

City of Isanti
Economic Development Authority
Regular Meeting Minutes of
June 2, 2015
Isanti City Hall

1. Call to Order

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

a. Pledge of Allegiance

b. Roll Call

Members Present: Tara Hallberg, Keith Dragisich, Steve Lundeen, Adam Johnson, Paul Bergley and George Wimmer

Members Absent: Dan Collison

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 Johnson, second by Lundeen, motion carried unanimously.

3. Approve Minutes of May 5, 2015 Regular Economic Development Meeting

Motion to approve Minutes as presented by Johnson, second by Lundeen, motion carried unanimously.

4. Consider Resolution Amending City of Isanti Economic Development authority Bylaws

Economic Development Director Sullivan the two options relating to amending the start time of the EDA meeting.

Motion by Bergley to recommend adopt Resolution 2015 - ____ Amendment to City of Isanti Economic Development Bylaws and to incorporate the following language into the Bylaws Section 1. "The Board shall hold regular meetings immediately following the 1st City Council Meeting on the 1st Tuesday of Every Month at Isanti City Hall", second by Lundeen, motion carried unanimously.

5. Consider Advertisement in Business Climate Magazine / Online

Economic Development Director Sullivan presented the staff memo and outline the advertising options. He indicated that the publication would be in print and online and that DEED was going to use it in all of its trade shows and would be direct mailed to site selectors. He stated that DEED has a three year contract with the publication and that he thought it would be a good idea to partner with the State of Minnesota. This is not a budgeting item for 2015 but there are funds available in the EDA marketing 495 fund. He suggested that we use the same map we currently use, or something very close, in the Invest in Isanti brochure.

President Wimmer stated that he had asked Economic Development Director Sullivan to work on a more robust marketing plan for 2016 and that he thought that this was a start to that program. He wants to keep project coming into the development pipeline.

Sullivan agreed that keeping deal flow going was important but that landing all prospects was not realistic.

Discussion ensued and consensus was that this was a great opportunity and that the EDA supports it.

Motion by Lundeen to recommend to City Council to purchase advertising from Journal Communication for the Business Climate Magazine and to select the ½ horizontal with leaderboard at a cost not to exceed \$3,160.00, second by Johnson, motion carried unanimously.

6. Other Business / Updates

Sullivan highlighted the Staff Memo and discussed projects in greater detail.

- a. Business Prospects
- b. Business Expansions
- c. 236 Broadway St SE
- d. Isanti County EDA
- e. GPS 45:93
- f. Congressman Nolan Visit
- g. Housing Starts in 2015
- h. Business Arrivals and Departures in Isanti 2015

7. Adjournment

Lundeen motioned, seconded by Johnson to adjourn at 7:50 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 2nd day of June, 2015.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director