

CITY OF MAYER
ECONOMIC DEVELOPMENT AUTHORITY MEETING
Minutes
August 30, 2016

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

Members Absent: None

Staff Present: Luayn Ruch-Hammond, City Administrator

Others Present: Mathew Burlison

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

Approval of Agenda

On a motion by Commissioner Wakefield and seconded by Commissioner Stifter to approve the agenda with one addition Digital town. Motion carried 5/0.

Approval of the Minutes

On a motion by Commissioner Stifter and seconded by Commissioner Wakefield to approve the minutes of the April 26, 2016 meeting. Motion carried 5/0.

Presentation of Certificate

EDA Chair Duckworth welcomed new business owner of Mayer Wine and Spirits, Mathew Burelson.

Marketing

This is a continued discussion from the April meeting. Discussion of avenues of marketing businesses was by mass emailing and texting. Staff presented information on dissemination of information from Gov Office, Mytowntext.com, Frontier, Public Alert and Twitter.

EDA discussed the different avenues of information sharing and they also discussed the Digital Town concept.

The concept for emailing should be where the residents are able to subscribe to an email for the City and have the ability to unsubscribe. Bring more information to the next meeting from Gov Office about mass emailing.

On a motion by Commissioner Duckworth and seconded by Commissioner Stifter to have staff research digital town platform and to contact the businesses about information they would like to include in the new resident packet. Motion carried 5/0.

EDA had further discussion on the avenues for contacting city residents. On a motion by Commissioner Wakefield and seconded by Commissioner Duckworth to review more information from Gov Office on email instead of texting. Motion carried 5/0.

Carver County Broker Event

Staff updated EDA on the Carver County Broker event planned for September 7, 2016. This is an opportunity for the City to market to brokers and real estate agents in the area. Staff has compiled a handout about the City and acquired information from Zion School, Mayer Lutheran High and Watertown/Mayer Schools. Staff had purchased a banner for the City.

Budget 2017

Staff requested input from the EDA on the 2017 budget. After some discussion EDA added \$1,600 to the budget for Broker Event for 2017 \$500, Mytowntext - \$750 and for Mini Biff for the car show in the amount of \$350.

Creamery

The new owner of the Creamery, Nick Vleck was unable to be at the EDA meeting but will be attending the October meeting.

Business Update

Staff updated the EDA on Casey's application for construction of a store and the purchase of the fire department lot.

Other Business

None

Next Meeting

Next meeting will be held on October 25, 2016.

Adjournment

On a motion by Commissioner Wakefield and seconded by Commissioner McNeilly to adjourn the meeting at 7:37 PM.
Motion carried 5/0.