

07.25.2017

ED Partners Quarterly Meeting Minutes

To

Chris Heineman, Northfield EDA
Jenni Roney, NDDC
Todd Bornhauser, Chamber
Chris Whillock, NEC
Lisa Peterson, CVB

From

Nate Carlson, Northfield EDA

Re

Economic Development Partners
Q3 2017 Meeting Minutes

Agenda

- Updates
- Outcome of NDDC Food Crawl Event
- Outcome of Chamber Golf Tournament
- Continued discussion on partner collaboration
- Collaboration on incoming businesses
 - Recruiting roles
- Council Strategic Planning Update

Summary:

Updates

NDDC – Food Crawl event was a success. 3,000 tickets were sold. For next year, the NDDC will build off the success and increase the attendance of the event.

CVB – The CVB just rolled out their new television commercial for the Southeast MN region. Continued planning and marketing for the Superbowl is underway. A Superbowl visitor package is being put together by the CVB. The Vikings will make an appearance for Defeat of Jesse James days on September 9.

City – City Administration has continued discussion on the relocation of the Northfield Liquor Store. The impact of the developments in Dundas on Northfield will continue to be topic of community development discussion.

Chamber – The Chamber Golf Tournament was a success even though there was rain. The Chamber Board is considering the real possibility of relocating the Chamber to another facility. The Chamber welcomes partnership with other organizations to make the move successful. The possibility of capturing the Economic Development Partners under “one roof” would prove to be a great way to collaborate. The Chamber will be hosting Crazy Days on July 27.

NEC – Initiating accountability standards with NEC Clients. There is a business owner looking to purchase an existing business in Northfield. The NEC is attempting to increase the internship possibilities in the next year by building relationships with local businesses and the colleges. A group of schoolteachers approached Chris W. to set up an entrepreneur business field trip of sorts. Potential collaboration may be a possibility. Lunch and Learns continue to bring people in to the NEC.

Partner Collaboration

The group discussed establishing a more comprehensive communication system concerning upcoming events being held in the community. Keeping everyone in the loop would be beneficial to all. Greater discussion entailed the real possibility of co-location of the partners. Partners will discuss with their respective Boards the possibility of co-locating under “one roof.” The partners will support funding levels for each organization.

Recruiting Roles for Incoming Business

The group discussed developing a process for recruiting businesses to vacant storefronts and the difficulty that that process entails. Further discussion will be had at future meetings.

City Council Strategic Planning Update

Chris H. brought the group up to speed on the status of Council Strategic Planning.

Future meetings: October 24th in 2017