

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
September 28, 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 September 28, 2015.

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

Absent: None

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. Also present City Administrator Teresa Hill.

2. Agenda Approval. Chairperson Stephen Mihalik said he has one change to the agenda this evening and that is Item #5A the Pay Request #7 of Mohs Construction. Chairperson Mihalik said he will be striking that from the agenda this evening. Motion by Davis, seconded by Myers to approve the agenda with Item #5A the pay request #7 of Mohs Construction being stricken. Unanimous vote. Motion carried.

3. Minute Approval – August 24, 2015 Regular Meeting. Motion by Myers, seconded by Cutts to approve the minutes of August 24, 2015 regular Meeting. Unanimous vote. Motion carried.

4. Old Business

A. Sign Design – Adam Schollegerdes. Mr. Schollegerdes presented the Commissioners with a sign design which is the same as the one on Highway 60 and 13 but with a boat and skier with the water tower silhouette. Mr. Schollegerdes said he is looking at getting the sign done before it freezes. Ms. Hill requested the actual spot so that she can give them to MN Dot. Discussion held regarding the setbacks. Ms. Myers advised that Bill Struve will mow the area where the sign is. Discussion held regarding the height that the sign should be. Motion by Mihalik, seconded by Myers that Ms. Vail and he will double check the area of the sign to insure the height and get that information to Mr. Schollegerdes no later than Monday. Unanimous vote. Motion carried.

E. Banners. The budget amount that Council allowed the EDA for promotional is \$4,000. Discussion held regarding the design of the banners and the locations of where they should be placed. The font should be the same as the Waterville signs. Mr. Davis suggested having two different designs on the banners. There would only be two set-up fees. Discussion held regarding possible donations. The average cost of the bracket and banners would be approximately \$300. Ms. Myers advised that Mr. Deno of Potential Unlimited should be contacted because they are taking care of the planters. A decision will have to be made whether trees would replace the potted plants. Motion by Mihalik, seconded by Davis to have a special meeting of the EDA Wednesday, October 7, 2015 at 5:30 p.m. for the purpose of walking downtown looking at placement for bushes, plants and signs. Unanimous vote. Motion carried.

C. Comprehensive Plan. Chairperson Mihalik asked if everyone has had a chance to look at the 2008 recreational and economic development plan. The two things from the 2008 plan of the 6 top of the 19 things on it #6 was a more visually appealing downtown, street scaping and maintenance. That is what we are talking about right now. The other one was

creating a marketing plan. By definition of what he is reading in this it is really talking about a comprehensive plan. The comprehensive plan still needs the action items of who is responsible and what is next. That will be on our next month's meeting to discuss what the EDA is going to be responsible for in 2016. What are the steps and the timeline that we are going to take to do that?

D. Downtown Activities. Kathy Hoy of the Chamber was present. John Scholleggerdes of the Lions Club was present. Chairperson Mihalik said that the EDA would like to close a street and have food, a band or music, some sort of community event once a month. Discussion held regarding what type of events could be held such as car roll-ins, family events, boat show, and motorcycle clubs. Chairperson Mihalik said the EDA would like to see if each business or organization such as the Chamber, Lions Club, Lakes Association, and Dark House etc would host an event. Ms. Hoy said you would have to have consistency on an event. Ms. Vail shared information from Clear Lake Iowa on their Thursday's on Main events. Discussion held regarding other cities events. Mr. Scholleggerdes will bring this request to the Lions Club. Discussion held regarding when to start the community event. The 3rd Thursday of every month was suggested. Ms. Vail suggested getting the school involved. Discussion held regarding which streets to close off. The EDA would like to work during the winter months to get the community events scheduled for next summer months. Discussion held regarding sponsorship of an event. Discussion held regarding liability for outside events. Chairperson Mihalik said the EDA will have to work on a plan to have something ready for spring. Chairperson Mihalik would like to invite the business owners to a public meeting to discuss the community events. Chairperson Mihalik said he will start drafting a plan for the EDA to look at.

B. Potted Tree Options – Cory Culbert. Chairperson Mihalik said that he and Teresa can meet with Cory Culbert and bring the information to the EDA. Motion by Mihalik, seconded by Cutts to table the potted tree options with Cory Culbert until Ms. Hill and Chairperson Mihalik have a chance to meet with Cory and bring recommendations to the EDA. Unanimous vote. Motion carried.

F. 2016 Projects and Budget. The EDA has \$4,000 on the proposed budget for 2016. The EDA needs to look at potted plants or trees and what they would cost. The banners and their cost and any expense the Thursdays in Waterville might incur. Chairperson said those are the three projects that the EDA will make an investment in for advertising.

5. New Business

A. Pay Request #7 – Mohs Construction. – Stricken from Agenda.

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