

CITY OF MAYER
ECONOMIC DEVELOPMENT AUTHORITY MEETING
Minutes
January 24, 2017

Members Present: Tim Duckworth, Scott Wakefield Thomas Stifter, and Nikki McNeilly.

Members Absent: Etienne Stieve-McPadden

Staff Present: Luayn Ruch-Hammond, City Administrator

Others Present: Mike Dodge

The meeting was called to order by Chair Duckworth at 6:30 PM.

Approval of Agenda

On a motion by Commissioner Wakefield and seconded by Commissioner Stifter to approve the agenda. Motion carried 4/0.

Approval of the Minutes

On a motion by Commissioner Stifter and seconded by Commissioner Wakefield to approve the minutes of the October 18, 2016 meeting. Motion carried 4/0.

Election of Officers

At the first meeting of every year the EDA must elect officers. On a motion by Commissioner Wakefield and seconded by Commissioner McNeilly to nominate and approve the following officers:

2017 EDA OFFICERS

President	Tim Duckworth
Vice President	Tom Stifter
Secretary-Treasurer	Luayn Ruch-Hammond
Assistant Treasurer	Janell Gildemeister

Motion carried 5/0.

Review of By Laws

EDA reviewed by laws and requested that a date of the review be included on the document. Request for clarification on indemnification of EDA board members. Staff informed the Commission that they are covered under the City's insurance information will be presented at the next meeting. On a motion by Commissioner Wakefield and seconded by Commissioner Duckworth to approve the EDA by laws as presented. Motion carried 4/0.

EDA 2016 Year in Review

Staff presented the activities of the EDA for 2016.

Review of 2016 Goals

Commission reviewed the goals for 2016.

EDA 2016 GOALS

1. To attract new businesses to consider Mayer as a place for commercial/industrial opportunities.
2. To continue to enhance community awareness and participation in community (re)development by promoting Mayer EDA efforts.
3. To investigate/participate in commercial grant programs which enhance and complement community development.
4. To actively market/promote Mayer as a great place to do business.
5. Continue to create partnerships with other government entities and private individuals to create opportunities.

6. Continue to explore opportunities to increase the tax base of the City by attracting new businesses, residential development, and Commercial and Industrial opportunities.
7. Continue to develop partnerships with the Carver County CDA to promote economic development.
8. Create Partnerships with City Boards and Commissions to promote the City.
9. To research the need for an incubator or office space opportunities in the City.

Establish 2017 Goals

EDA 2017 GOALS

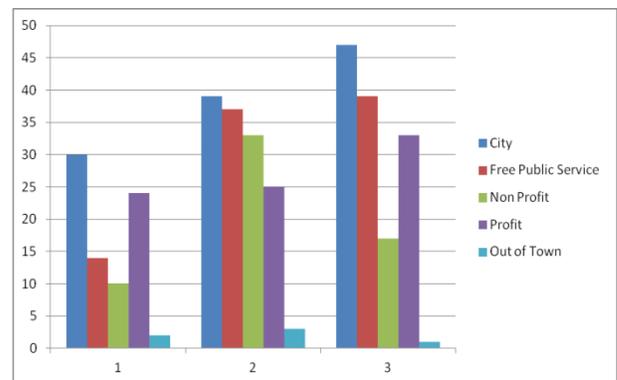
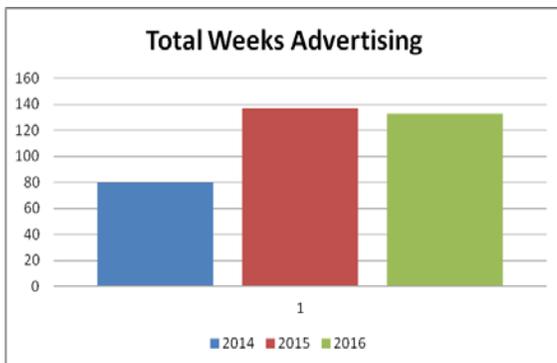
1. To attract new businesses to consider Mayer as a place for commercial/industrial opportunities.
2. To continue to enhance community awareness and participation in community (re)development by promoting Mayer EDA efforts.
3. To investigate/participate in commercial grant programs which enhance and complement community development.
4. To actively market/promote Mayer as a great place to do business.
5. Continue to create partnerships with other government entities and private individuals to create opportunities.
6. Continue to explore opportunities to increase the tax base of the City by attracting new businesses, residential development, and Commercial and Industrial opportunities.
7. Continue to develop partnerships with the Carver County CDA to promote economic development.
8. Create Partnerships with City Boards and Commissions to promote the City.
9. Use social media to market and promote Mayer businesses.
10. The City implements a program to inform residents electronically.

The EDA discussed the marketing of local businesses as a goal and would like to have an email distribution to promote the local businesses. City to post business information on the City’s FACEBOOK page. To organize a spotlight of the business on a bi weekly basis. Staff will bring back a policy for the EDA’s consideration.

On a motion by Commissioner McNeilly and seconded by Commissioner Wakefield to approve the 2017 EDA goals. Motion carried 4/0.

Review of 2016 Electronic Sign Statistics

The following table illustrates the comparison of the usage of the electronic sign for 2014, 2015 and 2016. The City had a slight decrease in requests for advertising.



The City had the largest increase in sign usage. That was because the City advertised the City Council meetings. The for profit category had a slight increase and out of town dropped off.

	2014	2015	2016
Number of Weeks Advertising	80	137	133
City	30	39	47
Free Public Service	14	37	39
Non Profit	10	33	17
Profit	24	25	33
Out of town Advertisers	2	3	1

Creamery Update

Staff informed Council about the process the new owner will need to do in order to plat the property. Also, that the City Council re assessed the street assessment on the property. EDA requested that Staff contact the new owner to offer any assistance.

Sponsorship of 5K

Mayer park board is requesting EDA support in promoting a 5K. The park board is not asking for financial assistance just support in soliciting businesses advertising to be placed on a T-Shirt.

Business Update

A new business is exploring options to purchase Uncle Ron's and create a flea/crafters market. The City has closed on the Fire Department lot to Casey's and a building permit is ready to be picked up.

Other Business

The City has been approached requesting that the City Administrator attend Chamber meetings as an honorary member. EDA had no concerns it will be presented to the City's personnel committee for further consideration.

Next Meetings

Meetings for 2017 will be held quarterly April 25, July 25, and October 24, 2017. Other meetings maybe held if necessary.

Adjournment

On a motion by Commissioner Stifter and seconded by Commissioner McNeilly to adjourn the meeting at 7:30 PM. Motion carried 4/0.