

**MINUTES OF THE
STEWARTVILLE ECONOMIC DEVELOPMENT AUTHORITY (EDA) &
HOUSING REDEVELOPMENT AUTHORITY**

City Hall

October 21, 2014

6:30 P.M.

- I. Call To Order – Roll Call** – The meeting was called to order by Stafford at 6:30 PM. Mayor King, Boardmembers Boe, Kuisle, Anderson and Stafford, City Administrator Schimmel, CEDA Chris Giesen, Finance Director Neubauer were present.

Not Present: Councilmember Stensrud, Boardmember Rusciano

- II. Approval of Agenda** – Motion by King, second by Kuisle to approve the agenda as submitted. Unanimously approved.
- III. Approval of Minutes** – Motion by Anderson, second by Kuisle to approve the minutes of the September 14, 2014 meeting. Unanimously approved.
- IV. Financial Report** - Neubauer presented the financial status as of September 30, 2014. Neubauer also reported that the EDA had approved a number of Building Rebate applications and that \$45,000 remain in the building rebate program.

V. Business

- i. **Star Building Project Update: Review Phase III** – Nels Pierson, owner of the Star Building, presented the design of the south wall west end portion of the renovation project. Pierson noted that once the EDA approves the design they are ready to proceed with the construction. Pierson stated that the roof improvements have been completed.

Motion by King, second by Anderson to approve the design of the south wall west end portion of the renovation project. Unanimously approved.

- ii. **J&H Farm Sale: Discuss** – Chris Giesen reported that J&H Farm (also known as the bull farm) is available for sale for approximately \$3 million. Giesen noted that King, Schimmel and he had visited with the realtor and discussed areas of City participation should a potential buyer request consideration for annexation, extension of utilities and other needs.
- iii. **Marketing Update: Progress Report & Next Steps** – Giesen showed examples of the shades or boards that could be used in developing a trade show booth.

Discussion was held regarding the brand that the EDA would like to utilize in marketing strategies and it was determined that the “Future is Bright” would be the City’s brand and that we need to promote the “whys” of this slogan. Ideas discussed were to wrap the van, freshen up the website, use banners on the website, use social networking. The EDA directed staff to contact marketing firms to gather ideas on what they could provide us and present this information or invite them to present at the November meeting.

iv. **Community Update & Prospects**

- Giesen reported that he has received a number of inquiries and that they are gathering information
- Giesen noted that he and Schimmel are planning on attending a site selection conference in Chicago in December
- A property owner near Bear Cave Park, who was in attendance, stated that within the next five years he may want to annex into the City and develop approximately 18 acres

b. **Next Meeting – November 18, 2014**

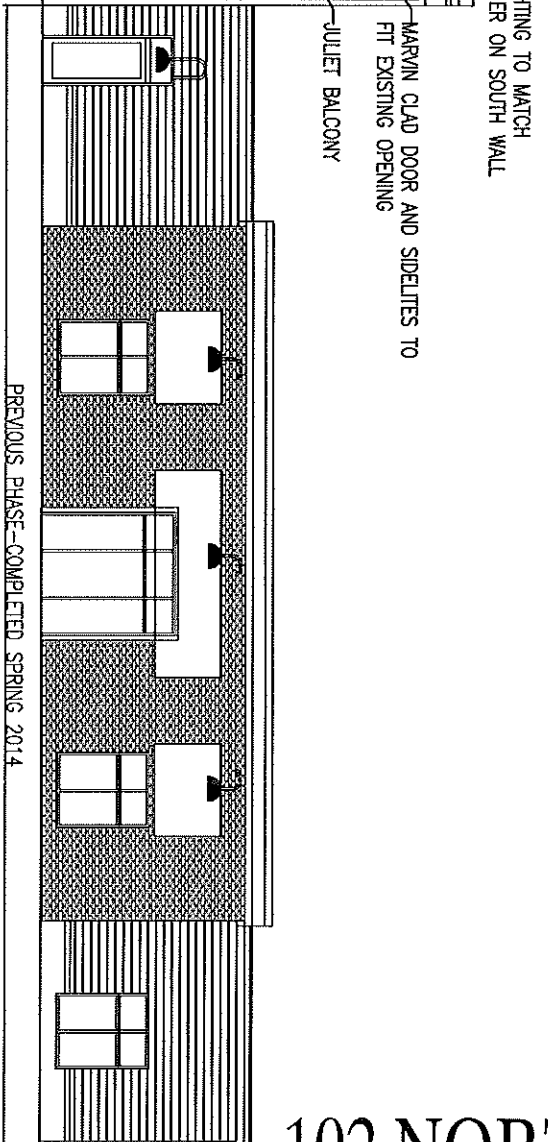
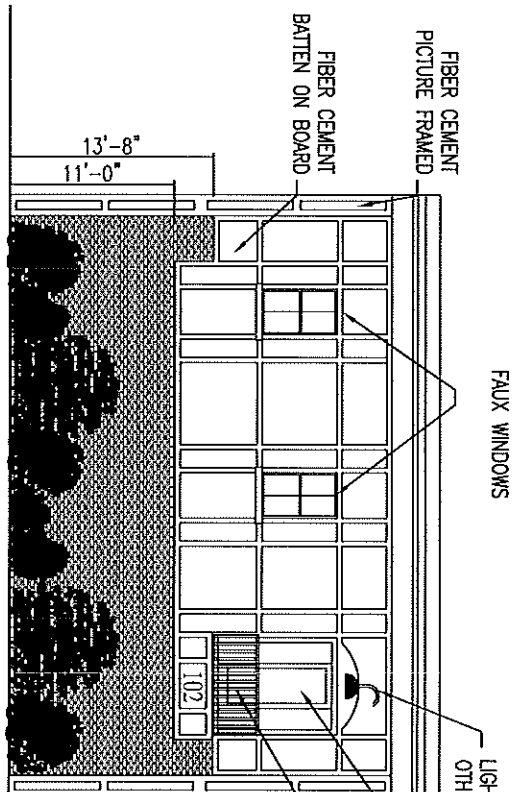
- Marketing options update
- Boardmember Boe requested further discussion on expanded residential incentive programs

VI. Adjourn – Motion by Kuisle, second by Anderson to adjourn. Unanimously approved.

Respectfully submitted,

Barbara K. Neubauer
Finance Director

1 SOUTH WALL ELEVATION
 1/8" = 1'-0"



102 NORTH MAIN