

Member Collison asked when we will know who the bands will be.

Member Wimmer stated that as soon as the contracts are signed the band choices will be communicated.

Sullivan stated that significant changes were made to the contracts and they were currently being reviewed.

Electric Service will be needed to be upgraded. Cost will be know by end of week (4.26.13)

Mayor Wimmer asked that the City find a location to keep the stage in good condition.

The Street dances will be held in the evenings 6-10, 7-11, but City could allow for music after hours.

Sullivan asked if Staff had permission to work on this project and to bring it to fruition.

Mayor Wimmer stated the City Council had authorized staff to do so.

There was some discussion as to the City Council authority given to move forward with the band selection by Member Collision.

Mayor Wimmer stated that the City Council had given such authorization.

## **5. CGI - 2013**

Economic Development Director Sullivan asked the EDA if there was any interest in doing a Community Marketing video in 2013-14.

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Motion by Wimmer, Second by Hallberg to contact CGI and notify them that the City of Isanti is not interested in a Community Video for 2013. Motion carried unanimously.

## **6. Other Business / Updates**

Economic Development Director Sullivan highlighted the Staff Memo.

- a. Business Prospects
- b. Isanti Hotel Partners LLC
- c. GPS 45:93
- d. Isanti County
- e. City Marketing Items – Inventory of Shirts
- f. Isanti Area Chamber of Commerce
- g. Workforce Investment Board Meeting
- h. 2013 Business Arrivals and Departures in Isanti

Sullivan Presented the Staff Memo

## **7. Adjournment**

Motion Member Dragisich, second by Member Collison to adjourn at 7:31 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 23rd day of April 2013.

Respectively Submitted,

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Sean M. Sullivan, Economic Development Director