

**CITY OF MAYER**  
**ECONOMIC DEVELOPMENT AUTHORITY MEETING**  
**Minutes**  
**December 7, 2017**

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

Members Absent: None.

Staff Present: Margaret McCallum, City Administrator

Others Present: Zach Stifter and Todd Johnson

The meeting was called to order at 6:32 PM.

**Approval of Agenda**

A motion by Commissioner Wakefield and seconded by Commissioner McNeilly to approve the agenda. Motion carried 4/0.

**Approval of the Minutes**

A motion by Commissioner McNeilly and seconded by Commissioner Shifter to approve the minutes of the October 24, 2017 meeting. Motion carried 4/0.

**Community Video**

McCallum informed that at the previous EDA meeting in October that she suggested that the EDA look into doing a community video that could be used to promote the community. She said that upon further discussion, it was determined that there were some local residents who had the skills and tools to do the community video. McCallum said that the EDA decided to invite the residents in to see if they were interested.

Residents, Zach Stifter and Todd Johnson were in the audience to answer questions about the proposed community video.

Duckworth asked how long the video should be.

McCallum projected that it would be about 3 – 3 ½ minutes.

McNeilly said that she was excited to have two local residents working on the community video. She thought it was great to use local talent and put money back into the community.

Duckworth asked if the video would focus on residential and commercial.

McCallum said it would focus on both.

McCallum stated that the video could be done initially with the intent that small changes could be made over time as the community continues to change.

Duckworth asked what the cost would be.

McCallum said that \$3,500.00 was budgeted for 2018 for the project.

TJ informed that it was pretty common for a video to cost about \$1,000 per minute.

The EDA discussed several areas of the community that they would like to see highlighted in the video.

Shifter said that the EDA could sit down at another meeting and lay out the ideas in sequences.

McNeilly added that she would like to see testimonials from local businesses and school-systems.

### **EDA Budget for 2018**

McCallum presented the 2018 budget that included the \$3,500.00 increase for the community video in 2018.

McCallum asked the EDA if they were interested in changing the budgeting in 2019 to levy an amount based on Minnesota Statute. She said that some of the funds could be used for small business loans and grants.

Duckworth said that the EDA used to levy for their budget in the past and tried to promote small business loans and grants and that it wasn't successful. He said that it could be something to work towards again nonetheless.

### **Creamery Update**

McCallum informed that she tried to get in touch with the owner of the creamery site with no success.

### **Business Update**

McCallum informed that the new coffee shop was open for business.

### **Other Business**

None.

### **Adjournment**

A motion by Commissioner McNeilly and seconded by Commissioner Wakefield to adjourn the meeting at 7:29 PM. Motion carried 4/0.