

CITY OF HANOVER
ECONOMIC DEVELOPMENT AUTHORITY MINUTES
July 14, 2011

Vice President Whitcomb called the Economic Development Authority meeting of July 14, 2011 to order at 8:00 a.m. at Hanover City Hall. Commissioners present were: Whitcomb, Jim Hennessey, Chris Kauffman, Joe Kaul, John Vajda, and Keith Ulstad. Absent: Todd Bartels. Also present were EDA Consultant Heidi Peper and Deputy Clerk Melissa Barker. Call to Order

Barker gave the oath of office to member Ulstad. Oath of Office

MOTION by Hennessey, second by Vajda, to approve the agenda for the July 11, 2011 EDA meeting. Motion carried 6:0. Approval of Agenda

MOTION by Kaul, second by Hennessey, to approve the June 9, 2011 regular EDA meeting minutes. Motion carried 6:0. Approval of Minutes

MOTION by Kaul, second by Kauffman, to approve the accounts payable and financial report, as presented. Motion carried 6:0. Motion to Approve Accounts Payable

Business Business

1. 2011 Work Plan 2011 Work Plan

Whitcomb introduced the item. Peper provided an update on the redevelopment on the industrial park. Public Works Vogel reported that for the last two weeks Miller Trucking hasn't been working on the public works site because of the weather. He noted that Miller Trucking had hit concrete and found insulation. He added that the City Council had approved up to a certain amount for the project and that they weren't being charged for the removal of the black dirt. Vajda inquired about the state of the concrete that was found. Vogel replied that it was pretty solid, not deteriorating.

Peper provided an update on the rent reimbursement program. She stated that the City Council had approved the program. She asked Ulstad for his thoughts on the program. Ulstad felt the program should help. He felt it was incumbent on people trying to rent space in town, whether it's the City or the private sector, to have these spaces ready to move into or with minimal upfront investment. He said it was the initial amount, capital to venture into a business. Peper stated that the rent reimbursement program needs to be communicated out into the community.

Peper reported there wasn't any update on 4th Street development/redevelopment project. Vajda stated that he hasn't met with Chops yet for a business retention and expansion visit.

Peper reported that the City Administrator and Vajda and met with the owners of Hilltop Bar, however they do not have any interest at this time.

No action was taken on the item.

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2. Marketing Outline

Marketing Outline

Whitcomb introduced the item. Hennessey reported that they were not trying to make a recommendation at this time. He said what they did was spend some time talking about other cities have done and then try to provide some focus on where to start. He said if you focus on where you have something already established; it's probably the best way to start. He said Hanover has businesses that are focused on the construction industry. He stated that was the industry they chose to start with.

Hennessey stated that he spoke to Corey Hickmann from Comfort Matters. He said that Hickmann would like to expand his business. He noted that having an ongoing dialogue with the growth thinking businesses is part of the process. He said he was willing to work on that, with some of the businesses owners.

Hennessey stated in reference to the how to market; he said they needed a simple message. He added the message must be very specific to invite businesses.

Hennessey inquired about joining or participating with other associations that were provided on the draft outline. Ulstad didn't feel joining MN Commercial Association of Realtors (MN CAR) would provide much advantage. He said since the market has gotten tough, everyone has had to specialize. He said he felt they could find who the top three people are in this corridor who can sell industrial land. Kauffman inquired how that would work for privately owned buildings. Hennessey replied that they are trying to find who can help, and then they will determine the how to.

Ulstad inquired if there was a comprehensive lot inventory, for example the number of lots and the number of lots you can build on. Kaul said he would like to include the residential lot information on the EDA website as well.

Hennessey asked Ulstad who he thought the EDA could invite in to assist in the development of marketing strategies. Ulstad replied that he needed a clearer picture of what the City is trying to sell and why.

Peper suggested having a subcommittee bigger than Hennessey and herself to take a look at marketing. Kaul added having a meet and greet. Peper said a round table meeting.

Whitcomb said that now was the time to do marketing.

Ulstad volunteered to be on the subcommittee with Hennessey and Peper.

No action was taken on the item.

3. Community Corridor Grant Application Update

Community Corridor
Grant Application
Update

Whitcomb' introduced the item. Peper provided an update on the 2011

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Community Works Corridor Planning Grant. She reported that she submitted the application to Hennepin County on June 23rd. She said that she had received word that the applications were currently being reviewed. She felt the City should hear something soon, whether it received the grant or not. She noted the grant required a 25% match. She said the grant will study land use and marketing analysis along CSAH 19 Corridor on the Hennepin County side.

Kaul inquired which fund the applicant's portion would come out of. Peper replied the EDA fund.

Hennessey inquired if the study lined up with the City's comprehensive plan. Peper replied affirmatively.

Kauffman asked if the study would focus on the future development of the entire corridor, not just those two properties. Peper replied correct.

No action was taken on the item.

4. Update on Greater MSP Initiative

Update on Greater
MSP Initiative

Whitcomb introduced the item. Peper provided an overview and history of the Greater MSP Initiative. She said they have a strong marketing arm for the thirteen county region including Wright County and possibly a county in Wisconsin. She said the organization has a nice website: greatermsp.org.

Hennessey inquired how Greater MSP acquires its funding. Peper replied that the funding is primarily through private businesses.

Peper said the City needs to use resources that are there as much as possible. Hennessey suggested adding it to the marketing plan and integrating it.

Reports.

1. Board Member Reports

Board Member Report

Kaul reported that the three main contacts to the EDA's website were the first page, the available land and buildings page, and think Hanover, think home page. He stated there were a number of searches for rental apartments in Hanover. He inquired about putting the information on the EDA website.

Kaul reported that he met with a representative from Duinick Brothers, Inc. and there was discussion about a possible trail from the center to the park.

Kaul noted that the City of Hanover was not credited for the cover page on the Northwest Suburban guide. He felt it was a missed marketing opportunity. He asked that the City Administrator contact Premier Marketing to confirm not to use the picture again.

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Kaul reported that he would not be at the next EDA meeting.

Kauffman reported that the business activity has picked up on their building.

Vajda inquired about funds for the Hanover Harvest Festival. Kaul replied that funds have been allocated for the publication of the Hanover Harvest Festival event.

Ulstad reported that he was happy to be on Hanover's Economic Development Authority board.

Whitcomb reported that he would not be at the next EDA meeting.

2. Executive Director Report

Executive Director
Report

Peper reported that she was setting up a meeting regarding the broadband.

Peper reported that staff was working on the 2012 budget.

Adjournment

Adjournment

MOTION by Vajda, second by Whitcomb, to adjourn the meeting at 9:16 a.m.
Motion carried 6:0.

Melissa Barker, Deputy Clerk