

Meeting Minutes - Draft Economic Development Authority

Thursday, July 14, 2016

7:30 AM

Council Chambers

I. Call to Order and Approval of Agenda

Also present: Community Planning & Development Director Chris Heineman, Administrative Assistant Mikayla Fischer, Randy Clay, Tonja Clay, Derek Meyers, Laura Meyers, NEC Executive Director Chris Whillock, two consultants from Buxton, Brad Phenow, & Planning Commission Chair Richard Schulte.

Present: 5 - Richard Jackson, Todd Bornhauser, Dale Gehring, Dana Graham and Fred Rogers

Absent: 2 - David Ludescher and Britt Ackerman

II. Approval of Minutes

1. [16-313](#) Draft EDA Meeting Minutes for 05-16-2016 and 05-26-2016

Attachments: [1 - Draft 05-16-2016 EDA Meeting Minutes](#)

[2 - Draft 05-26-2016 EDA Meeting Minutes](#)

A motion was made by Board Member Graham, seconded by Vice President Bornhauser, to approve the minutes for 5/16/2016 and 5/26/2016. The motion carried by the following vote:

Yes: 5 - Board Member Jackson, Vice President Bornhauser, Board Member Gehring, Board Member Graham and President Rogers

III. Unfinished Business

IV. New Business Items

2. [16-314](#) NEC 2016 Second Quarter Report

Attachments: [NEC 2nd Quarter Report 2016](#)

[NEC Services Contract 2015-2016](#)

Whillock reviewed the second quarter report for the Northfield Enterprise Center (NEC), stating they have reached or nearly reached their targeted goals.

Graham asked if an EDA member has been attending the NEC meetings. Ludescher and Gehring were assigned to attend the meetings. However, due to recent scheduling conflicts neither have been available to participate. Graham asked to have this brought up at the next meeting to decide who can attend the meetings.

3. [EDA Res. 2016-003](#) Imminent Brewing Company Revolving Loan Request

Attachments: [Resolution 2016-003](#)

[Imminent Brewing Summary](#)

[Imminent Brewing Application Redacted](#)

[Project Financing Details](#)

Heineman reviewed his staff report on Imminent Brewing Company's revolving loan request. Randy Clay, Tonja Clay, Randy Meyers and Laura Meyers all came forward. They spoke about Imminent Brewing Company's deep connectoin to the community, with Northfield as it's best asset.

A motion was made by Board Member Graham, seconded by Board Member Gehring, to approve the EDA Resolution 2016-003 approving a revolving loan of \$50,000 for acquisition, building improvements, and working capital. The motion carried by the following vote:

Yes: 5 - Board Member Jackson, Vice President Bornhauser, Board Member Gehring, Board Member Graham and President Rogers

4. [16-315](#) Retail Trade Analysis

Attachments: [2016 Northfield Retail Trade Analysis](#)

Heineman reviewed his staff report on the retail trade analysis executed by the University of Minnesota Extension Office.

Bornhauser asked if the extention office would do a presentation on the information and requested the information be distributed to the community.

5. [16-316](#) Buxton Retail Marketing Strategy

Attachments: [Buxton Overview](#)

[Retail Leakage Analysis](#)

[Tips For Tourism Success](#)

[Buxton Analytics](#)

Heineman introduced two representatives from Buxton. He explained their background working with national retailers and developers, and analyzing communities to create reports with specific marketing statistics.

The EDA members discussed:

- land challenges*
- using the information as a planning tool*
- recruitment*

V. Reports and Discussion Items

Heineman shared with the EDA a way of advertising Northfield in the Minnesota Real Estate Journal. He stated it would be a great way to garner regional and commercial retail recruitment.

Graham asked to have a combined meeting with the EDA & Planning Commission sometime in August.

Bornhauser was hoping the new EDA Coordinator would have been hired. Heineman

explained the job description has been updated and within 2-3 months the position should be filled.

- a) **Commissioner Comments and Reports**
- b) **Staff Updates and Reports**
- c) **Comments from the Chair**

VI. Adjournment

A motion was made by Board Member Graham, seconded by Board Member Gehring, to adjourn the meeting. The motion carried by the following vote:

Yes: 5 - Board Member Jackson, Vice President Bornhauser, Board Member Gehring, Board Member Graham and President Rogers