

AGENDA
ECONOMIC DEVELOPMENT AUTHORITY MEETING
FRIDAY, MAY 19, 2017
7:00 A.M.

CITY COUNCIL CHAMBERS

- I. Call to Order/Roll Call

- II. Approval of Agenda

- III. Consent Agenda
 - A. April 28, 2017 Minutes
 - B. Community Venture Network Membership

- IV. Public Comment

- V. Old Business
 - A. Performance Metrics

- VI. New Business

- VII. Other

- VIII. Updates
 - A. Boards & Commissions
 - B.E.S.T.
 - May 8, 2017 Board of Directors Meeting
 - CVN Update

- IX. Next Meeting Date
 - A. June 16, 2017

- X. Adjournment

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

MINUTES
WASECA ECONOMIC DEVELOPMENT AUTHORITY MEETING
FRIDAY, APRIL 28, 2017

I. Call to Order/Roll Call

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

Members present: Dave Dunn
 Blain Nelson
 Ann Fitch
 Russ Weir

Absent: Marty Armstrong
 Larry Thompson

Staff present: Gary Sandholm, Economic Development Coordinator
 Danny Lenz, City Manager
 Mary Buenzow, City Clerk

II. Approval of Agenda

Gary Sandholm requested the addition of item VII.A – Performance Metrics

It was moved by Fitch, seconded by Weir, to approve the agenda as amended; the motion carried 4-0.

III. Consent Agenda

A. March 17, 2017 Economic Development Authority Meeting Minutes

It was moved by Weir, seconded by Nelson, to approve the Consent Agenda as presented; the motion carried 4-0.

IV. Public Comment

A. Chamber Presentation

Waseca Chamber Director Kim Foels, and Kathy Schaff, Director of the Minnesota Chamber of Commerce's Grow Minnesota! addressed the EDA. Ms. Schaff presented information regarding the Business Retention Program and various business resources available to Minnesota businesses.

Ms. Schaff also provided information regarding MN Job Match, a program to match job candidates to employers. This technology is another tool employers can use to get the best job match possible. She noted when an employer puts a job on MN Job Match, it also feeds to 5,000 other sites.

There was some discussion regarding how MN Job Match will be marketed and how independent businesses will find out about this resource. Kim Foels stated through her blog she is able to be in contact with all the businesses in town, whether or not they are Chamber members.

V. Old Business

None

VI. New Business

A. Hotel Feasibility Study

Gary Sandholm explained the City had contracted with Hospitality Consulting Group to do a Hotel Feasibility Study. Representatives from this group are unable to be present today, but Mr. Sandholm stated the report indicates there is a good potential for a 50-room hotel in Waseca and the north and south areas were evaluated. Current hotels are quite a distance from the highway. The study involved interviews from people in Waseca, and many are going to Mankato or Owatonna, so there appears to be a substantial market that we are not capturing.

Mr. Sandholm further stated we would probably need either a convenience store or restaurant to complement the hotel.

Russ Weir stated that from Mankato you would need to go almost to Dodge Center or Kasson before you reach a decent hotel. Mr. Sandholm agreed that is why there may be an opportunity for one here in Waseca.

Dave Dunn commented if we can attract new business and capture business we don't have now, it would be a good thing.

Mr. Sandholm stated it is still early and more research will be needed regarding the population and this market.

Ann Fitch inquired how many jobs a 50-room hotel would employ. Mr. Sandholm replied around 6 -10, some full time and some part time.

Blain Nelson asked whether site locations have been discussed. Mr. Sandholm stated the south and west interchanges have been discussed. There are still many issues to work out. At this time we don't have a perfect site, but we do have sites that would probably be very workable.

VII Other

A. Performance Metrics

Danny Lenz distributed a handout of EDA Performance Metrics. He also commended Gary Sandholm for his work on this. Areas specific to Waseca include:

Demographics: the population of Waseca is getting older and we are not attracting younger age groups that help to invigorate the community. We should look at reducing the median age and increasing the number of people in the 25-45 age group with younger families that help create new business and will be in the community for a long time. This is a difficult objective to achieve.

Waseca has a very high number of high school graduates. Many have started college but never attained a degree, and this contributes to driving down income rates. An objective would be to drive that number up.

Housing: A big part of the strategic plan focuses on things the Housing Study says that we lack and we have an opportunity to grown in, such as multi-family housing and affordable rate units.

Mr. Lenz stated this is our first attempt at some metrics, looking at items that would bring the most value to our community. This is an opportunity for feedback and for the EDA members to think of other areas they would like to see measured.

Russ Weir commented he has heard there is a housing shortage in Mankato and people are looking at Waseca. Blain Nelson replied that has been happening over the years as Mankato prices are going up. He too has thought about how to solicit young families to come to Waseca. Mr. Weir stated he doesn't see anything in the Mankato area that advertises for people to come to Waseca.

VIII Updates

A. B.E.S.T. April 10, 2017 Meeting

Jim Gibson, President of B.E.S.T. reported on the recent B.E.S.T. Summit. He stated he was very pleased with the Summit. He felt all the presenters and participants did a great job, and commended City Engineer Mark DuChene for the great job in sharing information about the Highway 14 project. There was also a representative from MnDOT to talk about the Hwy 13, 30 and 60 projects.

Mr. Gibson stated the Summit and the Visioning Project are two big things discussed at the Board meeting. The lead speaker at the Visioning Project spoke on a global level. Highlights of issues being discussed include:

Urbanization – we have a large urban area only an hour away and a rich agricultural base here.

Energy – Energy such as solar farms, etc. in the past have been associated with the cost of operations, but the cost of energy is going down.

Food and water – We have water in abundance, and, with the great lakes, the Upper Midwest has 20% of the world's fresh water supply.

Mr. Gibson thanked Dave Dunn and Ann Fitch for accepting roles on the Steering Committee for the Visioning Project. He feels there is a new sense of willingness and interest.

Danny Lenz commented his biggest take away in terms of future economic critical information is that we are expecting a 25% worldwide increase in population, a 40% increase in food demand, and a 50 or 60% increase in water consumption. As the climate changes the area where that population growth is going to happen is going to have declining capabilities for food production, while in our area we are going to have increasing capabilities for food production. Tie that in with 20% of the world's fresh water supply being in the Midwest, we have an opportunity to be a key component in the food creation for the world's population. This is the area where we will

be growing food that goes all over the world to feed the world's population. It is important to set ourselves up for the future and be prepared for that, and see some benefits to our community.

Russ Weir commented he was intrigued by the robotics presentation and where that will take us in the future. It was noted that those types of jobs will require more than a high school diploma.

IX Next Meeting Date

A. May 19, 2017.

X Adjournment

It was moved by Fitch, seconded by Weir, to adjourn the meeting at 7:55 a.m.; the motion carried 4-0.

Respectfully Submitted,

Mary Buenzow
City Clerk

EsseX Capital, LLC

(651) 204-2986
(612) 281-4648 Cell
Justin@Essexllc.net

8100 Penn Ave South
Suite 150E
Bloomington, MN 55431

INVOICE

May 8th, 2017

Gary Sandholm
Economic Development Coordinator
City of Waseca
508 S State St.
Waseca MN 56093

Description	Amount
Community Venture Network Membership June 1 st , 2017 – May 31 st , 2018	\$2,500
Total	\$2,500

*Please make check payable to: Essex Capital, LLC
Questions: Justin @ (651) 204-2986 or Justin@essexllc.net*