

**CITY OF HANOVER  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
FEBRUARY 16, 2023**

**Call to Order**

Acting Chair Johnson called the regular EDA meeting of February 17, 2022 to order at 8:09 a.m. Present were members Jessica Johnson, Tony Ross, Brian Dismang, Tom Dierberger (via remote) and Ted Zrust. Absent were Todd Bartels and MaryAnn Hallstein. Also present were City Administrator Jennifer Nash and Wright County Economic Development Partnership Executive Director Jolene Foss.

**Approval of Agenda**

**MOTION** by Zrust to approve the agenda as presented, seconded by Ross. **Motion carried unanimously.**

**Appoint Chair, Vice Chair, Treasurer**

**MOTION** by Zrust to appoint Bartels to Chair, seconded by Dismang. There were no other nominations received. **Motion carried unanimously.**

**MOTION** by Dismang to appoint Hallstein to Vice Chair, seconded by Johnson. There were no other nominations received. **Motion carried unanimously.**

**MOTION** by Zrust to appoint Johnson to Treasurer, seconded by Ross. There were no other nominations received. **Motion carried unanimously.**

**Approval of Minutes from November 17, 2022 Regular Meeting**

**MOTION** by Johnson to approve minutes of November 17, 2022 as presented, seconded by Zrust. **Motion carried unanimously.**

**Approval of Accounts Payable and Financial Reports**

Johnson reviewed financial reports and noted payment from the one loan holder is up to date.

**MOTION** by Johnson to approve the Accounts Payable and Financial Reports as presented, seconded by Ross. **Motion carried unanimously.**

**Citizen's Forum**

WCEDP Director Foss noted that Hanover business Big Bore received the annual entrepreneur of the year award at the Partnership's recent annual meeting. Nash also shared that Foss has been recognized by the Economic Development Association of Minnesota as Economic Developer of the Year.

Foss spoke about repairs and upgrades needed at the Wright Tech Center in Buffalo which serves many area communities with vocational training opportunities for high schoolers and other programming. She is working to support a request to the State legislator for bonding to fund the improvements.

Ross noted his business works with Wright Tech and has depended on the school to recruit staff with the skills he needs.

Foss also summarized additional work of WCEDP, programs available and priority initiatives.

## **Unfinished Business**

### **a. Business Incentive Loan – River Inn**

Member Zrust noted that BankWest staff have worked with RiverInn to identify and secure necessary collateral for the \$92,500 low interest loan from EDA that RiverInn has requested. The collateral is now in place, so Zrust states the loan is now good to close. Zrust stated that the EDA's loan would be second only to the City's letter of credit for the site plan with the business building as the secured collateral. There is no other debt that would be paid first if debts had to be called, and the existing contract requires payback of the loan in the event of a sale as well.

**MOTION** by Zrust to proceed with disbursement of the EDA Business Incentive Loan to River Inn, seconded by Dismang. **Motion carried unanimously.**

## **New Business**

### **a. Website Update Presentation - Catalis**

Nash brought Mike Chaloupka of Catalis and EDA Member Dierberger into the meeting via remote meeting connection. She noted EDA has been inquiring in recent months about how they may assist in improvements they believe are necessary to the City's website to improve access for services and impression that prospective new businesses and new residents get of the community based upon the website. Catalis is now the current website provider after the company acquired GovOffice, so Nash invite Chaloupka to the meeting to speak about improvements available for the website.

Chaloupka spoke about the new company and described additional tools now available. He stated that current data shows that twice as many users are accessing city websites through mobile devices as through desktops now, so improving how the site presents on mobile devices would be a good idea. He showed a model website created to present available features.

EDA members discussed items they would like more information on for consideration with a website update. These included the following: searchable meeting agendas, searchable city ordinances/code, access to City GIS tools, ability to pay bills such as building permits online, review of Google analytics and search engine optimization (SEO), mobile friendly setup, other visual improvements.

Dierberger suggested Google analytics may be able to assist in identifying which pages should be reviewed and updated first if there is limited staff availability to commit to update work that would need to be done in partnership with the website company.

Nash noted current staff are used to the page maintenance system and the software is relatively intuitive for non-web developers such as our staff to work on. There are other web providers that work with cities regularly as well and those could be brought in to look at options – usability and ease of alterations should be reviewed with any proposal.

Dierberger asked if SEO is baked into the upgrade being proposed, and Chaloupka noted yes and that mobile-friendly pages rank better.

Ross suggested that any features that couple help to ease the development process for business owners should be considered so that they can use the website to understand what rules are in place and what steps are involved in proposing projects, expansions, relocations, etc.

Members noted they like the presentation of the sample site that had buttons for users to click on beneath the main image on the home page and would like for users to be able to click through without needing to scroll. They don't like when the buttons scroll either and would like them stationary.

### **EDA Board and Staff Reports**

Administrator Nash

- Noted Council will be considering decision on proceeding with the County 19 project soon.

### **Adjournment**

**MOTION** by Johnson to adjourn at 9:25 a.m., seconded by Dismang. **Motion carried unanimously.**

ATTEST:

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Jennifer Nash, City Administrator