

**CITY OF HANOVER
ECONOMIC DEVELOPMENT AUTHORITY MEETING
OCTOBER 24, 2019 – OFFICIAL MINUTES**

Call to Order

Chair Bartels called the regular EDA meeting of October 24, 2019 to order at 8:00 a.m. Present were Members Todd Bartels, Ted Zrust, Brian Dismang, Jessica Johnson, Tony Ross, MaryAnn Hallstein and Ken Warpula. Also present was City Administrator Brian Hagen. Guests present included Kelly Baltzell and Elyse Phillips of Positive Based Marketing and Duane Northagen of WCEDP.

Approval of Agenda

MOTION by Johnson to approve the agenda, seconded by Warpula. **Motion carried unanimously.**

Approval of Minutes from July 18, 2019 Regular Meeting

MOTION by Dismang to approve minutes as presented, seconded by Warpula. **Motion carried unanimously.**

Approval of Accounts Payable and Financial Reports

Johnson noted all loans were current and expenses included WCDEP Golf event, Hagen's EDFP training and Harvest Festival donation.

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

Citizen's Forum

Unfinished Business

New Business

Kelly Baltzell & Elyse Phillips – Guest Presentation

Baltzell and Phillips explained their company, Positive Based Marketing. They approached the EDA with an idea to co-host a free seminar to Hanover businesses on how to improve marketing success via Google searches. They indicated that often businesses are missing out on search results for their business unknowingly and Positive Based Marketing wants to help.

The EDA supported the event but cautioned on the number of people who would attend and the marketing strategy of the event. The board directed Hagen to work with Baltzell and Phillips to discuss further and to inquire with WCEDP for any input.

Baltzell and Phillips also inquired with the EDA if they have heard of any interest from local businesses who may benefit from a co-working space. They further requested suggestions of possible properties to open a co-working space. One suggestion was to speak with Bryan Reitzner as he owns multiple properties in town, one being currently vacant in the downtown area.

2020 EDA Business Social

The board discussed the 2020 EDA Business Social. Hagen indicated he has verbal interest expressed from Chad Brink to host the 2020 event at Big Bore BBQ. In speaking with Brink, an evening event may be challenging due to the regular patron crowd. Brink did suggest a lunch time event. The board identified possible dates for Hagen to coordinate with Big Bore BBQ.

The board further discussed the appreciation tokens and consensus was to return back to everyone receiving a smaller token. Yeti Mugs with the City logo was supported again.

Review of Rent Reimbursement Program

Discussion on the effectiveness of the program as it relates to the original goal of the program was held. The group identified benefits and draw backs to the program, largely related to timing of recent applications, when new businesses hear about the program and whether there are enough vacancies in town where the program would be utilized well.

MOTION by Bartels to suspend the Rent Reimbursement Program, seconded by Ross. **Motion carried unanimously.**

Review of Matching Grant Program

Discussion shifted away from the program review and the consensus of the group was that a future discussion to establish priority uses of EDA funds would be beneficial at this time prior to major changes to program guidelines.

Reports

Northagen outlined WCEDP’s Workforce Pathways Program to the group.

Adjournment

MOTION by Zrust to adjourn at 9:38 a.m., seconded by Dismang. **Motion carried unanimously.**

ATTEST:

Brian Hagen, City Administrator