

Medford Economic Development Authority

Wednesday February 12, 2020

5:30pm

Members in Attendance: Heisler, Cronin, Nelson, and Bartlett

Others in Attendance: Donna Mack

Meeting was called to order at 5:30pm by President Heisler.

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

Motion by Cronin, seconded by Nelson to approve the meeting minutes from December as presented. Motion carried.

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

Election of Officers

President – Motion by Cronin, seconded by Bartlett to nominate Heisler. Motion carried.

Vice President – Motion by Heisler, seconded by Nelson to nominate Samora (based on acceptance as not present at the meeting). Motion carried.

Secretary – Motion by Cronin, seconded by Heisler to nominate Bartlett. Motion carried.

Treasurer – Motion by Bartlett, seconded by Nelson to nominate Cronin. Motion carried.

Your 2020 EDA Officers are:

President – Tom Heisler

Vice President – Corey Samora

Secretary – Grace Bartlett

Treasurer – Mary Cronin

CEDA Staff Report: EDA briefly reviewed the CEDA Staff report submitted by Ms. Mack.

The EDA Issues Discussion will be carried over to the agenda for the next meeting. The goal is the have more EDA members participate in the discussion. The discussion will be on what the EDA can EDA do in the short/long term to better assist the community.

Business and Economic Development Updates: Nelson shared that Nike and Naturalizer have left the mall. Salon Bella Vita has moved back to their location at the mall. Businesses soon to be opening at the mall include: Happy Tails pet store, and the RAD Zoo. Nelson also shared that the City Brochures have been distributed to multiple cities in the area.

A motion by Cronin and seconded by Bartlett to support the printing of 200 cards (costing \$84.31) to circulate to local truck stops and city chamber locations. Motion carried. Recommendation will be brought forth to the next City Council meeting for expense approval.

A suggestion was made to review the EDA bylaws at the next meeting. The thought would be to add in an EDA approved spending amount, that would allow the EDA to approve expenditures up to a certain amount without prior City Council approval.

The next EDA meeting will be held Wednesday April 8th, 2020 at 5:30pm

Motion by Bartlett, seconded by Cronin to adjourn the meeting at 6:10pm. Motion carried.

Medford Economic Development Authority

CEDA Coordinator's Report - Donna Mack

February 12, 2020

Business Outreach:

Five business outreach. (Two at the mall, and three downtown).

The retail managers at the Ultra Outlets mall remain confident that more special events, and advertising specials for the holidays would incentivize more traffic. Mack discussed this with Simone.

Met with Simone, Ultra Outlet of Minnesota mall. Great one on one future planning. Created a verbal plan to move forward. Need to revisit.

One comment to share is Simone is interested in the City Bike Sharing Program. She offered to be the attendant to monitor the bike station. Open for further discussion with the EDA Board, City staff, and city officials.

The Ultra Outlet Mall has owners willing to lease, but wants to feel confident there will be more traffic first. Further discussion pursued with Simone regarding marketing and advertising.

Simone would like to work together with the City for events, bike trail, and other possible teaming with the community. Possibly a walking/bike trail to McDonald's for mall shoppers.

Business Consultation:

No new entrepreneurs at this time. Other than consulting with mall retailers and Simone.

Jennifer is not interested in continuing to be Medford's Farmer's Market manager.

Reaching out to owners of Whistle Stop diner, phone tag at this time.

Old Business:

Wayfinding Signs – Put on hold until after the 2021 street construction.

Updates:

Met with the City's special workshop regarding city goals on January 29th. This will give the EDA Board and CEDA some direction for future projects.

Discussions with Mayor, City Administrator and City Councilperson.

Started to review the 2015 Comprehensive Plan, most communities go through the plan together at an EDA Board meeting and do an update every five years. Also was seeking information from the Comp Plan for future goals for the community.

CEDA Work Plan:

Apply for economic development grants to assist businesses and city when criteria is met

Continue to conduct business retention and expansion visits

Follow up on new business inquiries

Assist new entrepreneurs

Recruitment of new industrial and commercial businesses

Redevelopment of existing properties

Assisting with residential development when requested

Seeking a better quality of life for the community
ie: parks trails and recreation

Donna Mack

Medford EDA Coordinator

CEDA, Community and Business Development Specialist

Medford Economic Development Authority
Wednesday, August 12, 2020
5:30 P.M.

Members in Attendance: Heisler, Cronin, Nelson, Duncan, Samora

Others in Attendance: Administrator Welti, Donna Mack

Meeting was called to order at 5:50 P.M. by President Heisler.

Motion made by Cronin, seconded by Duncan to approve the agenda as presented. Motion carried.

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

CEDA Staff Report: Ms. Mack informed the EDA that she provided outreach to several Medford Businesses informing them of loans and other resources made available by the State and Federal government in response to COVID. She had been working with one Medford Business that may apply for Medford's Emergency Loan Program, although the business indicated it was waiting for grant funding. Ms. Mack has been working with members of the Park Board on the proposal for a disc golf course on the City's Met-Con open space property.

CARES ACT/Coronavirus Relief Fund: Administrator Welti provided background information on the proposed Medford Small Business Relief Fund Guidelines and Application. The guidelines and application were drafted upon reviewing similar guidelines and applications of five communities. The guidelines and application were drafted in response to the Federal Coronavirus Relief Fund (CARES ACT) legislation passed to provide assistance to cities. Motion by Heisler, seconded by Duncan to recommend to Council to implement the Medford Small Business Relief Fund Guidelines and Application. Motion carried.

EDA Issues Discussion: Members proposed the following economic development issues to prioritize within the next year: retaining businesses through COVID, increase the tax base to keep property taxes affordable, Outlet Center sustainability, attract a restaurant or space for gathering, develop more residential lots, community business survey, business listing update, shovel ready location information for prospect businesses.

Members proposed the following economic development issues to prioritize within the next 5-10 years: Attract factories, warehouses, industrial and manufacturing base; find a solution to expand the capacity of the City's water and wastewater infrastructure so the City can continue to grow; conduct a community survey of residents and businesses; continue to work on recreation opportunities including the bike trail; diversify the tax base; work on redevelopment of vacant buildings

Business and Economic Development Updates: The City is aware of businesses looking at existing available spaces within Medford.

The next EDA meeting will be held Wednesday, October 14 at 5:30 P.M.

Motion by Cronin, seconded by Duncan to adjourn the meeting at 6:44 P.M. Motion Carried.

Medford Economic Development Authority

CEDA Coordinator's Report - Donna Mack

August 12, 2020

Business Outreach:

As needed send emails to businesses from Federal or State COVID-19 updates.

The businesses Mack spoke with said they are doing ok. Others have not responded back.

Business Consultation:

No start-up businesses at this time.

Consulting with a small business interested in a Medford RLF loan.

Minnesota Small Business Relief Grants

Phoned and/or emailed small businesses. This program was for an available \$10,000 grants to Minnesota owned and operated businesses that can demonstrate financial hardship as a result of the COVID-19 outbreak. Applications accepted June 23-July 2 at 5:00pm. This was a computer-generated, randomized lottery system administered by the State of Minnesota. A total of \$60.3 million was available statewide, with \$30 million available for Greater Minnesota small businesses. Grants could be used for working capital to support payroll expenses, rent, mortgage payments, utility bills and other similar business expenses. They do not have to be repaid. This was for 50 or fewer full-time employees.

The Federal Government, to the State Government, to the Local government. The local governments will be receiving CARES Act funding through the Coronavirus Relief Fund (CRF). We need to look at ways how we can spend these funds for economic development.

Old Business:

Wayfinding Signs – Put on hold until after the 2021 street construction.

New Business:

Medford EDA Emergency Loan Program in Response to COVID-19 – One business has entertained the idea. After three conversations via phone and/or email. No response to move forward at this time.

Finding most small businesses continue to wait for grants in Medford and other contract communities. This loan is available with a deadline of December 31, 2020. The CARES Act is now in the creation stage.

Disc Golf – consulting with the Park Board regarding a possibility of a 9 hole disc golf coming to Medford. Last meeting was Thursday, July 30th.

Organized a Park Board meeting with Jerry Paschke, Park Board Chair for Tuesday, June 9th.

Created spreadsheet with resources for Disc Golf Course grant opportunities.

Created an Adopt-A-Park packet.

More information is needed to move forward.

Medford Economic Development Authority
Special Meeting
Wednesday, September 2, 2020
5:00 P.M.

Members in Attendance: Heisler, Cronin, Nelson, Wencil, Samora, Bartlett

Others in Attendance: Administrator Welti, Lisa Full

Meeting was called to order at 5:00 P.M. by President Heisler.

Motion made by Samora, seconded by Wencil to approve the agenda as presented. Motion carried.

Application for Business Façade Improvement Program

Administrator Welti presented a Memo: Lisa Full submitted a Business Façade Improvement Application. Lisa is requesting \$2,500 to hire a contractor to replace mortar and bricks on the brick façade of Full Service Station, 101 N Main Street. The contractor quoted the total project at \$9,785. The maximum amount to be awarded for a Business Façade Improvement Program grant is \$2,500.

The applicant intends to begin the project in Sept. of 2020 and complete it by Nov. 2020.

The applicant, Lisa Full, described the work to be completed and answered questions of the members.

Motion by Samora, seconded by Cronin, to recommend to Council to approve the Business Façade Improvement Program grant of up to \$2,500 for Lisa Full, or Full Service Station. Motion carried.

Application for EDA Loan

Administrator Welti presented a Memo: Lisa Full submitted an EDA Loan Application. Lisa is requesting \$9,656 to hire a contractor to reroof Full Service Station, 101 N Main Street. The term of the loan is 2.5% over 10 years. Administrator Welti and CEDA staff Donna Mack reviewed the applicant's financial information and is recommending to EDA to approve the loan.

The applicant intends to begin the project as soon as possible.

The applicant, Lisa Full, described the work to be completed and answered questions of the members.

Motion by Samora, seconded by Cronin, to recommend to Council to approve the EDA Loan for \$9,656 for Lisa Full, or Full Service Station. Motion carried.

The next EDA meeting will be held Wednesday, October 14, at 5:30 P.M.

Motion by Nelson, seconded by Wencil to adjourn the meeting at 5:10 P.M. Motion carried.

Medford Economic Development Authority
Wednesday, October 14, 2020
5:30 P.M.

Members in Attendance: Heisler, Cronin, Nelson, Wencil, Bartlett

Others in Attendance: Administrator Welti, Donna Mack

Meeting was called to order at 5:30 P.M. by President Heisler.

Motion made by Cronin, seconded by Wencil to approve the agenda as presented. Motion carried.

Motion made by Nelson, seconded by Cronin to approve the August and September meeting minutes as amended; the addition of a goal of establishing a foundation will be added to the August meeting minutes. Motion carried.

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

CARES ACT/Coronavirus Relief Fund: Administrator Welti provided background information on the applications received for the Medford Small Business Relief Fund. Administrator Welti and Donna Mack contacted Medford businesses and daycares to inform them of the grants and assisted businesses with answering questions and completing applications. Seven applications were received and a work group reviewed the grants and recommended seven applications be awarded a total of \$26,744.

Motion by Bartlett, seconded by Cronin to recommend to Council to approve the Medford Small Business Relief Fund program grants. All members voted aye; Wencil abstained. Motion carried.

The following grants were recommended for approval:

Vicky Deering and Barry Benjamin, Happy Tails Pet Store LLC, \$5,000
Jerrie Wencil, Magic Shears Salon, \$1,487
Tammy Pumper, Magic Shears Salon, \$257
Steve Rieser, Complete Fire Sprinkler Services, \$5,000
John Anhorn, Anhorn's Gas & Tire, \$5,000
Lisa Full, Full Service Station, \$5,000
Darla and Heather Terpstra, Bella Vita Salon LLC, \$5,000

Total Awards: \$26,744

CEDA Staff Report: Ms. Mack informed the EDA that she dedicated her time to working with a revolving loan applicant and providing outreach and assistance to several businesses applying for the Medford Small Business Relief Fund.

Business and Economic Development Updates: One semi-filled business on Main Street will be filled with a new tenant within the next couple months; a vacant building on Main Street is being rehabbed, a cold call was received from a business inquiring about a vacant building on Main Street; a church is locating in a vacant space at the Outlet Center and one of the stores is closing at the Outlet Center. Mayor Nelson discussed the Main Street project with members.

The next EDA meeting will be held Wednesday, December 9 at 5:30 P.M.

Motion by Cronin, seconded by Wencil to adjourn the meeting at 6:21 P.M. Motion Carried.

CEDA Work Plan:

Contact businesses for CARES Act, Small Business Relief Fund Grant

Apply for economic development grants to assist businesses and city when criteria is met

Continue to conduct business retention and expansion visits

Follow up on new business inquiries

Assist new entrepreneurs

Recruitment of new industrial and commercial businesses

Create an updated business listing

Redevelopment of existing properties

Create a business and school survey

Reach out to commercial property owners and create a spreadsheet for available properties

Assisting with residential development when requested

Seeking a better quality of life for the community

ie: parks trails and recreation

Donna Mack

Medford EDA Coordinator

CEDA, Community and Business Development Specialist

Medford Economic Development Authority

CEDA Coordinator's Report - Donna Mack

October 14, 2020

Business Outreach:

August worked with Andy Welti and Lisa Full Service Salon for an EDA Revolving Loan Fund.

September, reached out to Medford small businesses to promote the Medford Small Business Relief Fund from the Federal Treasury to the State of Minnesota to local governments.

Business Consultation:

No start-up businesses at this time.

Medford Small Business Relief Grants

Phoned and/or emailed small businesses. This program was for an available \$5,000 grants to Medford owned and operating small businesses that can demonstrate financial hardship as a result of the COVID-19 outbreak. Applications accepted August 24-September 30 at 12:00pm. A total of \$26,744 is recommended to the EDA Board for approval. Grants can be used for working capital to support payroll expenses, rent, mortgage payments, utility bills and other similar business expenses. A total of seven (7) applicants were reviewed to receive grant funding by the Grant Review Committee.

Other small businesses in the community has/had received other COVID-19 related funding and are not eligible to receive duplicative funds from the Medford Small Business Relief Grant funds. Criteria needed to be met to follow Federal Treasury guidelines.

Old Business:

Wayfinding Signs – Put on hold until after the 2021 street construction.

New Business:

Medford EDA Emergency Loan Program in Response to COVID-19 –

(August 2020) One business has entertained the idea. After three conversations via phone and/or email. No response to move forward at this time.

Finding most small businesses continue to wait for grants in Medford and other contract communities. This loan is available with a deadline of December 31, 2020.

(October 2020) With the numerous outreaches to the small businesses, and promoting the CARES Act grant funding, there does not seem to be a need for a loan at this time.

Disc Golf – consulting with the Park Board regarding a possibility of a 9 hole disc golf coming to Medford. Last meeting Mack attended was Thursday, July 30th.

Mack will follow up with Jerry, Park Board Chair now that CEDA hours are completed with the RLF borrower and the Medford Small Business Relief fund.

CEDA Work Plan:

Continue business outreach to assist small businesses with COVID-19 information

Apply for economic development grants to assist businesses and city when criteria is met

Continue to conduct business retention and expansion visits

Follow up on new business inquiries

Assist new entrepreneurs

Recruitment of new industrial and commercial businesses

Create an updated business listing

Redevelopment of existing properties

Create a business and school survey

Reach out to commercial property owners and create a spreadsheet for available properties

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CEDA, Community and Business Development Specialist

Medford Economic Development Authority

Wednesday December 9, 2020

5:30pm

Members in Attendance: Heisler, Samora, Duncan, Cronin, Nelson, and Bartlett

Others in Attendance: Andy Welti, Donna Mack, Lisa Full

Meeting was called to order at 5:37pm by President Heisler.

The EDA presented a certificate to Lisa Full for the 20th anniversary of Full Service Station and completion of the exterior updates made to the building.

Duncan moved to approve the agenda, seconded by Samora. The agenda was unanimously approved.

Nelson moved to approve the October EDA Meeting minutes, seconded by Cronin. The October minutes were unanimously approved.

Duncan moved to approve the EDA Financial Report, seconded by Bartlett. The EDA Financial Report was unanimously approved.

At the October meeting it was requested to review the EDA's ability to approve purchases without prior recommendation to the City Council. The City Attorney provided notice that the EDA already has the right to expend funds without prior approval from the City Council for Promotions and Printing/Binding items in the budget. This amount totals \$1,250.

Members reviewed the 2021 CEDA Contract. Duncan moved to recommend to the City Council to approve the 2021 CEDA Contract and seconded by Samora. It was discussed that the EDA should encourage the City Council to invite Donna Mack to a meeting (when COVID restrictions are lifted) to meet the new Council members. The recommendation to the City Council to approve the 2021 CEDA Contract was unanimously approved.

Donna Mack gave a brief Staff Report. Donna informed the Board that she will be retiring. Her last day will be May 31st, 2021. CEDA will be bringing on a new representative to take over the coordination of Medford business. It was discussed that for a new individual coming into the role it may be beneficial to increase allotted time from 2 days to 3 days a month. Donna shared that she is usually over her hours quickly, especially during this last year. Donna has been working with Heisler and Nelson on the creation of a Community Survey. Currently there are about 40 questions. This project will be on hold until the new Council is situated. It was mentioned that 40 questions may be too long. The questions will be shared with all EDA members to review for the February 2021 meeting in order to determine which questions can be eliminated. Donna also shared with the Board potential items for the Medford EDA 2021 Workplan. Board members were asked to review and bring their top 3 choices to the February meeting to discuss.

Board Members reviewed that the CARES Act Funds were approved by the City Council in November and funds have been awarded to the businesses and the school. Cronin mentioned her dissatisfaction with one local business for their behavior during last month's election. It was discussed that nothing can really be done about the situation.

Heisler thanked Duncan and Nelson for their time on the EDA Board and their service to the community.

The next EDA meeting will be held on Wednesday, February 10th, 2021 at 5:30pm.

Cronin moved to adjourn the meeting at 6:35pm, seconded by Duncan. Meeting adjournment was unanimously approved.