

Economic Development Authority Meeting  
January 20, 2010  
6:00 p.m.  
City Hall

Chair Andrew Colwell called the meeting to order at 6:00 p.m. In attendance Mike Corbin, Gene Luedtke, Brenda DeMars and City Administrator Bill Goldy.

Motion by Corbin, seconded by DeMars to approve the agenda as presented. Carried  
Motion by Luedtke, seconded by Corbin to approve the minutes of 11/18/09 meeting. Carried  
Motion by Luedtke, seconded by Corbin to approve the EDA Financial Report presented. Carried

No Concerns from the general public.

Selection of 2010 Officers

Motion made by DeMars, seconded by Corbin to elect Colwell as Chair. Carried.  
Motion by Luedtke, seconded by DeMars to elect Corbin as Vice-Chair. Carried  
Motion by Corbin, seconded by Luedtke to elect Nelson as Secretary. Carried

Lois Nelson joined the meeting.

Shop Medford Program.

The card design will be modified to list the businesses that are participating in the Shop Medford Program and will contain more information to inform the public better about the program. The card will be able to be punched out of the flyer and will be about the size of a credit card for easy use. Discussion on how to improve advertisement – ie: post cards, newspaper, cast, etc. was tabled at this time.

Discussion on the flyer as to whether to use color or gray scale and the price differences.  
Motion by Luedtke, seconded by DeMars to design the card with the gray scale. Carried

Discussion on changing the dates of the program. Proposed change: 1<sup>st</sup> contest would run from August 1 to September 30 and the 2<sup>nd</sup> contest would run from October 1 to December 31.  
Motion by DeMars, seconded by Luedtke to make the change. Carried

Winners were drawn for 2<sup>nd</sup> contest of 2009.

| \$100 Winners      | \$250 Winner     | \$400 Winner        |
|--------------------|------------------|---------------------|
| 1. Fawn Benson     | 1. Mary Severson | 1. Trissa Wallerich |
| 2. Sharon Collen   |                  |                     |
| 3. Danelle Smith   |                  |                     |
| 4. Marian Dombrock |                  |                     |
| 5. Rhonda Iverson  |                  |                     |
| 6. Kim Borwege     |                  |                     |

EDA Loan packets discussed. Preliminary loan requests will be handled by City Administrator, Bill Goldy to ensure sound loan requests with business plans, collateral to secure loan, etc., prior to being presented to EDA. Business owners and community not informed enough on what EDA can do for them. Consideration of post cards, Cast advertising. Bill will work to get the City website updated with more information and on the community profile and to update flyers that can be made available at local businesses and up and down the I-35 corridor to help inform

#### Ideas to Fill Vacant Retail and Office Space:

Within our resources we will try to help businesses and owners of vacant properties by letting them provide us with information that can be added to the community profile. This could also be helpful for developers that call and are looking for a list of properties available. Property owners would need to inform the city and keep us updated on any changes.

#### Other Business:

Bill Goldy is a good resource for all members and wants to be contacted. Best contact is by email.

Barta property- mention of new RE agency advertising.

Nelson brought to the attention that in the past County EDA money had been available by special request. Bill will check further on this.

Discussion of railroad that runs closest to the downtown being turned into a bike trail that could possibly run through Medford to Faribault. Park and Rec in Owatonna handling. Funding may be covered by bonding. Bill will check further on this.

#### Senior Housing

Bill is talking with developers and will call in the committee formed when time deems appropriate.

Next EDA meeting will be March 17, 2010 at 6:00 p.m.

Motion by Luedtke, seconded by Nelson to adjourn 7:06 p.m. Carried

## **Medford EDA May 19, 2010**

In attendance: Chair Andy Colwell; Secretary Lois Nelson; Councilpersons Brenda DeMars & Mike Corbin; Committee member Gene Luedke, City Administrator, Bill Goldy and Pam Trumball of Click & Ink Designs. Chair called meeting to order at 6:00 p.m.

Agenda approved with one addition under X EDA Loan Application, Business Subsidies. Luedke moved to accept agenda with addition. Second. Carried.

DeMars moved to accept minutes of March 17, meeting. Second. Carried.

DeMars moved to accept EDA financial report. Second. Carried.

Item V. Goldy provided copy of May 6, draft correspondence to Steele Co Board requesting county EDA funds to cover the costs of the fall Shop Medford program and a new city brochure. Corbin moved to support request for county funding assistance. Second. Carried.

Items VI & VII. Pam Trumball, Waseca, representing business, Click & Ink Designs presented to the EDA information & quotes pertaining to city website updates requiring \$160 for software package & design of a new city brochure.

Website discussion included the need of redesign & easier navigation through various screens on the site. Also, that the city site should include posting on can available land, buildings and commercial properties. Information can also be added to the DEED site & city profile. Current site does not record any hits. Gov Office is another software package that could also be used to implement new site design. Other vendors were also suggested.

Discussion continued on need of one or two brochures - one geared to tourism/residential and one EDA-development or if one two-sided card promoting Medford and distributed along the I35 corridor be sufficient.

Shop Medford cards in the past were approximately \$200 a run. New quotes received are for a new design, new size and identifies both mall stores and downtown businesses so are more expensive.

Corbin moved to recommend to city council to allow the city's website be redesigned not to exceed cost of \$2,000. Second. Carried. (With council support, more work and investigation will be done.)

DeMars moved to recommend to the city council that the city brochure quoted by Tri-M Graphics not to exceed \$600 be initiated. Second. Carried.

Corbin moved to recommend to the city council that the Shop Medford program be initiated for Back to School and the Holiday Promotions not to exceed \$3500. Second. Carried.

Item VIII. Goldy shared last council meeting attendance by Commissioner Bruce Kubicek and the county's support of Piper Hill as a county park. Grant investigation possibilities have been initiated in securing this site as a designated park.

Item IX. Goldy has visited with Owatonna Chamber's Katie Nelson on the current activity of the Medford Chamber Affiliate and reactivating the group.

Item X. Goldy shared revised revolving loan programs and information from other like communities. GAP financing is what this EDA has offered in the past to businesses. EDA members are to review and provide suggestions.

Business subsidies policy adopted in May, 2000, was also shared and committee is to review.

Item XI. Discussion items included legislative action - not supporting Medford's request for additional sales tax option to take before the voters. City infrastructure and mandates without extra funding sources is of definite concern. City can go through the request again.

Question raised about the house on the south end of town that had been moved in. A lot has been secured on 3<sup>rd</sup> St SW, necessary permits are in process, foundation has to be in place before house will be moved and remodel completed.

Next EDA meeting, July 21.

Luedke move to adjourn at 7:20pm. Second. Carried.

Lois M Nelson, Secretary  
Medford EDA

## MEDFORD EDA Meeting Minutes

September 15, 2010

In attendance: Chair Andy Colwell; Secretary Lois Nelson; Councilpersons Brenda DeMars & Mike Corbin; committee member Gene Luedke; City Administrator, Bill Goldy.

Meeting called to order at 6:04pm. Corbin moved to accept agenda, Second, carried. Corbin moved to accept July 21, minutes as submitted. Second. Carried. Goldy review Financial Report. All expenses for Shop Medford Program are included. Loan payments are all current. DeMars moved to accept report. Second. Carried.

V. Update on City Brochure. City staff are working on it. Committee made additional suggestions. A draft will be available within 3 weeks for committee with goal of presenting at next council meeting.

VI. Update on Progress with the City Website Redesign. Staff working with web designer. Had data in process. Fall photos need to be taken and loaded. Goal is still to have completed by year end.

VII. Update on Progress w/Pictures for the Website & City Brochure. Summer shots were taken during fair week. Fall shots accomplished with changing colors. Additional feedback shared by committee. Once completed, the website will be managed by city staff.

VIII. Colwell will be delivering Shop Medford Cards and will include information about the logo/slogan contest. Goldy has visited with Superintendent who offered assistance in sharing with faculty in art and business classes. Discussion included a form that could be used with entries. Will be included in The Cast once again. Some discussion on cost for running in the Medford Shopper with Don Kent. Information is on the city website.

IX. 2011 EDA Business & Levy. Maximum levy proposed amount at this time is \$10,000. Revenues total slightly over \$11,000. Expenses approximately at \$5,100 so balance would go to the revolving loan fund.

Discussion on the benefit of the Shop Medford program. Has the Shop Medford program matured and is there something else the EDA could do to serve local businesses? Discussion on whether or not similar dollars could be spent marketing available businesses particularly those with property to sell or lease. Would a tour of available sites be productive? Would businesses respond to an 'open-house' to feature new website, city brochure and give suggestions to this committee? No conclusions or recommendations at this time.

Corbin moved to adjourn at 6:55pm. Second. Carried. Next meeting, November 17, 2010.