

**CITY OF HANOVER
ECONOMIC DEVELOPMENT AUTHORITY MEETING
APRIL 14, 2014 WORK SESSION– OFFICIAL MINUTES**

Call to Order

Chair Bartels called the special strategizing session meeting of the EDA to order at 5:13 p.m. Present were Todd Bartels, Joe Kaul, Jim Hennessey, Randy Whitcomb, Ken Warpula, John Vajda, and Keith Ulstad. Also present were City Administrator Annita Smythe, EDA consultant Heidi Peper, and WCEDP Executive Director Duane Northagen.

Assessment and Goal Setting

Heidi Peper laid the ground rules for the meeting. Members discussed and made lists of the City's strengths and weaknesses as factors relating to economic development in the City. Members then discussed goals and priorities and created a work plan. This was followed by a detailed review of priorities from a previous strategizing session, and an updating of the project chart to include new priorities. A summary of each of these items is included in the attached exhibit. Several of the updated priorities list were marked as items for further discussion at an upcoming regular meeting.

Reference Materials

Current available zoning maps and future land use maps were included as reference items. Smythe explained to the group that staff has recently learned that these items are out of date. Smythe further explained that City Planner Cindy Nash is in the process of updating these items as part of the overall Comprehensive Plan update that is a current project of the Planning Commission. Members determined it would be a good idea to invite Nash to a future EDA meeting and get her input.

Other

Greenhouse Project – Smythe advised the group of the latest discussions regarding the Greenhouse Project. Brad Bass of Bradford Development has invited City representatives for an onsite visit of the facility under construction in Mankato. Peper will send out a doodle survey to gauge availability and get the visit scheduled.

Adjournment

MOTION to adjourn by Warpula, seconded by Ulstad. **Motion carried unanimously.** Meeting adjourned at approximately 8:12 p.m.

ATTEST:

Annita M. Smythe, City Administrator

Assessment and Goal Setting

WEAKNESSES

- Low employee count (daytime)
- Separated by CSAH 19
- Lacking curb appeal
- Lacking branding / monument entry signs
- Zoning history confusion
- Current Future Land Use and /zoning Maps vs. reality
- No 8th Street extension to CSAH 19
- Transportation - CSAH 19 but not interstate or highway
- Less tax base
- Limited retail / commercial / industrial space and opportunities – low building inventory
- No city name recognition ... where's Hanover? Andover?
- Lacking identity
- We can be overlooked in site searchers – miss opportunities
- Missing methodology for promotion
- We are a “speed bump” – pass through of vehicles getting from point A to point B

STRENGTHS

- Traffic corridor – high ADT
- Crow River
- Resources of two counties
- City, Council and EDA that are: receptive, proactive, supportive, flexible, creative → Business Friendly
- High population growth
- Financial incentive programs
- Allow outdoor storage (need to double check this and where)
- Good businesses
- Do not have a negative connotation or perception
- River Inn / Hilltop / Chops → all destination places
- Recreation and trail opportunities
- We are trusted and respected among neighboring cities
- Senior Center and resources for seniors
- Relatively friendly business ordinances / development
- Wide variety of housing
- High MHI
- High Work Ethic

- Location – proximity to metro but in Wright County
- National award winning School – one of only seven in the entire state (4 of the 7 in Wright Co.)
- Redevelopment opportunities – downtown, older and currently non-conforming buildings (old homes in the downtown district)
- There's a desire in the community to embrace and leverage history
- Benefits of Wright and Hennepin Counties – we are the closest city to Hennepin County in Wright County:

“All the Benefits without the Drive”

GOALS

- Evaluate and prioritize any and all industrial / commercial and residential areas: what we have – what do we have left
- “Available” Land:
 - Schendel – heirs inquired about zoning of the land
 - Bursch
 - Anderson
- Broker Connection – Event
 - Wayne Elam
 - Agents from past listings
 - Others?
- Create elevator speech for members to use when talking to people about Hanover – including “tag line”
- Identify those businesses who will give a positive testimony about doing business in Hanover – utilize when courting businesses

Review of Specific Projects

See Attached Work Plan

TO DO'S

Me:

- Contact Comfort Matters (talk to Todd Bartels first as he has talked with them) re. growth plans
- Elevator speech

Jim:

- List all levels of senior housing (his mother's facility model)

**CITY OF HANOVER ECONOMIC DEVELOPMENT AUTHORITY
2014 – 2015 WORKPLAN**

Time	Planning Goal	Plan Implementation	Follow-Up
2014	4 th / 5 th Street Development / Redevelopment Project	<ul style="list-style-type: none"> • Work with property owner Greg Ebert re: corner parcel on 4th St/CR 19 • Market Business Center • Conduct business retention/expansion meeting with owners of Chops Bar and Grill. • Work with property owner James Ranier – owns two properties on east side of CR 19 • Get all parcels on our website – inventory of land available 	<ul style="list-style-type: none"> • EDA and City Council adopted rent reimbursement program to assist with filling vacant commercial and industrial spaces across Hanover. Many businesses since taken advantage • Staff contacted Ebert about 4th Street corner site – Ebert has received no recent inquiries for site • Ebert Construction is marketing site for sale or build to suit; Greg Hayes is contact for property
	City's 10 Acres	<ul style="list-style-type: none"> • Identify all proposal “on the table” 	<ul style="list-style-type: none"> • Ball fields
	Ongoing Review of Incentive Programs	<ul style="list-style-type: none"> • Meet with local businesses to identify why not using RLF • Review policies – increase maximums? • Study amendment to City's tax abatement policy to allow granting tax abatement to property owners of vacant C/I space to buy-down reductions in lease rates 	<ul style="list-style-type: none"> • EDA reviewed and made changes to programs in March 2014. • Change name of RLF to Term Loans or Low Interest Loans.
	Marketing ... All the Benefits Without the Drive	<ul style="list-style-type: none"> • Identify target audience • Keep website updated & maintain data • Push traffic to website • Identify broker to “represent” Hanover • Greater MSP / WCEDP 	<ul style="list-style-type: none"> • Maintenance contract with Kaul Design • Initiated conversations with Wayne Elam

		<ul style="list-style-type: none"> Utilize newsletter → home businesses – we can help when they outgrow their space, find space and \$\$ but they should register with the city (free) 	
Senior Housing – Age in Place	<ul style="list-style-type: none"> Provide support to resident committee exploring senior housing options Work with Bradford Development and the Greenhouse Project in the Bridges Work with 3Diamond Development and their senior housing project on Butch Cox Site List out all levels of senior housing 	<ul style="list-style-type: none"> Green House – committee toured Mankato property on 5/1/14 and discussed next steps for Hanover location Eminent Domain is initiated for the easement in Bridges 3 Diamond is pursuing MHFA funds and TIF from the city 	
2 Acres for Sale in Industrial Park	<ul style="list-style-type: none"> Behind Voss Plumbing Owned by First American Bank Property 		
Planning Commission Interface	<ul style="list-style-type: none"> PC is updating Comprehensive Plan now – invite Cindy Nash, City Planner, to future EDA meeting 		
Schendel Farm Industrial Park (47 acre parcel north of industrial park)	<ul style="list-style-type: none"> Confirm zoning on land The heirs need someone to organize Bring to future meeting 		
Development of 7-acre Riverfront Property	<ul style="list-style-type: none"> Utilize Corridor Study Assist with process of unifying parcel with strip of land owned by Hennepin County Transportation Department. Assist w/ access issues from County Road 19 to the site Talk to Hennepin County Highway 	<ul style="list-style-type: none"> Working with business start up Fishbone Brewery → preliminary meeting set up with city staff for week of May 5 	

	Arlene Bursch Property	<ul style="list-style-type: none"> Identify who owns property and revisit at future meeting 	
2014	Business Retention & Expansion (BRE)	<ul style="list-style-type: none"> Take focused approach and an ongoing effort – no surveys – Comfort Matters & PHS West on first round 	
	Trail from Bridge to Bridge		
Pin It	Mercantile Pass	<ul style="list-style-type: none"> Evaluate potential EDA involvement Assist developer with planning / zoning items Check in with owner (Bryan Reitzner) on parameters 	
Pin It	Hilltop Bar	<ul style="list-style-type: none"> City water / sewer service; age of septic and it's not on property Explore partnership to improve exterior façade 	<ul style="list-style-type: none"> Buchholtz and Vajda conducted follow-up visit in 2011 to re-offer water and sewer connection fee incentive. No interest at the present time.