

**AGENDA**  
**ECONOMIC DEVELOPMENT AUTHORITY MEETING**  
**FRIDAY, JULY 21, 2017**  
**7:00 A.M.**  
**CITY COUNCIL CHAMBERS**

- I. Call to Order/Roll Call
  
- II. Approval of Agenda
  
- III. Consent Agenda
  - A. June 16, 2017 Minutes
  - B. June 16, 2017 Work Session Minutes
  
- IV. Public Comment
  
- V. Old Business
  - A. Performance Metrics
  - B. Work Session Comments
    - Hotel Feasibility Study
    - Property Acquisition
    - Property Development
  
- VI. New Business
  - A. Retail Academy
  
- VII. Other
  - A. Community Venture Network August 11
  - B. Region 9 MedTech Survey
  - C. BEST Entrepreneur Survey
  
- VIII. Updates
  - A. Boards & Commissions
    - B.E.S.T.
      - July 10, 2017 Board of Directors Meeting
  - B. Elm Avenue Project
  
- IX. Next Meeting Date
  - A. August 18, 2017
  
- X. Adjournment

*Upon request, accommodations will be provided for individuals with disabilities wishing to participate*

## MINUTES

### ECONOMIC DEVELOPMENT AUTHORITY JUNE 16, 2017 7:00 AM CITY COUNCIL CHAMBERS – CITY HALL

#### I. **Call to Order/Roll Call**

The meeting was called to order at 7:00 a.m. by President Dave Dunn.

Members Present: Marty Armstrong  
Dave Dunn  
Blain Nelson  
Roy Srp  
Russ Weir

Members Absent: Ann Fitch  
Larry Thompson

Staff Present: Gary Sandholm, Economic Development Coordinator  
Daniel Lenz, City Manager  
Ranae Schult, Community Development Assistant

#### II. **Approval of Agenda**

It was moved by Weir, seconded by Srp, to approve the agenda as presented; the motion carried 5-0.

#### III. **Consent Agenda**

##### A. **May 19, 2017 Economic Development Authority Meeting Minutes**

It was moved by Srp, seconded by Weir, to approve the Consent Agenda as presented; the motion carried 5-0.

#### IV. **Public Comment**

Kim Foels, Chamber of Commerce Director, stated that on Tuesday, June 20, 2017, 8:30 am – 10:30 am, Region Nine and Southern Minnesota Initiative Foundation (SMIF) would be conducting a Marketing & Communication Seminar in Waseca at the Public Safety Center. The workshop is on *Plain Language, Grammar & Typos*.

#### V. **Old Business**

##### A. **Performance Metrics**

Gary Sandholm, Economic Development Coordinator, provided the EDA a handout of the *EDA Performance Metrics* for review and discussion.

Considerable discussion was held regarding the information provided, and how data used, i.e., census information, is two to three years old. Staff stated this benchmark information is needed to determine future progress.

Board member Marty Armstrong commented that information regarding housing and building permits can provide measurable results. Board member Srp inquired how often the EDA would review this information. Mr. Sandholm this would be reviewed on a yearly basis.

Staff will rework the Performance Metrics per EDA direction for adoption.

**VI. New Business**

No new business was presented.

**VII. Other**

- Board member Srp commented that during the Vision 2030 “Think Tank” he visited with a couple who left Waseca and then returned. He felt that many people who leave do come back to Waseca. He stated the need to find out why they are coming back and capitalize on this. He feels this should be a point of discussion at the EDA, Council and tourism level.

**VIII. Updates**

**A. Boards & Commissions**

- **B.E.S.T. of Waseca County**

Jim Gibson, 109 Sunburst, Mankato, Minnesota, stated he attended an agricultural seminar where the Vision 2030 speaker was a presenter. Mr. Gibson stated that agriculture is a big part of southern Minnesota.

Danny Lenz, City Manager, state there were 63 participants at the 2030 Vision *Think Tank*. A report will be sent out to participants later today.

- **Elm Avenue Project**

The City Manager stated the Elm Avenue project began Monday, June 12<sup>th</sup>. On West Elm construction began at Brown Avenue to 7<sup>th</sup> Street NW, East Elm started a little east of Barney’s to 2<sup>nd</sup> Street NE/SE. Weekly updates will be provided on the City website and on Facebook.

**IX. Next Meeting Date**

The next Economic Development Authority meeting is scheduled for July 21, 2017.

**X. Adjournment**

It was moved by Weir, seconded by Nelson, to adjourn the meeting at 7:40 a.m.; the motion carried 5-0.

Ranae Schult  
Community Development Assistant

## MINUTES

**ECONOMIC DEVELOPMENT AUTHORITY  
WORK SESSION  
JUNE 16, 2017  
7:00 AM  
CITY COUNCIL CHAMBERS – CITY HALL**

The Economic Development Authority work session began at 7:45 a.m.

Members Present: Marty Armstrong  
Dave Dunn  
Blain Nelson  
Roy Srp  
Russ Weir

Members Absent: Ann Fitch  
Larry Thompson

Staff Present: Gary Sandholm, Economic Development Coordinator  
Danny Lenz, City Manager  
Ranae Schult, Community Development Assistant

### **I. Hotel Feasibility Study**

A draft of the Hotel Feasibility Study compiled by the *Hospitality Consulting Group* was provided to the Economic Development Authority.

Steve Sherf, Hospitality Consulting Group, presented background information on the two existing hotels in Waseca, noting their age/quality.

Mr. Sherf stated the key finding is that there is a lot of hotel accommodation demand leaving Waseca mainly to Mankato, with some to Owatonna. Mr. Sherf stated travelers/visitors are going to high end franchises, and to locations that have more leisure activities. Mr. Sherf further stated the lack of utilities at both interchanges into Waseca.

Mr. Sherf commented that a good hotel operator could bring 6,000 hotel nights to Waseca.

Mr. Sherf suggested discussions be held with hotel developers who would have thoughts on rates and how to attract commercial development. Mr. Sherf stated that hotels do not make “good pioneers”. They look for lights and activity, i.e., convenience store, restaurant.

Mr. Sherf will provide Staff with a final document of the Hotel Feasibility Study.

### **II. Waseca Mutual Property Acquisition**

Staff provided the EDA with handout information regarding the Waseca Mutual building, which houses NextGen. Discussion was held concerning the desire of NextGen to remain in this facility, and in Waseca.

Staff requested EDA direction regarding involvement in this type of project. However, since this would require the EDA to issue debt, discussion would be needed at the City Council level.

Concerns were voiced if being a “landlord” is an EDA focus. Staff stated that is not uncommon for EDA’s to manage properties. The overall goal is to help and maintain this business.

Discussion was held regarding space being available in the E.F. Johnson building. Staff stated the atmosphere of the Waseca Mutual building is what NextGen wants to project to its clients.

Staff will contact Mankato Clinic regarding this building pending EDA direction. It was the consensus of the EDA to move cautiously forward on this item.

A joint work session will be scheduled with the City Council regarding this item.

**\*\*\* Marty Armstrong left the meeting at 8:30 a.m. \*\*\***

### **III. Property Development**

In 2016, the City of Waseca purchased 62 acres on the west side of Gaiter Lake. The intended use was for surface water management and open space requirements. However, approximately 40 acres are available for other purposes.

Staff would like to explore a public/private partnership for commercial/residential development.

The next steps would be for Staff to request a proposal from WSB for Master Plan services, begin meeting with prospective private partners, and develop financing plans with different approaches.

It was the consensus of the EDA to move forward on contact WSB.

The work session ended at 8:45 a.m.

Ranae Schult  
Community Development Assistant



To: David Dunn, President  
Waseca Economic Development Authority

From: Gary Sandholm

Meeting Date: July 21, 2017

Subject: Performance Metrics

**BACKGROUND:** Discussions about performance metrics for the EDA have been held at the last couple of meetings. A clear determination of what metrics to use has not been yet made. Materials have been researched from the International Economic Development Council and the International City/County Management Association to provide guidance.

The simple, very basic metrics such as job creation, increased tax base, and new capital investment are important but not always available. EDA efforts often correlate with economic growth, but they may be difficult to show as the proximate cause of the growth. Measures of overall community growth may be needed to better frame the picture.

**Budget impact:** Nominal

**Recommendation:** Review the IEDC and ICMA materials to get a feel for the metrics used widely in economic development. A work session should be scheduled in August or September to further address why specific metrics are selected, how the information will be obtained, and what outcomes are desired.

Respectfully,

A handwritten signature in black ink, appearing to read 'Gary Sandholm', written in a cursive style.

Gary Sandholm

Economic Development Coordinator