

Meeting Minutes - Final Economic Development Authority

Wednesday, April 17, 2019

12:00 PM

Council Chambers

Joint Meeting with Riverwalk Market Fair

I. Call to Order and Approval of Agenda

Attendance: Michael Sparby, Rachel Leatham, Barbara Zaveruha, Lisa Peterson, April Kopack, Teresa Jensen, Andrew Ehrmann, Enoch Blazis, Rich Hirsch, Mike Strobel, Mayor Rhonda Pownell, Britt Ackerman, Mitzi Baker, Nate Carlson and Mikayla Schmidt.

II. New Business Items

1. [19-816](#) Joint Meeting between EDA and Riverwalk Market Fair Board of Directors

Attachments: [1 - Joint EDA RWMF Meeting Agenda](#)
[2 - Final EDA RWMF Contract 2019 - signed](#)

Sparby noted the Economic Development Authority (EDA) has committed to support \$7000.00 for the next two years with the ability to raise \$3000.00 in matching funds.

Discussion was held on:

- how the Riverwalk Market Fair (RWMF) started with funds from a Southern Minnesota Initiative Foundation grant and the EDA,*
- how the organization would like to continue to grow and they have had turnover in staff over the last couple years,*
- balancing recruitment, marketing and outreach,*
- adding more variety of vendors and incorporating the businesses downtown,*
- connecting with the colleges,*
- reaching out to underprivileged communities,*
- collaborating with the Link Center and the Supplemental Nutrition Assistance Program (SNAP),*
- having the Northfield Farmers Market join the RWMF, but the Farmer's Market vendors are hesitant to join because of the cost, the requirement to have a tent and they would have to stay the entire time the RWMF is operating,*
- how to remove those barriers for the Farmers Market vendors,*
- gathering input from local artists,*
- what changes could be implemented to become more inclusive,*
- creating a space for farmers or other vendors so they don't have to stay for the entire RWMF,*
- capitalizing on the other events,*
- how the RWMF is a member of the Chamber and tourism dollars have been utilized for advertising of the RWMF for the last 3 years, which includes outreach to Rochester,*
- and partnership with the Northfield Enterprise Center (NEC) for the vendors to receive business coaching or other help.*

The group then discussed reporting expectations and decided on a fiscal August report,

an end-of-year report in November or December and a goals/vision/long-term report in May or June.

Strobel exited at 1:09PM.

III. Reports and Discussion Items

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

IV. Adjournment

The meeting adjourned at 1:26PM.