

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

1. Call to Order

The meeting was called to order by President Wimmer at 7:24 p.m.

a. Pledge of Allegiance

b. Roll Call

Commissioners Present: George Wimmer, Keith Dragisich, Ross Lorinser, Dan Collison,
Paul Bergley and Tara Hallberg

Commissioners Absent: Steve Lundeen

Staff Present: Economic Development Director Sean Sullivan

c. Agenda Modifications

2. Approval of Agenda

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

3. Approve Minutes of June 7, 2016 Regular Economic Development Meeting

Motion by Lorinser second by Bergley to approve the minutes for June 7, 2016. Motion carried unanimously.

4. Consider Adoption of Resolution 2016-2 RESOLUTION ORGANIZING THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF ISANTI MINNESOTA

Motion by Lorinser second by Bergley to approve the resolution organizing the economic development authority of the city of Isanti, Minnesota. Motion carried unanimously.

5. Hotel and Isanti Tourism Discussion

Economic Development Director Sullivan introduced Economic Development Intern Skalicky. Skalicky spoke to the risks and profits of a city owned hotel. She highlighted the fact that the majority of municipal hotels had a larger population and different draws than Isanti. Skalicky spoke to the incentives from cities to finance a hotel. She pointed to the feasibility and exit strategies for cities who own hotels. Skalicky gave examples of high attendance events held annually in the City

of Isanti. She noted what competitors were offering, what other amenities could be provided for guests, the benefits of these amenities to residents, and what partnerships could be made. She highlighted the occupancy rates in the region as compared to that of what the hotel would have to have. She spoke to the risks of an underperforming hotel and the courses of action the city would need to take. She noted what other factors should be considered.

President Wimmer asked if the smaller communities were in a larger area or more stand-alone communities. Skalicky stated that example was from Myrtle Beach. Discussion ensued about the area and why the city chose to get involved.

Sullivan asked if there were any questions in regards to anything they heard.

Bergley asked if there were examples of exit strategies from hotels that weren't successful. President Wimmer noted that those examples were in the text. Skalicky confirmed that those were direct examples.

Dragisich asked if the occupancy came from the survey. Sullivan pointed to the different specific occupancy levels in the state, and from the specific region in the IDM Survey. President Wimmer spoke to the better information we will gain from the EIC survey.

Dragisich asked about previously interested investors. Discussion on this came from President Wimmer and Sullivan.

Sullivan talked about how to market the area, and the event surveys. He speculated on how to get the information out to businesses in the area and show them what profits they could be making. President Wimmer also speculated on how the information could benefit business owners and the City of Isanti in general.

Collison wondered at the willingness of businesses in Isanti to market their business versus businesses in other areas. Discussion followed on getting businesses to market themselves at events, and provide incentives to keep the spending by visitors in the City of Isanti, and how to provide the materials to the visitors.

Lorinser asked about the survey and whether we already had survey data or occupancy rates on event weekends in the region. President Wimmer stated it would be simple to call hotels prior to events to see if they were booked to capacity. He also touched on what could be booked by the event coordinators if there was a hotel closer to the complexes. Discussion followed on retaining events in the city, drawing in new events, and how many people from the events booked a hotel room.

Motion by Bergley second by Collison to ask the North 65 Chamber to support the City of Isanti getting a hotel. Motion carried unanimously.

Motion by Collison second by Bergley to research a City of Isanti Gift Bag. Motion carried unanimously.

5. Other Business / Updates / Communications

Economic Development Director Sullivan indicated that Isanti was working on CGI Video. The videographer will be in town July 7 and 8th.

Dragisich wondered what direction the city plans on going in since we have secured pharmacy, clinic and whether we should update the marketing plan. President Wimmer stated that he has been hearing many suggestions from the community and that the City has to continue to build. Sullivan said that they are also looking at more housing options, and there was a discussion on that. There was a discussion also on the amount of retail space the City has left and the cost of renting space.

Sullivan highlighted that the City is at 43 new single family housing permits which is 2 more than last year's total, and that more are in the works of being acquired.

Sullivan provided an update on NLX project. He indicated that the committee was on track to have all project planning and specifications complete by the end of 2017.

- a. Business Prospects/Projects
- b. GPS 45:93
- c. EDAM
- d. NLX Steering Committee Update
- e. CGI
- f. 100- 102 Dahlin
- g. Housing Starts in 2016
- h. Business Arrivals and Departures in Isanti 2016

6. Adjournment

Bergley motioned, seconded by Collison to adjourn at 8:18 pm. Motion carried unanimously.

Dated at Isanti, Minnesota, this 5th day of July, 2016.

Respectively Submitted,

Sean M. Sullivan, Economic Development Director