

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
March 30, 2015, 7:00 p.m.

There was a meeting of the Waterville Economic Development Authority held in Council Chambers at 7:00 p.m. on March 30, 2015.

Present: Val Vail, Sue Cutts, Richard Davis, and Chairperson Stephen Mihalik

Absent: Sue Myers

Also Present: Administrator/Clerk Teresa Hill

Also Absent: None

1. Call to Order. Chairperson Stephen Mihalik called the meeting to order noting that all EDA members were present, except Sue Myers. Also present City Administrator Teresa Hill.

2. Minute Approval – January 26, 2015 Regular Meeting and March 16, 2015 Special Meeting. Motion by Cutts, seconded by Mihalik to approve the minutes of January 26, 2015 Regular Meeting and March 16, 2015 Special Meeting. Unanimous vote. Motion carried.

3. Unfinished Business.

A. Flyer Samples. Ms. Hill sent information to Eileen Hildebrant regarding purchasing the fonts for the flyer. Mayor Mihalik said we should give Eileen direction to do another mock up but use the same branding that we have with our Waterville sign “Heart of the Lake Region” the colors, the fonts. Discussion held regarding what the Chamber is doing for their Visitor’s Guide. Discussion held regarding the flyer that Eileen is working on. Ms. Vail had different brochures to get ideas for the flyer.

B. City Sign on Hwy 13 (North Side of Town)

1. Quotes. Ms. Hill said that the low quote was from Brushworks for \$10,000. The sign \$8,000 and installation \$2,000. She received another quote from Flatline Designs for \$14,895. Ms. Hill will be contacting the state regarding the placement of the sign. Motion by Mihalik, seconded by Davis to accept the quote from Brushworks for a total of \$10,000 for the city sign on Hwy 13 (North side of Town). Unanimous vote. Motion carried.

2. Fund Raising.

Mayor Mihalik presented a letter he had drafted to be given to the City Vendors requesting donations. Mayor Mihalik requested EDA commissioners review the letter. The letter will be sent to the most current vendors and could possibly be sent out by the 15th of April. Discussion held regarding electronic payments for the water/sewer billing and the possibility of putting a miscellaneous pay for donations.

C. EDA Role in the Comprehensive Plan. EDA Commissioners reviewed the economic development portion of the comprehensive plan. Ms. Hill said that currently the EDA does not have access to a lot of loan monies and it would be nice to maybe start levying some money specifically for that pot or ask the Council if we can borrow money from the general fund at a certain percentage rate so that we can lend funds. Ms. Hill said in order to promote development and redevelopment you really have to have money assessable. Discussion held

regarding what is needed to promote development and redevelopment. Discussion held regarding the funds the EDA has for loans. Discussion held regarding revitalizing the downtown area. For business loans it is one-third loan, one-third deferred loan or grant and one-third owner contribution. Discussion held regarding how to obtain more funds for downtown improvements. Discussion held regarding the cleanliness of the downtown area and how to improve on it. Chairperson Mihalik suggested getting quotes for painting, awnings, etc. Ms. Hill said on May 20th she was invited to speak with the Chamber about funding sources. She will be talking about the loan programs the City has available. Ms. Vail suggested that a letter be sent to all businesses in Waterville regarding funding sources. Chairperson Mihalik suggested that the Commissioners continue reviewing the comprehensive plan and see what the EDA can do. Ms. Vail said that the EDA should comprise a list of what rentals are available and what business buildings are available in the City of Waterville. Discussion held regarding banners and/or lighting for the downtown area.

4. New Business.

A. Gilligan's Building Request. Chairperson Mihalik said that Casey's had approached the City and asked if we knew anybody who might want the Gilligan's building because it is their intention to demolish the building in the fall. Chairperson Mihalik has been corresponding with Casey's regarding the City possibly purchasing Gilligan's. Chairperson Mihalik suggested a possible donation to the City. Chairperson asked if the EDA would be interested in repurposing the building for City purposes. Discussion held regarding the Gilligan's building site. Chairperson Mihalik will continue talks with Casey's regarding the Gilligan's Building.

5. Commission Discussion.

A. Chairperson Mihalik said we had the Le Sueur County elected Officials meeting last month and the topic was tourism. The EDA and Chamber were both invited to that. They were talking about how can we as a County come together and all the different cities work together. We all have our own benefits. How can we bring tourism into the County? Two major items came from that, one which was kind of like what the Chamber is going to be doing with the Visitor's Guide. There is a Visitor's Guide for Le Sueur County and it is almost all advertising and each city has got a plug of two or three paragraphs tops. Scott County has a nice brochure that did not have much advertising and had some great articles and really promoted what Scott County had to offer. The difference was advertiser paid and one funded by the Cities and Scott County. Ms. Hill said they were attracting business development into their County. Chairperson Mihalik said the counties will be talking again at the Elected Officials meeting in a few days and Eileen Hildebrant who has her own marketing agency in Mankato will also be there this Wednesday. She will be giving the County and Cities an idea of what it would cost for a Visitor's Guide for Le Sueur County. Ms. Vail said we have to bring what we have up to date with Le Sueur County.

B. Ms. Vail discussed the City of Kilkenny's and the City of Northfield's promotion of tourism. Ms. Vail said the Mayor of Kilkenny went to Ireland as well as 150 people from TCU. This is the third year and they are sister cities. Ms. Vail said the City of Waterville was named from a gentleman that came from Waterville, Maine who came from Waterville, Ireland. He then came here and he thought it looked kind of the same too so they named it Waterville.

She does not know if that could ever be promoted. Ms. Vail said the people that came from Ireland a couple years ago said that you should get in connection with Waterville, Ireland as your sister City. That might be an interesting promo as this thing grows. She has watched the last three years how this has changed and it is dramatic. Ms. Vail said this is an opportunity with Northfield on board and St. Paul Historical Society is on Board, the Mayor of St. Paul. There are a lot of connections that have been coming forward and we don't want to miss out. The Mayor of Montgomery suggested keeping tourism as an agenda item at the Elected Officials meeting. Chairperson Mihalik said they will bring back any ideas that they get from the meetings.

C. Ms. Vail said maybe we can work together with the parks, campgrounds, girl scouts and Camp Omega as an EDA to develop the tourism. Chairperson Mihalik said he thinks the brochure would work to have them provide tourism. Ms. Vail said we should invite them to our meetings. Ms. Vail thinks we should count how many camp grounds, etc. there are.

D. Ms. Cutts said we talked about cleaning up downtown, what about the City in general. She understands there is a nuisance committee. People are looking at properties at this time of the year and she has a couple of nuisance properties that she would like to report. Chairperson Mihalik said that she should give those properties to Teresa. Chairperson Mihalik said we started the nuisance committee last spring and it was very effective.

E. Ms. Hill said that Monika with Widseth Smith Nolting provided the information the EDA had requested. Discussion held regarding the additional billing request of \$18,277. The EDA is willing to consider the additional billing request on a per submittal basis as funds are warranted. Ms. Hill will contact the County to see if they are paying a portion of the architectural services also.

6. Adjourn. Motion by Mihalik, seconded by Cutts to adjourn. Unanimous vote. Meeting adjourned 8:15 p.m.

Stephen Mihalik, Chairperson

Teresa Hill, Administrator/Clerk