



Faribault Economic Development Authority
MEETING MINUTES

Thursday | August 19, 2021

Members Present: Dave Albers, Matthew Drevlow, Janna Viscomi, Kevin Voracek and Chair Gramse

Members Absent: None

Staff Present: Community & Economic Development Director Deanna Kuennen, Economic Development Coordinator Stephanie Aman, Recording Secretary Kari Casper

1. Call to Order / Roll Call / Agenda Approval

Action: Chair Gramse called the meeting to order at 7:02 a.m.

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

2. Approval Minutes

A. Minutes of July 15, 2021 EDA Meeting (majority vote)

Action: Motion was made by Viscomi and seconded by Albers to approve the Minutes of July 15, 2021 with the requested corrections.

Motion carried on a 4/0 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

Commissioner Drevlow arrive at 7:12 a.m.

Motion was made by Albers and seconded by Voracek to receive and file the monthly status reports as presented.

Motion carried on a 5/0 vote.

4. Public Hearings

A. None.

5. Items for Discussion

A. Approve 2021 Micro Grant Awards

Kelly Nygaard was present to review the 2021 Micro Grant Awards program process and recommendations. She stated that the 2021 process included two rounds of review/interviews, with the following award recommendations:

Optical Tech Assist, 111 Central Ave, Suite 101 – \$650 for tools;

Corks and Pints, 24 4th St, NW – \$5,000 for patio in back;

Fleur de Lis, 318 Central – \$2,500 for gallery lighting to better showcase products;

Good Day Coffee, 318 Central, Suite 101 – \$2,500 for a toppings cooler and an industrial juicer to expand their offerings;

Cry Baby Craig's, 405 Central – \$2,800 for window treatments to protect their merchandise;

Cardboard Vault, 121 Central Avenue – \$5,000 for signage and a new awning;

Express Mobile Plus, 421 Central Ave – \$2,000 for new awning;

Basilleo's Pizza 2.0, 108 4th St NW – \$2,600 for a Sommerset dough sheeter, and

Purple Healing Energy, 119 Central Ave – \$1,000 for computer and printer for managing appointments and billing.

After some discussion, a motion was made by Voracek and seconded by Viscomi. Motion carried on a 5/0 vote.

Kuennen then asked if the EDA is interested in expanding this program to include a city-wide component. Discussion followed regarding developing guidelines and fine-tuning program guidelines and procedures for the 2022 Downtown Micro Grant program.

B. EDA Commissioner Open Seat – Recommendation for Appointment

Director Kuennen shared that both Mark Jarrett and Trisha Duncan have both recently resigned from the EDA, creating vacancies on the EDA. EDA members are appointed by the City Council to serve six (6) year terms. At the August 10, 2021 City Council Work

Session, the City Council directed the EDA to review the applicants on file and make a recommendation to the Council, taking into account the roles and responsibilities of the EDA, skillsets represented by existing members, and desired skillsets of additional members. The EDA reviewed the applications on file and after some discussion the EDA members concluded that Mr. Fort would be a good choice to fill Mark Jarrett's position. The EDA felt that Mr. Fort would represent our large industry needs and perspective, acknowledging that that voice is important and necessary. The EDA then suggested that they actively recruit for the second opening.

A motion was made by Voracek and seconded by Drevlow to approve Will Fort as a recommendation to Council to fill Mr. Garrett's vacant seat with the first term would ending in 2027 and to allow the EDA one month to recruit other potential applicants to fill Duncan's seat. Motion carried on a 5/0 vote.

C. 2021 Faribault Micro-Summit (Rescheduled)

In 2018 the EDA conducted their first Minnesota Real Estate Journal (MREJ) Micro Summit. This was memorable because it was originally scheduled to take place the day after the series of tornados that came through Faribault, causing much damage. The event was rescheduled, and was a success. The Mac Hamilton/Hillside Apartments is a direct outcome of the event, with many other leads and connections made.

The EDA opted to conduct a second Micro Summit in 2020, only to have that event postponed due to COVID-19. The event was moved to 2021, in hopes of being able to conduct the summit in-person. However, based on recommendations from MREJ, the event will be pushed to spring 2022. This will provide additional time to develop quality programming with optional business tours and a reception.

No action required.

D. Marketing Materials – Review

Staff has been reviewing the existing marketing materials and has been working to develop a suite of materials. The goal of this suite of materials is to have infographics that will be used across multiple platforms, including LinkedIn, Faribault's website, and in person. In conjunction with this initiative, Staff is also reviewing the economic development pages on the website and making recommendations to ensure that the website is easy to navigate for potential and current businesses, site selectors, and others.

Staff shared that the materials currently being developed include a comprehensive annual report, 1-pager of Faribault industry & demographic information, and 1-pager of COVID relief information – all highlighting success stories.

No action required.

6. Updates/Project Reports

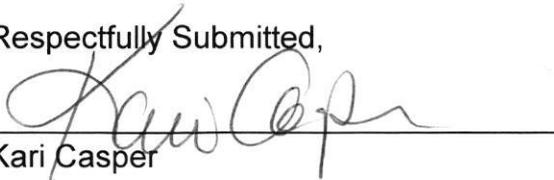
Staff reviewed the project report. Items to note included the CVN session and business follow up, and the JETRO visit. The EDA members had no questions or comments.

7. Adjourn

Action: Motion was made by Albers and seconded by Voracek to adjourn at 8:19 a.m.

Motion carried on a 5/0 vote.

Respectfully Submitted,



Kari Casper