

Minutes  
Economic Development Authority Meeting  
**Thursday**  
September 28, 2017  
5:30 p.m. Arbor Gardens Community Room

**Chairman Dale Heintz called the meeting to Order/Roll Call - 5:30 p.m.**

Members:       X   Dale Heintz                       X   Connie Meiners  
                    X   Craig Horan                      X   Tyrel Clark  
                    X   Darcy Higgins (left at 6pm)   X   Bryan Cornell  
                         Ryan Castle

Staff:             X   Cathy Enerson                           Don Rademacher                      X   Shelly Schossow

Guests: Dover Eyota Schools - Sephanie Holiday, Todd Rowekamp, University of Minnesota - Jennifer Hawkins, Bruce Schwautau, Gar-Lin Dairy – Dana Allen

*Motion was made by Clark and Seconded by Cornell to approve and set the agenda as presented. Motion carried 6/0*

**Consent Agenda**

Arbor Gardens Report – AC/Furnace costs will come out of Arbor Gardens own funds – committee meetings will be going to every other month from now on – Budget/Building financial spreadsheet has been working – meeting focused on transportation issues

Arbor Gardens Financials – debt service ratio lower this month due to one-time, vacation and an expense that is estimated and hits all at once.

EDA minutes of the regular meeting August, 24 2017

EDA Financials

Expenses and invoices - Invoices were previously approved

*Motion to approve Consent Agenda as presented was made by Clark, Seconded by Higgins. Motion carried 6/0.*

**Dover Eyota School Job Shadowing Program Presentation**

Holiday from Dover Eyota Schools discussed the details of a new job shadowing program being introduced this year. The program is modeled after similar programs used in Byron with a partnership with the Rochester Chamber. The pilot group will have 14 students participating from Career Horizons elective course. Local businesses have already been contacted or have been mailed a letter asking if they are interested in the program. Each student in the program takes a career interest assessment. School staff matches up students and local businesses based on assessment results. Placements will begin mid-October. Students will spend one day at a local business observing what a typical day of someone in that career field consists of. Gar-Lin Dairy asked if this would be a long term program. Rowekamp stated that depends on the feedback from students and businesses from the pilot program. Each business accepting students will have a single day commitment for each student they are matched up with. The program curriculum includes a feedback session with the business as well as a report from the student to the instructor and class sponsoring the program. Board members agreed this was a good partnership of the School and Local Businesses. Board members expressed an interest if the School is not able to match all students up with local businesses they would like to see the School bring the list of un-matched interests to the EDA as board members may have other connections in fields with local residents who may work out of their home as entrepreneur.

Enerson reported connection of Job Shadow program to “Brain Gain” by Ben Winchester University of Minnesota presented his report to CEDA as Glass Half Full. Exposing students to Eyota at the High School Level before receiving additional schooling and/or experience out of town and then bringing their experience and leadership qualities back to Eyota around the age of 30-49 as report shows generation breakdowns.

Schwartau referred to the February joint public meeting with the Mn Design Team. Information returned from that meeting was used in the extension office report. Schwartau commented when looking at potential business

opportunities for Eyota as listed in the Eyota Market Area Profile potential business owners and the City should look at why similar businesses in Eyota closed recently. Examples include hardware store & florist. These businesses may have closed down for various reasons. Board members commented the February meeting was not a complete representation of Eyota's demographics and the feedback from that meeting reflects that. Also, it was suggested by board members if a potential business owner is looking at say a hardware store the needs of the community are what would keep it residents from driving out of town. Example included working on building projects such as decking and basements. If a homeowner is unable to purchase all of the products for these projects in town many will drive out of town for the entire project purchase. Schwartau also mentioned business opportunities which seem to have a market and not current store front business in operation such as photographer and auto parts retail store. Schwartau mentioned the full report and study would be stored on the University website and the City is welcome to link to it for use to our website etc.

### **University of MN "Making it Home" Marketing Opportunity**

Hawkins elaborated on the Brain Gain and the demographic of people in the 30-49 age range moving back to rural areas and bringing their families with them. Marketing hometown America program helps community think through how to make their community home for newcomers. Hawkins went on to explain another program out of the University Extension office as a resource to SE MN rural communities in the area is a program called "Making it Home". This project is intended to help rural communities marketing their community to newcomers. The University of Minnesota Extension office is working with SE Minnesota Together, Journey to Growth and CEDA to help the region solve the workforce shortage calling the program "Making it Home" which has been funded by USDA Federal Grant for 3 years and is looking to create study circles of communities which would work jointly with each other conducting surveys and meeting with citizens in an effort to identify and promote assets to newcomers. The cost to cities and towns participating would be \$1750 and would be split between all cities participating. Once the grant expires the cost for participating in the program would increase to \$4,000 - \$5,000. Time commitment included approximately 50 hours for facilitators from community and 15 hours for other members of the group. Board members discussed pros/cons, commitment level, recent community involvement efforts, readiness of the City. It was determined the board felt Eyota was not ready for committed participation at this time but is still interested in the near future. 6, 9, 12 month timeframe possibly. Schwartau and Hawkins said that is understandable and they would revisit the program with us in the near future. The board commented they would still be interested in hearing follow-up on the progress other communities in the program are making.

### **Request for modification to the John Erickson Project – John Erickson Guest**

Enerson reported as of meeting time John Erickson had decided the modifications he was exploring came in too expensive and not pan out and a request for modifications is not needed. Enerson also commented she went into an antique store in Oronoco and was handed a flier of other antique stores in the area with the clerk explaining they may not have had what she was looking for but perhaps she could find it at one of the other area stores listed on the sheet was Eyota Antiques.

Board member Higgins left the meeting 6:00 p.m.

### **Post Bulletin Promo for Half a Percent Tax Money**

Enerson reported Rochester Post Bulletin is running a story in October reporting on how cities around Rochester have used the half percent sales tax they have received. This will be a broadsheet format publication so far looking at 8 pages with advertising opportunities. Enerson asked the board if there was an interest in running an ad promoting Eyota. Board members suggested advertising we have commercial & residential lots available to grow your business and family. Enerson reported EDA budget does have funding available for this promotion. *Motion to approve up to \$400 for Post Bulletin advertisement made by Meiners and Seconded Horan 5/0*

### **Community Center/Community Facility Update: Next steps action items**

Enerson shared community center/facility update from September sharing suggestions from community input. Enerson reported back from her meeting with the Legion and its Commander. The American Legion would like autonomy from the City. Legion is willing to work with the city like and outdoor pavilion with regards to shared

logistics of parking and street use. Enerson reiterated next steps action plan for City it to begin sharing plans/ideas with Legion, Eyota Days Committee, and City officials. Hiring a design and build team for free at the beginning, create a letter of memorandum between parties, hire an architect to develop project scope and budgeting including capital and operating cost. Enerson also recommends working with the Bremer Foundation to assist with the Legion's interior remodeling and perhaps Bremer will assist the City with funds for the outdoor pavilion. Board member asked if there are grants available for financial assistance. Enerson suggested there may be funds available for some items but not the entire project. Clark shared plans he will be sharing with the Park Board at their next meeting. An outdoor covered pavilion located at Sunrise Park which will meet some but not all the needs the community is asking for but will have the option for additional features to be added on.

Due to time the following agenda items were not discussed; Sponsor(s) for the Eyota Farmer's Market potential \$3,650 gap, Director's update and informational pieces, Other Business.

**Adjourn – 6:50 p.m.**

*Motion to adjourn was made by Meiners and Seconded by Horan, motion carried 5/0.*

*Respectfully submitted,*

*Cathy Enerson*      *10/26/17*  
Cathy Enerson      date  
EDA Director

*Dale Heintz*      *10-26-2017*  
Dale Heintz      date  
EDA Chair