

Medford Economic Development Authority
Wednesday, January 10, 2018
5:30 p.m.

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

Others in Attendance: Administrator Welti

Meeting was called to order at 5:30 p.m. by President Duncan.

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

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

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

Election of Officers

Just moved to keep the officers the same as 2018, seconded by Wencel. Motion Carried.

2018 Officers:

President – Bryan Duncan

Vice President – Tom Heisler

Secretary – Sharon Paulson

Treasurer – Jerri Wencel

There was no new information to share regarding the potential Three Rivers Community Action development.

Mayor Nelson encouraged EDA members to attend the Community Growth Initiative, Bright Ideas for Medford, to be held on January 25, 2018 at the Outlet Center. Mayor Nelson highlighted the publicity promoting the event which includes social media and newspaper articles.

Administrator Welti, President Duncan, and Mayor Nelson met with Donna Mack and Ron Zeigler and feel that Ms. Mack's business background and prior EDA experience will be an asset to the City of Medford. Beginning in January, Ms. Mack will be serving as CEDA's economic development staff in the City of Medford.

Members discussed scheduling the 2018 EDA meetings so that Ms. Mack could attend future meetings. Motion by Just, seconded by Heisler to schedule the Medford EDA meetings for the even months of the year beginning in April. Motion Carried.

Business and Economic Development Updates: The Mayor discussed a business prospect and connecting the prospect to a business owner in the city. EDA members who are business owners in Medford stated that 2017 was a good year for business, better than the previous year.

Future EDA meetings will be held Wednesday, March 14th and Wednesday, April 11th at 5:30 p.m.

Meeting adjourned at 6:00 p.m.

Medford Economic Development Authority
Wednesday, April 11, 2018
5:30 p.m.

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

Others in Attendance: Administrator Welti, John Anhorn, Michelle Jones, and Erin Sammon

Meeting was called to order at 5:30 p.m. by President Duncan.

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

Motion by Heisler, seconded by Just to approve the meeting minutes from January as presented. Motion carried.

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

Community Growth Initiative

Erin Sammon, John Anhorn and Michelle Jones provided the EDA with an overview of the sign group's project to create new welcome signs to be placed near Medford city limits on Co Rd 12 and 45. The presenters reviewed a Powerpoint illustrating sign design, proposed locations, and budget. The permanent signs will include space for banners to be displayed highlighting community events and the work of nonprofit groups within the community; individual businesses will not be allowed to display signs or banners. The presenters asked for an EDA contribution of up to \$2,000 to cover unexpected expenses or to pay for upgrade items such as solar lights.

Motion by Paulson, seconded by Wencl to recommend to the City Council to authorize an EDA payment of up to \$2,000 to the CGI sign group to cover unexpected expenses or to pay for upgrades to the signs.

Mayor Nelson provided a brief update on an additional CGI project to create a nonprofit that will promote development of a trail on the Canadian Pacific rail line that passes through Medford if the line is eventually abandoned.

There was no new information to share regarding the potential Three Rivers Community Action development. Administrator Welti reported the Medford School District chose to not divide the 16 acre parcel of land, therefore, Three Rivers may look at other locations or may not move forward with the development.

Donna Mack of CEDA reported that she toured the city with the administrator and met with the Mayor as orientation to her position. She has conducted business retention and expansion visits of businesses throughout the City, provided grant funding resource information to the chair of the Medford Park Board, attended a Prairie Wildflower Trail organizational meeting, and followed up with two past business prospects. Donna is planning to continue to work with the Outlet Center, meet with the Owatonna Area Business Development Center, conduct business retention and expansion meetings, follow up with business prospects, identify additional grant opportunities, focus on commercial and industrial development, promote the EDA revolving loan fund, and research the need for daycare and wayfinding signs.

Business and Economic Development Updates: Administrator Welti reported that a couple developable parcels within Medford city limits have generated interest and inquiries from residential developers. Sharon Paulson reported on the Outlet's most recent addition, Bounce Town. Mayor Nelson and Sharon Paulson reported on their attendance at a regional tourism meeting in Faribault. The regional tourism group developed a website and pamphlet; Nelson and Paulson will further research the initiative.

The next EDA meeting will be held Wednesday, June 13th at 5:30 p.m.

Motion by Merritt, seconded by Heisler to adjourn the meeting at 6:45 p.m. Motion Carried.

Medford Economic Development Authority
Wednesday, June 13, 2018
5:30 p.m.

Members in Attendance: Duncan, Nelson, Heisler, Merritt

Others in Attendance: Administrator Welti, Donna Mack

Meeting was called to order at 5:30 p.m. by President Duncan.

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

Motion by Merritt, seconded by Nelson to approve the meeting minutes from April as presented. Motion carried.

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

Administrator Welti presented the 2019 preliminary EDA budget. Motion by Heisler, seconded by Duncan to recommend to Council approval of the 2019 preliminary EDA budget. Motion carried.

Donna Mack of CEDA provided information about wayfinding signs that had been installed in other communities. Mack will obtain estimates and additional information and present it at a future EDA meeting.

The issue of daycare availability was discussed among EDA members. Members discussed conducting a survey or contacting area day care centers to find out if any are interested in providing services in Medford. No further action was taken.

Mack discussed listing available properties on Location 1 and the City's website. General descriptions of available land are provided on the City's website.

Mack presented a façade improvement program that has been implemented in other communities she serves. Members reviewed the program description and forms. The program would provide a minimum of \$500 and a maximum of \$2,500 of assistance (does not have to be repaid) to a business that would improve the façade of a building within the city limits of Medford. The assistance cannot exceed 50% of the total project cost. Motion by Duncan, seconded by Heisler to recommend to Council to approve the façade program.

Business and Economic Development Updates: Administrator Welti reported that one new home is being built in Medford and a couple other homes may be built. The City has received a couple inquiries from individuals interested in commercial properties within Medford.

The next EDA meeting will be held Wednesday, August 8th at 5:30 p.m.

Meeting was adjourned at 6:25 p.m.

Medford Economic Development Authority

CEDA Coordinator's Report

EDA Meeting – June 13, 2018

Business Outreach

- Retail meetings – 2

Met with two downtown businesses.

Business west side of I35 - 1

Community Engagement

- Residents – 6

Spoke with 6 residents within the business, and spoke with residents (rural and city) on the streets.

Activity

Park Board – Follow up email to Steve McMahan regarding Water Tower Greenspace for playground if he needs anything further from CEDA.

Medford Outlet Mall – Researched local and regional transportation via online and phone calls. Need to create a report for Sharon.

Met with an in city limits business for business consulting and finance via emails, phone and in person regularly.

Met with Bill Owen, Small Business Development Center (SBDC) in Owatonna. This was a meet and greet meeting.

Created Façade Program for the City of Medford. *See EDA Packet.*

Researching loans and grants for potential new business. Spoke with resources, need to create a report for the buyer.

Old Business

Is Medford interested in CEDA pursuing if a child care center is needed? Mack could speak to some of those 429 residents that are leaving the community for work, and the 435 jobs in the City of Medford that are filled by non-residents. It appears approximately 7 in-home daycare facilities are operating in the City. Possibly we can find a new owner or lease the Tiger Town facility to fulfill the child care need, if there is one.

Is Medford interested in Wayfinding signs? To the canoe/kayak launch, City Hall, Fire Department, swimming pool, parks, etc. *See attached photo of Goodview's new signs.*

Is fishing available in Straight River? Mack can find funding and write a grant application.

Next Projects

- Work closer with Sharon, Medford Outlet Mall
- Continue to assist new business
- Attend a Community Growth Initiative group meeting, Medford's CORE leadership team
- Continue business retention and expansion (BRE) meetings
- Follow up on business prospects
- Identify economic development grant opportunities
- Apply the vacant commercial properties on D.E.E.D.'s LocationOne (LOIS) site
 - To promote new or redevelop existing properties
- Focus on commercial and industrial development in the City and along West Frontage Road
- Continue to build the foundation of the economic development of the community for my knowledge
- Promote the City of Medford Revolving Loan Fund

Medford Economic Development Authority
Wednesday, August 8, 2018
5:30 p.m.

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

Others in Attendance: Administrator Welti, Donna Mack

Meeting was called to order at 5:30 p.m. by President Duncan.

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

Motion by Heisler, seconded by Just to approve the meeting minutes from June as presented. Motion carried.

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

Donna Mack of CEDA provided information about a SMIF childcare forum that she recently attended. The main takeaway from the forum was to support local daycare providers. Mack will attempt to contact Medford daycare providers to provide information and determine if there are opportunities to provide support. Mack also provided an update of recent BRE visits and discussions she has had with prospect businesses.

Business and Economic Development Updates: Administrator Welti reported that Ashley Furniture/Furniture Mart is moving forward with an addition and the Regan Bus Garage is nearly finished. Mayor Nelson provided an update on the Outlet Center, an update of the former school football field site sale progress, and mentioned the City possibly moving forward with a study to explore the possibility of a wastewater connection to Faribault or Owatonna. The CGI sign project is moving forward, construction should begin soon.

Mayor Nelson asked the EDA if it would be interested in learning more about community foundations. Consensus was that the EDA members would be open to learning more about foundations. SMIF will be invited to a future meeting to discuss the opportunity.

Sharon Paulson submitted her resignation from the EDA Board. EDA members are encouraged to pass along names of people who may be interested in filling the vacancy to the Mayor.

The next EDA meeting will be held Wednesday, October 10th at 5:30 p.m.

Meeting was adjourned at 6:09 p.m.

Medford Economic Development Authority
Wednesday, October 10, 2018
5:30 p.m.

Members in Attendance: Duncan, Nelson, Just, Wencil

Others in Attendance: Administrator Welti, Donna Mack, Allisa Oeltjenbruns

Meeting was called to order at 5:30 p.m. by President Duncan.

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

Motion by Wencil, seconded by Just to approve the meeting minutes from August as presented. Motion carried.

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

Allisa Oeltjenbruns presented a brief overview of the Southern Minnesota Initiative Foundation. SMIF focuses upon supporting entrepreneurship, addressing child care/early childhood needs, and providing financial and technical assistance to businesses. Ms. Oeltjenbruns provided information on establishing community foundations. SMIF has worked with many communities throughout the region to develop community foundations. Community Foundations establish funds to be invested in projects or initiatives to support communities. SMIF can serve as a community foundation's fiscal host. All donations to a foundation are tax deductible. Many foundations collaborate with the City, EDAs, schools, etc.

Building a successful community foundation requires citizens to be engaged. A minimum of five dedicated people and \$5,000 in local funds are required to establish a foundation. The next step in establishing a Medford Community Foundation will be finding five or more individuals who will serve on the foundation board.

EDA members discussed next steps, and possible start up or matching dollar contributions. The consensus was to wait until a foundation board is formed to consider further action.

Donna Mack of CEDA provided her report. Mack provided an update of recent BRE visits in which she promoted the revolving loan and façade programs. The Mayor and Ms. Mack met with representatives of DEED and Explore Minnesota. An opportunity to collaborate with Explore Minnesota exists; however, the deadline for being included in the next promotional opportunity does not allow for the EDA to participate in this cycle.

Ms. Mack provided information on recognizing an entrepreneur for the annual entrepreneur day. Duncan nominated Denny Burgess. Wencil seconded Burgess's nomination. Motion Carried.

Medford EDA participated in the housing study that was completed in 2016-2017 and included the communities of Owatonna, Blooming Prairie, Ellendale and Medford. Members discussed whether to participate in the housing study every three years or every six years. The consensus among EDA members was to not participate in the next housing study due to the small number of new houses constructed in Medford. Members felt the recommendations would likely remain the same. The EDA will wait until the next study or six years from the former study to complete another housing study unless new information is presented that would prompt reconsideration.

The 2019 CEDA contract was presented for consideration. Motion by Duncan, Seconded by Just to approve the contract. Motion carried.

Mayor Nelson presented information on regional trail meetings and discussions about future trail development in the region. Mayor Nelson referenced the organization SMART which has worked on trail development in southern Minnesota. Motion by Duncan, seconded by Just to support the development of a trail group.

Members reviewed the façade program. Consensus among members was that a potential project to install equipment at a Medford business that would open exterior doors with the push of a button would be an eligible project under the eligibility list of the façade program.

Business and Economic Development Updates: Members reported on activity at area businesses.

The next EDA meeting will be held Wednesday, December 12th at 5:30 p.m.

Meeting was adjourned at 6:40 p.m.

Medford Economic Development Authority
Wednesday, December 12, 2018
5:30 p.m.

Members in Attendance: Duncan, Nelson, Heisler, Merritt

Others in Attendance: Administrator Welti, Donna Mack

Meeting was called to order at 5:40 p.m. by President Duncan.

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

Motion by Merritt, seconded by Heisler to approve the meeting minutes from October as presented. Motion carried.

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

Donna Mack of CEDA provided her report. Mack provided an update of recent BRE visits in which she promoted the revolving loan and façade programs. Ms. Mack has met with two new prospective business owners and is providing business consulting services that include facilitating financial planning and raising awareness of grant opportunities.

Ms. Mack provided an update on the Entrepreneur Day recognition given to Denny Burgess of Our Homes South.

Business and Economic Development Updates: Members reported on activity at area businesses.

The next EDA meeting will be held Wednesday, February 13th at 5:30 p.m.

Meeting was adjourned at 6:00 p.m.

Medford Economic Development Authority

CEDA Coordinator's Report - Donna Mack

Wednesday, December 12, 2018

Business Outreach

- Retail meetings
- Vacant building meetings

Followed up with four businesses interested in Façade Program. This time of the year is generally not a good time to promote an exterior program. Will wait until 2nd quarter of the year to promote again.

Training for CEDA

Attended a BR & E Training at People's Coop in Oronoco. Will share the print outs with Andy Welti, City Administrator.

New Business

Business consulting with two new businesses coming to Medford.

One business we have met regularly and have discussions electronically and by phone. Facilitated a Start-Up Expense, 12 month Cash Flow and the Profit and Loss Projections. Researched local, regional and state programs for loans and grants.

The 2nd opportunity for a new business in Medford is moving along. City officials met with the partners twice discussing development, loans, grants, and other needs. And I met with Owatonna SBDC Bill Owens to assist the new buyers also.

Consulted with a third potential business, this is on hold at this time.

Further information to follow once there is approval from the new businesses we are out of the confidential stages.

Updates

Annual Entrepreneur Day – Tuesday, November 20, 2018 – Organized the presentation, created certificate of recognition for Our Home South for Denny and his staff. Attended the event and created a Press Release.

Next Projects

- Attend a Community Growth Initiative group meeting, Medford's CORE leadership team
- Continue business retention and expansion (BRE) meetings
- Further phone calls to Steele County SHIP + Wayfinding Signs
- Contacts with Day Care Providers for needs of State loans or grants
- Seek funding for Medford Senior Living transportation
- Follow up on business prospects
- Identify economic development grant opportunities
- Apply the vacant commercial properties on D.E.E.D.'s LocationOne (LOIS) site
 - To promote new or redevelop existing properties
- Focus on commercial and industrial development in the City and along West Frontage Road

- Promote the Medford Revolving Loan Fund and Façade Program
- Continue to assist new business
- Continue to build the foundation of the economic development of the community for my knowledge