



Faribault Economic Development Authority  
**MEETING MINUTES**

Thursday | February 18, 2021 | Regular Meeting – held via Zoom

**Minn. Stat. § 13D.021 – Meeting by Telephone or Other Electronic Means; Conditions** - [Minn. Stat. § 13D.021](#) provides that a meeting of a public body may be conducted via telephone or other electronic means if meeting in a public location is not practical or prudent because of a health pandemic or declared emergency.

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**Members Present:** Dave Albers, Matt Drevlow, Rod Gramse, Mark Jarret, Janna Viscomi and Kevin Voracek

**Members Absent:** Matt Carlander

**Staff Present:** Community & Economic Development Director Deanna Kuennen, Economic Development Coordinator Samantha Markman, and City Administrator Tim Murray

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**1. Call to Order / Roll Call / Agenda Approval**

**Action:** Chair, Rod Gramse called the meeting to order at 7:00 a.m.

**Roll Call Present:** Albers, Drevlow, Jarret, Viscomi, Voracek, and Chair Gramse.

**2. Approval Minutes**

A. Minutes of January 21, 2020 EDA Meeting (majority vote)

**Action:** Motion was made by Albers and seconded by Voracek to approve Minutes of January 21, 2020 as presented.

**Roll Call:**

**Aye:** Albers, Drevlow, Jarret, Viscomi, Voracek, and Chair Gramse

**Nay:** None.

Motion carried on a 6/0 vote.

**3. Routine Business:** *Agenda items below are approved by one motion unless an EDA member requests separate action.*

- A. Monthly Loan Status Report
- B. Permit Activity Update Report
- C. Budget Status Report

**Action:** Motion was made by Drevlow and seconded by Voracek to receive and file the monthly status reports as presented.

**ROLL CALL:**

**Aye:** Albers, Drevlow, Jarret, Viscomi, Voracek, and Chair Gramse

**Nay:** None.

Motion carried on a 6/0 vote.

**4. Public Hearings**

- A. None.

**5. Items for Discussion**

Chair Gramse asked for introductions since this was the newest EDA member's first meeting. Kuennen provided some background and Chair Gramse asked Mark Jarret to introduce himself. Jarret is starting his first full term. Commissioner Jarrett is the CFO of Sage, has held that position for the past 6 years, and has worked for the parent company Saint Gobain for 20 years. He moved to Minnesota in 2014 and believes it is important for him as an individual and for his company to be involved in the local community. Following Jarret's introduction, the rest of the EDA provided their own introductions.

**A. Elections of Officers**

Annually the EDA must elect officers. The current officers include:

President/Chair: Gramse

Vice President: Voracek

Secretary/Treasurer: Albers

The current officers were asked if they would like to continue in their roles. Based on the discussion and motion was made to keep the existing slate of officers.

**Action:** Motion was made by Voracek and seconded by Viscomi to approve the current seats for the term beginning 2021.

**ROLL CALL:**

**Aye:** Albers, Drevlow, Jarret, Viscomi, Voracek and Chair Gramse

**Nay:** None.

Motion carried on a 6/0 vote

B. Annual Review of EDA Enabling Resolution

State Statutes require the EDA to review the enabling resolution annually, and provide recommendations to the City Council if changes are necessary. Staff and legal counsel reviewed the existing enabling resolution and made a recommendation that language be added to clarify that the City Council appointments onto the EDA run concurrent with their terms on City Council, versus the one-year appointments that currently take place. The second item for consideration is clarifying when the terms expire. Appointments take place the first meeting in January, so the language would be modified to reflect this practice. Discussion followed regarding consequences of not updating the enabling resolution.

Action: Motion was made by Voracek and seconded by Viscomi to forward the recommended changes as presented to City Council for consideration.

ROLL CALL:

Aye: Albers, Drevlow, Jarrett, Viscomi, Voracek and Chair Gramse

Nay: None.

Motion carried on a 6/0 vote

Kuennen stated that the recommended changes to the enabling resolution will be forwarded to City Council. City Council is required to hold a properly noticed public hearing to consider the changes.

C. Site Location Partnership Contract Update

Staff provided an overview of the deliverables from the Site Location Partnership contract entered into in February 2020. Despite COVID which interrupted traditional site selector FAM tours and trade shows – Staff feels that much value was gained through this relationship/contract. While Staff is not recommending a renewal of the SLP contract for 2021 - the contract allowed a lot of additional exposure to Faribault, and additional steps have been identified and will be pursued throughout 2021 based on the information obtained from SLP and the connections that were made through the contract. As additional marketing opportunities are identified and as the ability to more freely travel to attend events in person becomes available – a future contract may be considered.

D. Economic Development Website Review

The website is an important tool for businesses and site selectors evaluating different communities. The type of information they look for, and how that information is presented has changed over the years. In addition, COVID-19 has amplified the importance of the website and how we use it. Staff has been continually refining the economic development pages on the City's website – to ensure the information site

selectors and businesses seek is readily available. Staff pointed out specific additions to the website that have been added/enhanced based on feedback and best practices. Following the walk-thru of the website discussion ensued. The EDA expressed their desire to ensure that the economic development opportunities specific to the city's airport be highlighted on the website, and members asked if there were ways to highlight quality of life (i.e.: downtown, parks, etc.). The EDA agreed that the website should focus on providing information that site selectors are looking for. In addition, it was suggested that as we grow the information on the website and publicize the information, that we track analytics to determine if we are reaching our intended audience in an effective way.

Drevlow left the meeting at 8:00 AM.

## 6. Updates/Project Reports

Staff provided a summary of projects including current business development/prospects, joint marketing efforts with Owatonna, and a marketing brochure Staff is developing for the airport. Staff also noted that they are working on reviewing existing programs and potentially will be proposing next programs for the EDA's consideration for industry and placemaking. The EDA suggested that they would prefer to financially support a placemaking program administered by another entity versus implementing such program through the EDA.

## 7. Adjourned

**Action:** Motion was made by Voracek and seconded by Jarret to adjourn at 8:04 a.m.

### **ROLL CALL:**

**Aye:** Albers, Jarret, Viscomi, Voracek and Chair Gramse

**Nay:** None.

Motion carried on a 5/0 vote

Agreed next meeting will be virtual.

Respectfully Submitted,

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Kari Casper (*Minutes Recorded via Zoom*)