

KASSON ECONOMIC DEVELOPMENT AUTHORITY MEETING

Tuesday, March 3rd, 2020

12:30PM

MINUTES

Pursuant to due call and notice thereof, a regular meeting of the Kasson Economic Development Authority (EDA) was held at City Hall this 3rd day of March 2020 at 12:30PM.

The following board members were present: Dan Egger, Chris McKern, Liza Larsen, Janice Borgstrom-Durst, Michael Peterson, and Tom Monson.

Absent: None.

The following staff members were present: Timothy Ibisch - City Administrator, Nicholas Ouellette - EDA Staff.

- I. Call Meeting to Order. Egger called the meeting to order at 12:30PM.
- II. Approve Minutes of the Previous Meeting. Larsen motioned to approve the minutes of the previous meeting as submitted. Borgstrom-Durst seconded.

Ayes (5), Nays (0). Motion carried.

Ouellette interjected to notify the Board a third application for the EDA Board seat had been received after the deadline. Ouellette inquired whether the Board would like to consider the late application. Board members discussed whether to accept the late application for review and decided to receive the application for review.

- III. Tax Abatement Agreement - Elite Marketing & Investments, LLC. Egger opened the public hearing comment period for this agenda item. No public comment was heard and Egger closed the public hearing. Ouellette informed the Board that he, City Administrator Ibisch, and Joe Lonzo had worked to create a Tax Abatement Agreement with stipulations that all parties found acceptable. McKern motioned to approve the Tax Abatement Agreement with Elite Marketing & Investments, LLC. Peterson seconded.

Ayes (6), Nays (0). Motion carried.

- IV. EDA Policy & Procedures 2020. Egger opened the public hearing comment period for this agenda item. No public comment was heard and Egger closed the public hearing. Ouellette informed the Board the EDA Board seat requirements had been added to the manual. Borgstrom-Durst inquired about the length of term for Board members. Egger noted the term length was six years. Monson motioned to make a recommendation to City Council to approve the amended EDA Policy & Procedures Manual. Borgstrom-Durst seconded.

Ayes (6), Nays (0). Motion carried.

- V. EDA Board Seat. Ouellette noted the Board had received three applications for review. Ouellette requested the Board review the applications and make a recommendation to the Mayor to appoint their preferred candidate to the open EDA Board seat. Monson noted he would abstain from the selection process as had open and active business with at least two of the applicants. The Board discussed Matt Nelson's tenure on the City Council and as Mayor in previous years. McKern, as Mayor, recused himself from the selection process as well. The Board decided to write their first preference on paper for City Administrator Ibisch to tally. Ibisch informed the Board the votes were 3-1 in favor of Matt Nelson. Egglar requested McKern take the Board's nomination to City Council for approval.
- VI. Business Façade Improvement Program. Ouellette noted there were two items for the Board to discuss. Ouellette discussed the request for reimbursement he had received from Erdman's County Market for their canopy replacement project; the request was to be reimbursed for \$2,000 from the EDA. Following review of the completed project and invoices, Ouellette requested the Board approve the reimbursement. Egglar motioned to approve the \$2,000 reimbursement to Erdman's County Market. Borgstrom-Durst seconded.

Ayes (6), Nays (0). Motion carried.

Discussion moved towards the proposed 2020 Business Façade Improvement Program. Ouellette noted his request the program be funded with \$10,000 based on the sum of approved reimbursements from the 2019 program. Ouellette noted this would allow flexibility with the remaining \$10,000 budgeted for commercial programs which could be allocated to the business façade improvement program if needed. Borgstrom-Durst asked what the remaining \$10,000 could be allocated towards. Ouellette noted it could be the façade program, revolving loan fund program, or another program the EDA decides to undertake. Monson motioned to allocate \$10,000 towards the 2020 Business Façade Improvement Program. Larsen seconded.

Ayes (6), Nays (0). Motion carried

- VII. Strategic Planning Discussion. Ouellette requested the Board hold a discussion on strategic planning priorities. Ouellette noted his plan is to request Board members rank their top 5 priorities for the EDA to guide further discussion and ultimately outline 1-year, 2-year, and 5-year priorities for the EDA. Egglar discussed housing of all types as an important factor to consider, including business retention and attraction. Ibisch discussed the regional study's and reports which were included to provide context for economic development issues in Kasson. Peterson discussed his experience where half of Kasson residents desire the small-town feel, and the other half of residents desire to have everything Rochester has. Peterson emphasized the importance of managing growth while maintaining the small-town feel. Peterson described residents who desire more amenities, like Rochester, are new those who have come to town for the City's excellent schools. Borgstrom-Durst suggested creating a list of available amenities in Kasson and compare it to those available in Rochester. Ibisch expanded on Borgstrom-Durst's point suggesting a

SWOT analysis could be done for Kasson. McKern mentioned a retail study had been completed for Kasson a few years prior. McKern also stressed the need for growth to increase the tax base to support infrastructure upgrades which enables further growth. Ibisch brought up the City owned land to the south, where if the EDA identified certain businesses the City needs, they could use the land for a business park in an effort to attract those businesses and the land could be used as leverage for State programs to enable development to attract businesses or develop housing units. Monson discussed encouraging growth in a smart manner while maintain the characteristics that define Kasson as a small-town community. McKern stressed the most important question to answer is what the role of the EDA is in addressing the priorities the Board decides on. Monson stressed the importance of not making plans for the future beyond what can be predicted, where future development occurs might not always be where development was initially intended to happen. Borgstrom-Durst brought up the notion of advertising available resources to bring businesses and residents to Kasson, asking how we make people aware of what incentives the EDA has to offer. To wrap up discussion, Ouellette told the Board he would send out an email requesting them to rank their top 5 priorities and he will attach relevant plans and the minutes of this meeting.

Ibisch described Blue Earth's Dumpster Program as a mechanism to help fund the EDA. Ibisch noted the program provided residents low cost access to a dumpster for one week of the year to clean up properties, encourage renovations, and ultimately create an alternate revenue stream for the EDA.

- VIII. Invoices for Public Hearing. Ouellette requested the EDA Board approve reimbursement for public hearing notices to the Dodge County Independent. Peterson motioned to approve the reimbursement. Larsen seconded.

Ayes (6), Nays (0). Motion carried.

- IX. Coordinators Report. Ouellette discussed touring a local commercial property, meeting with Joe Lonzo regarding the Tax Abatement, Brandon Theobald to review the City's Local Trail Connections Grant application, Scott Stroh to share information on the Revolving Loan Fund, and meeting with Jamie Schwickerath regarding Future Forward. Ouellette discussed Adalberto Guzman receiving approval for revolving loan gap financing from the Dodge County EDA; this means Adalberto has begun the process to open his Chuy's Bakery business on Main Street in Kasson. Ouellette also noted a letter of support he drafted on behalf of the EDA for the Kasson-Mantorville School's application to bring industrial tech courses to their middle school.

- X. Other Business. None.

- XI. Items for the April EDA Meeting. Strategic Planning and welcoming the new Board member.

XII. Adjourn. Peterson motioned to adjourn the meeting. Borgstrom-Durst seconded.

Ayes (6), Nays (0). Motion carried and meeting adjourned.

The next meeting will be held at 12:00PM on April 7th, 2020.

Minutes Submitted by: _____
Nicholas Ouellette, EDA Coordinator

Dan Egger, EDA President