

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
April 5, 2016
Isanti City Hall

1. Call to Order

The meeting was called to order by Economic Development Director Sullivan at 7:40 p.m.

a. Pledge of Allegiance

b. Roll Call

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

Commissioners Absent: Adam Johnson

Staff Present: Economic Development Director Sean Sullivan

c. Agenda Modifications

No modifications to the agenda were presented.

2. Approval of Agenda

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

3. Approve Minutes of March 2, 2016 Regular Economic Development Meeting

Motion by Collison second by Bergley to approve the minutes for March 2, 2016. Motion carried unanimously.

4. Consider Updating Verbiage on Historic Main Street Sign

Economic Development Director Sullivan presented the staff memo highlighting the history of the sign and the contributions of Ken Drilling and Jill Reller. He indicated that the Chamber had moved to another location in Isanti and that the "Chamber of Commerce" needed to be removed from the sign and that adding the Farmers Market was a good idea. He reviewed three sign options and recommended selecting version 3 which simply had Isanti Farmer's Market without and dates or times. He felt that more information would be too small to read.

Commissioner Dragisich stated that it is hard to read and suggested if the lettering could be made bigger and to remove the train.

Commissioner Collison noted that there was no reference to car show.

Commissioner Lundeen suggested that the City Logo, (tree) be incorporated into sign.

President Wimmer notified the EDA that Ken Drilling passed away on Monday

President Wimmer asked if dates and times were important. Discussion ensued.

Commissioner Bergley thought time was a good idea.

Commissioner Hallberg suggested using “seasonal”

Commissioner Dragisich asked about the condition and effectiveness of the sign.

Economic Development Director Sullivan suggested adding an Isanti Blue logo to sign to complement the existing City Community Bulletin board. He also suggested pulling the second arrow off and reference to 1st Avenue.

Commissioner Collison indicated he liked the idea of a two sided sign.

Motion by Lundeen, second by Hallberg to recommend the following for acceptance by the City Council:

- 1) Remove the Train logo and lower 1st Avenue and arrow.
- 2) Rework verbiage on sign to make it larger (more readable) with additional space created by removal of train and 1st Avenue information.
- 3) Redo Farmer’s Market with seasonal verbiage.
- 4) Incorporate the City logo and potentially the blue city logo into sign to blend with the existing community billboard.
- 5) Send revised options reviewed by Staff and President Wimmer and cost directly to the City Council for approval to get sign done before farmers market season begins.

Motion passed unanimously.

4. Other Business / Updates / Communications

Economic Development Director Sullivan asked if there were any questions in regards to the staff memo and offered a more detail on each item if requested.

President Wimmer updated the EDA about the status and preliminary finding of the utility rate study. The information has seen is positive and it looks like some reductions could be made to rates. City Staff, Northland Securities and himself are still working with the numbers to make sure that projections and estimated usage are realistic so that projected rates can be sustainable and utility funds maintaining responsible cash balances.

- a. Business Prospects
- b. GPS 45:93
- c. EDAM
- d. Mayor’s Employer Celebration

- e. ISD 911 Business Advisory Committee
- f. NLX Steering Committee Update
- g. Business Meetings
- h. 100- 102 Dahlin
- i. Housing Starts in 2016
- j. Business Arrivals and Departures in Isanti 2016

5. Adjournment

Lundeen motioned, seconded by Bergley to adjourn at 7:56 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 5nd day of April, 2016.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director