

**BELLE PLAINE ECONOMIC DEVELOPMENT AUTHORITY
REGULAR SESSION
JUNE 14, 2010**

1. CALL TO ORDER. 1.1. Roll Call.

The Belle Plaine Economic Development Authority met in Regular Session at 5:00 p.m. on Monday, June 14, 2010 in the Government Center, 218 North Meridian Street, Belle Plaine, MN. President Lisa Fahey called the meeting to order with Commissioners Phil Fischer, Troy Witt, Dawn Underferth, Jim Lange, Gary Crosby and Rick Krant present. Also present was Executive Director Trisha Rosenfeld.

2. APPROVAL OF AGENDA.

MOTION by Commissioner Lange, second by Commissioner Crosby, to approve the agenda as presented. ALL VOTED AYE. MOTION CARRIED.

3. APPROVAL OF MINUTES. 3.1. May 10, 2010 Regular Session Minutes.

MOTION by Commissioner Lange, second by Commissioner Witt, to approve the May 10, 2010 regular session minutes as presented. ALL VOTED AYE. MOTION CARRIED.

4. TREASURERS REPORT. 4.1. Approval of Bills.

MOTION by Commissioner Crosby, second by Commissioner Fischer, to approve the payment of bills as presented. ALL VOTED AYE. MOTION CARRIED.

5. BUSINESS.

5.1. Review of Financial Incentive Programs.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld regarding the status of financial incentive programs.

Community Development Director Rosenfeld explained that payment has not been received from Valley Business Park. She will contact Dale Entinger of Belle Video regarding timely payments.

5.2. Economic Development Plan Update.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld the Economic Development Plan Update.

Community Development Director Rosenfeld stated she will be in contact with Carver County officials regarding the future re-alignment of Highway 25 and its connection to I-94. Commissioner Lange commented on the opposition by local residents to have the Highway 25 corridor rezoned to commercial from residential.

Community Development Director Rosenfeld reported she will be meeting with The Lutheran Home and other health care officials as identified in the Economic Development Plan.

5.3. Communication, Marketing and Branding Plan Discussion.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld regarding discussion on the communication, marketing and branding plan.

Community Development Director Rosenfeld summarized the various plans and how they relate to the Small Area Plan. The marketing plan contains the City's overall business objectives. The communication plan determines how to communicate the message and the branding plan includes the City logo, fonts, colors, audio, radio, slogans and catch phrases.

No further action was taken.

5.4. Update on Visits with Local Employers.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld regarding visits with local employers.

Community Development Director Rosenfeld explained she has conducted many visits over the past month with local businesses. The following business owners were visited: Prairie Farm Supply, Al Lenzmeier; Borough Bowl/169 Spirits, Judy Otto and Tom Otto; Berger Interiors, Kevin and City Berger; Ag Power, Keith Siemon and Terry Siemon; , Aggregate Industries, Scott Schaffler; Ediger Auction Service, Pat and Deb Ediger; and Dr. Jabs Dentistry, Dr. Jabs and Connie Lehmann.

Community Development Director Rosenfeld reported that she and EDA President, Lisa Fahey, met with Carrie Traxler, Executive Director of the Chamber of Commerce regarding this topic. Ms. Traxler and Community Development Director Rosenfeld recommend visiting two businesses per week, one Chamber member, and one non-Chamber member.

The EDA supported the business site visits and recommended the upcoming schedule include Saxe Chevrolet, The Bake Shop and Mystic Journey.

5.5. EDA/Chamber Joint Efforts.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld regarding the EDA/Chamber joint efforts.

Community Development Director Rosenfeld explained that it was discussed by the last EDA meeting to place this item on the agenda, at the request of Commissioner Krant. Further discussion and direction to staff from the Commission is requested. The joint efforts that are currently being conducted by the EDA and Chamber of Commerce: EDA/Chamber website, business retention visits, EDA/Chamber annual awards banquet, and City support on various Chamber events.

Commissioner Krant inquired about available grants for economic development. Community Development Director Rosenfeld replied that DEED offers grant and will provide information at a future meeting. Councilmember Underferth suggested that grant funds assist with the development of the vacant lot at the corner of Meridian and Main Street.

Commissioner Crosby inquired about marketing the City as a whole, rather than focusing on the Small Area Plan. Commissioner Lange commented that he would like to see a large development/big box in the redevelopment area. Commissioner Crosby believes that mid-size businesses are more suitable for small towns.

Commissioner Fischer noted the importance of providing broadband to all the residents as a draw for our community. Commissioner Krant commented that the Mankato State University has been in contact with the local school district regarding office space. Community Development Director Rosenfeld explained that State Representative David Bly is a member of the State Higher Education Committee and would be willing to meet with City officials.

Community Development Director Rosenfeld explained that next month's agenda will include discussion on the marketing, communication and branding plans, explore the promotion of Belle Plaine and the sub-components (downtown, highway, redevelopment) and how to address the issues related to the redevelopment area.

5.6. EDA Ad Insert Policy.

President Fahey referenced a memo dated June 14, 2010 from Community Development Director Rosenfeld regarding the EDA ad insert policy.

Community Development Director Rosenfeld explained that advertisements are placed in the water bill on a monthly basis. This policy was created to offer a lower cost of advertising to the local businesses and non-profit organizations. Staff would specifically like to discuss the agreement that may have been made in the past for the Chamber of Commerce. The policy does indicate economic development related information and community events will be featured. The policy was attached with Community Development Director Rosenfeld's memo.

The Commissioners discussed the policy. Commissioner Witt suggested the removal of reference to "religious organizations." He also suggested the removal of reference of payment by non-profit organizations.

Community Development Director Rosenfeld will update the policy and bring this back to the next meeting.

In other business, Commissioner Crosby recommended that the Beautification and Design Committees further discuss planters and holiday lighting.

7. ADMINISTRATIVE.

7.1. Next meeting will be Monday, July 12 at 5:00 p.m., 2010.

The Commissioners were reminded of the next meeting as listed.

8. ADJOURNMENT.

MOTION by Commissioner Lange, second by Commissioner Fischer, to adjourn at 6:28 p.m. ALL VOTED AYE. MOTION CARRIED.

Respectfully submitted,

Patricia Krings
Recording Secretary