

Medford Economic Development Authority
Wednesday, January 11, 2017
5:00 p.m.

Members in Attendance: Heisler, Wencil, Paulson, Merritt, Nelson

Others in Attendance: Administrator Welti

Meeting was called to order at 5:10 p.m. by Vice President Heisler.

New member: Councilmember Chad Merritt introduced himself to the EDA Board.

Motion by Merritt, seconded by Paulson to approve the agenda as presented. Motion carried.

Motion by Nelson, seconded by Wencil to approve the meeting minutes from November as presented. Motion carried.

Motion by Wencil, seconded by Paulson to approve the EDA Financial Report. Motion carried.

Election of Officers was tabled until the March meeting in anticipation of all members being present.

Members discussed potential future initiatives that included focusing on the housing study, choosing one or two projects and doing them well, expanding commercial and industrial businesses, mapping community assets through SMIF, and developing a community foundation. The discussion will continue at the March meeting.

Business and Economic Development Updates: One start-up business has shown interest in a Main Street property, the rough draft of the housing study has been sent to communities and a final draft will be ready for public review in the near future.

The next EDA Networking Event will be held Thursday, January 26, 2017, 5:30 – 6:30 p.m. at Our Homes South.

Motion to adjourn was made by Merritt, seconded by Wencil. Motion carried.

Meeting adjourned at 5:50pm.

Medford Economic Development Authority
Wednesday, March 8, 2017
5:00 p.m.

Members in Attendance: Heisler, Paulson, Duncan, Nelson

Others in Attendance: Administrator Welti, Cris Gastner, Joya Stetson

Meeting was called to order at 5:07 p.m. by President Duncan.

CEDA Presentation: Cris Gastner and Joya Stetson provided the EDA members with a presentation of services offered by Community and Economic Development Associates (CEDA). CEDA has been providing grant writing, and community and economic development services to cities for nearly 30 years. The organization serves 30 cities across western Wisconsin, northern Iowa, and southern Minnesota. Recently, CEDA has been providing an Expanded Marketing Program to its communities by representing the cities at trade shows (International Bio Show, Medical Device and Manufacturing Show, International Processing and Production Expo). Successful networking has been achieved through an annual bus tour of communities contracting with CEDA, and the newly implemented Million Cups networking event.

Mr. Gastner and Ms. Stetson provided the EDA with a First Impressions Proposal that highlighted economic development opportunities within Medford that CEDA could implement if the City of Medford entered into a contract with the organization.

Motion by Heisler, seconded by Paulson to approve the agenda as presented. Motion carried.

Motion by Nelson, seconded by Paulson to approve the meeting minutes from January as presented. Motion carried.

Motion by Heisler, seconded by Paulson to approve the EDA Financial Report. Motion carried.

Election of Officers was tabled until the May meeting in anticipation of all members being present.

Review of the Steele County Housing Study was tabled until the May meeting.

Business and Economic Development Updates: Interested individuals have contacted the City regarding vacant properties on Main Street, and throughout the City. J Merchants will be opening in the Medford Outlet Center the weekend of March 11. A pop up garden pottery store will also be opening in the Outlet Center. Residential development continues to be discussed with local developers.

The next EDA Networking Event will be held Tuesday, March 28, 2017, 5:30 – 6:30 p.m. at Furniture Mart/Ashley Furniture. Refreshments will be provided by Steele Waseca Electrical Cooperative.

Meeting adjourned at 6:35pm.

Medford Economic Development Authority
Wednesday, May 10, 2017
5:00 p.m.

Members in Attendance: Duncan, Heisler, Paulson, Nelson, Wenc

Others in Attendance: Administrator Welti,

Meeting was called to order at 5:00 p.m. by President Duncan.

Motion by Nelson, seconded by Wenc to approve the agenda as presented. Motion carried.

Motion by Heisler, seconded by Nelson to approve the meeting minutes from March as presented. Motion carried.

Motion by Paulson, seconded by Heisler to approve the EDA Financial Report. Motion carried.

Election of Officers. The following slate of officers was nominated and elected by unanimous ballot.

President: Bryan Duncan

Vice President: Tom Heisler

Secretary: Sharon Paulson

Treasurer: Jerri Wenc

Members reviewed the Steele County Housing Study and the highlights handout created by Administrator Welti. Members discussed the need for a range of housing to be developed that would meet the needs of young professionals, families, seniors, etc. Administrator Welti informed the board of his outreach to, and sharing the housing study with, nearly a dozen private and nonprofit developers from the region. Based upon the initial discussions with developers, it will likely take a partnership between a developer and the City to move forward with workforce housing or entry level housing. TIF, abatement, or other economic development tools are being discussed with developers as possible tools that the City may approve to make a development of workforce housing a reality. EDA members supported Administrator Welti's continued outreach to developers. Three Rivers Community Action will be present at the July meeting to inform EDA members of their workforce housing developments in the region and to discuss a possible partnership.

EDA members reviewed the presentation given by CEDA representatives at the March meeting. Members discussed contracting with CEDA for economic development assistance one day every other week for a year. Members felt CEDA could increase the City's presence, provide economic development assistance, and provide a positive return on investment. The approximate cost would be \$11,800, which could be split between the EDA and the general fund. General consensus among the EDA Board was to include the cost of the contract in the 2018 budget which will be discussed at the July EDA meeting.

Business and Economic Development Updates: Interested individuals continue to contact the City regarding vacant properties on Main Street and throughout the City.

The next EDA Networking Event will be held Thursday, May 25, 2017, 5:30 – 6:30 p.m. at the Turkey Store/Jerome Foods offices located at 108 S. Main St.

Meeting adjourned at 6:12pm.

Medford Economic Development Authority
Wednesday, July 12, 2017
5:00 p.m.

Members in Attendance: Duncan, Heisler, Just, Paulson, Nelson, WencL.

Others in Attendance: Administrator Welti,

Meeting was called to order at 5:00 p.m. by President Duncan.

Motion by Heisler, seconded by Nelson to approve the agenda as presented. Motion carried.

Motion by Heisler, seconded by Nelson to approve the meeting minutes from May as presented. Motion carried.

Motion by Heisler, seconded by Nelson to approve the EDA Financial Report. Motion carried.

Members reviewed the financial report. Administrator Welti, reviewed the three (3) Revolving Loans. Motioned by Heisler to approve the financial report. Seconded by Nelson. Motion carried.

Guest speaker & presenter Leah Hall Director of Development with Three Rivers Community Action was introduced by Administrator Welti. Administrator Welti, provided brief comments about his observation of a successful housing development project Harvest Ridge in Plainview, developed, marketed and managed by Three Rivers Community Action. Suggested this "non-profit" developer might be a good resource for future housing development projects in Medford. Members reviewed Leah Hall's slide presentation, focusing on several of their Southern MN housing developments. Leah described the funding process with private investors & various government partnerships. Each of their development projects involve rigorous research and programming that guides the best housing development housing mix plan for that specific community needs. Three Rivers Community Action prided in their collaboration with community, families and seniors developing quality and affordable single-family homes, townhomes, senior living, and apartments. Projects presented: Harvest Ridge in Plainview, Eagle Ridge in Red Wing; Wazuweeta Woods, Pine Island; Prairiewood Townhomes, Fairbault and Spring Creek, Northfield. Just raised question regarding section 8 housing and if Three Rivers Community Action would be involved with that program. Leah Hall stated they develop affordable housing and create mortgages packaged from funded by investors and government to assist families, seniors with quality homes, as well as affordable and market rate rental housing. The ratio of each product is formulated from the needs of the community. Administrator Welti recommended further discussions would be helpful in determining what development opportunities would be available for Medford community. Motioned by Heisler to approve pursuing additional information from Leah Hall and Three Rivers Community Action, seconded by Just. Motion Carried.

Members reviewed 2018 preliminary budget. Motion by WencL to approve 2018 preliminary budget. Seconded by Heisler to approve 2018 preliminary budget. Motion carried.

Business and Economic Development Updates: Administrator Welti is reaching out to restaurants who may be interested in a Medford location. Paulson informed the members Medford Outlet Center is opening a new store City Fashion, opening in about 60 days. The mall continues to work on capital improvement projects. Nelson mentioned SRE is relocating. Interested individuals continue to contact the City regarding vacant properties on Main Street and throughout the City.

No EDA Networking Event in July. Next EDA Networking Event is in September hosted by Abe Paquette at Performance Seed & Insurance.

Next EDA Meeting September 15th at 5pm.

Meeting adjourned at 6:10pm.

Medford Economic Development Authority
Wednesday, September 13, 2017
5:00 p.m.

Members in Attendance: Duncan, Nelson, Wencel, Just

Others in Attendance: Administrator Welti

Meeting was called to order at 5:05 p.m. by President Duncan.

Motion by Nelson, seconded by Wencel to approve the agenda as presented. Motion carried.

Motion by Just, seconded by Wencel to approve the meeting minutes from July as presented. Motion carried.

Motion by Nelson, seconded by Just to approve the EDA Financial Report. Motion carried.

Review of CEDA contract and establish priorities of CEDA staff:

EDA members reviewed the CEDA contract and did not recommend any changes to the contract as presented. If approved by Council, CEDA staff will be present in Medford one day every other week for the 2018 calendar year. The total cost of the contract is \$12,339; \$5,000 of which will be paid out of the General Fund and \$7,339 of which will be paid out of the EDA Fund. The CEDA position was included in the 2018 preliminary budget approved by Council at the August meeting.

EDA members also reviewed the list of priorities developed by Administrator Welti. Developing a priority list was done to achieve a positive return on the City's investment. The list is ranked in order from greatest to least importance, but flexibility would be allowed based upon opportunities that may arise. After EDA discussion and input, priority number 9 was added.

- 1) Applying for economic development grants to assist businesses and the City
- 2) Conducting business retention and expansion visits
- 3) Following up on new business inquiries
- 4) Assisting entrepreneurs
- 5) Recruitment of new industrial and commercial businesses
- 6) Assisting with residential development
- 7) Marketing
- 8) Redevelopment of existing properties
- 9) Quality of life, the development of trails, parks by obtaining grants

Motion by Just, seconded by Wencel, to approve the priority list. Motion carried.

Ron Zeigler, President of CEDA, will be attending the October City Council meeting to discuss the staffing arrangement and answer questions.

Business and Economic Development Updates: EDA members discussed vacant properties throughout the City and received updates on renovations and progress being made at the Outlet Center.

The next EDA Networking Event will be held Thursday, September 28, 2017, 5:30 – 6:30 p.m. at Performance Seed & Insurance Agency, LLC.

Meeting adjourned at 5:40 p.m.

Medford Economic Development Authority
Wednesday, November 8, 2017
5:05 p.m.

Members in Attendance: Duncan, Nelson, Just, Heisler, Paulson

Others in Attendance: Administrator Welti

Meeting was called to order at 5:05 p.m. by President Duncan.

Motion by Nelson, seconded by Heisler to approve the agenda as presented. Motion carried.

Motion by Nelson, seconded by Duncan to approve the meeting minutes from July as presented. Motion carried.

Motion by Heisler, seconded by Nelson to approve the EDA Financial Report. Motion carried.

EDA members reviewed the CEDA contract. If approved by Council, CEDA staff will be present in Medford one day every other week for the 2018 calendar year. The total cost of the contract is \$12,339; \$5,000 of which will be paid out of the General Fund and \$7,339 of which will be paid out of the EDA Fund.

EDA members also reviewed the Medford EDA CEDA Staff Work Plan. The list is ranked in order from greatest to least importance, but flexibility would be allowed based upon opportunities that may arise.

- 1) Applying for economic development grants to assist businesses and the City
- 2) Conducting business retention and expansion visits
- 3) Following up on new business inquiries
- 4) Assisting entrepreneurs
- 5) Recruitment of new industrial and commercial businesses
- 6) Assisting with residential development
- 7) Marketing
- 8) Redevelopment of existing properties
- 9) Quality of life, the development of trails, parks by obtaining grants

Motion by Paulson, seconded by Heisler, to approve the CEDA Contract and the Medford EDA CEDA Staff Work Plan. Motion carried.

Administrator Welti provided an update on the potential Three Rivers development. The development is still in a preliminary concept phase. Three Rivers is proposing 30 townhome units, likely 2-4 bedrooms, that would be rented. Rental assistance may be provided for 4 of the 30 units. Three Rivers is seeking a private developer to build single family homes on the remaining acres of the potential former football field development site. Three Rivers will be following up with the Medford School District about the property.

Mayor Nelson and Administrator Welti provided the EDA with their observations of the developments in Northfield, Faribault, Pine Island and Plainview, which appear to be well managed. Mayor Nelson shared conversations she had with city staff and elected officials from a couple neighboring communities regarding Three Rivers developments and those conversations have all been positive.

Administrator Welti reviewed TIF and abatement with the EDA members.

Mayor Nelson provided members with an update of the Community Growth Initiative process. The Core Leadership Team will be meeting December 7th to prepare for the community meeting.

Business and Economic Development Updates: The Regan bus garage development site work has begun, Paulson informed members that finishing touches were being applied to the new digital board and City Fashions is opening.

The next EDA Networking Event will be held Thursday, December 21, 2017, 5:30 – 6:30 p.m. at the Medford Muni.

Meeting adjourned at 6:02 p.m.