

# WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY

## MEETING

March 14, 2016, 5:00 p.m.

There was a meeting of the Waterville Economic Development Authority held at Bullheads Bar and Grill, 256 Main Street East, Waterville, MN, at 5:00 p.m. on March 14, 2016.

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

Absent: Sue Myers (arrived 5:01 p.m.)

Also Present: Administrator/Clerk Teresa Hill and John Manning Chief of Police

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 (Arrived 5:01 p.m.). Also present City Administrator Teresa Hill.

**2. Agenda Approval.** Motion by Vail, seconded by Davis to approve the agenda. Unanimous vote. Motion carried.

### **3. Old Business**

**A. Downtown Activities Discussion.** Chairperson Mihalik said that the Chamber of Commerce was present at the meeting. Chairperson Mihalik said when we last met Mr. Byrne was going to check to see if the Chamber of Commerce would embrace and take on the downtown activities. Mr. Byrne said the Chamber had a good discussion on it. The conversation came up that there seems to be an undetermined focus on whether it is about Main Street and bringing people into the shopping district or just bringing people into Waterville. If the focus is on the businesses on Main Street and other members of businesses that we want to bring in to participate the Chamber is all in and will sponsor this. By that they will go forward with getting the insurance that is needed. The umbrella insurance policy added on to our policy and working with the businesses to come up with events. They have already started looking at how they would lay out the five events. There are a couple of stipulations, if it is just going to be just have fun in Waterville focus i.e. show movies some places and stuff they are okay with that but they would like to see it focused on downtown as much as possible. They will not participate in and will cut off any insurance coverage for the month if anyone starts to do something that they cannot document the appropriate licenses for. Mr. Byrne spoke with their insurance agent and when they do the rider for this it will not cover copyright infringement. Discussion held regarding copyright infringement. Chairperson Mihalik said the EDA's focus was for the whole downtown district and to bring people into the Main Street area and create some excitement and create some business. Ms. Vail said a lot was focused for family. Discussion held regarding different activities that could be held and the businesses that would be on board with the activities. Ms. Hoy requested that a contact list be made of the empty buildings downtown and freshen up the windows so that they are attractive. The owners would have to be contacted. Ms. Hill suggested Ms. Hoy go to the Beacon to look up the property owners. Ms. Vail suggested having the businesses put clear lights in their windows. Mr. Byrne said that they would like to start the events in May and go through October. They would like to kick it off with the welcome back spring fling May 21<sup>st</sup> which is a Chamber sponsored event. There is the City wide rummage sale, the car show is scheduled at Traditions, Traditions will be hosting root beer floats, Davis Market Place will have a cook-out and there will be a free will offering. It is chamber sponsored this time only because from that point forward if Mr. Davis wants to run a food stand it would be his profit it would not come back to the Chamber. Potential is doing their 50<sup>th</sup> birthday party and they will be serving cakes that day. He will approach the fire department to

see if they will have their trucks outside. That is another reason for people walking around. Kids could get their picture taken by the fire trucks. Frandsen Bank is also working on an event for that date. Mr. Byrne said the first Saturday in October while the campers are still here one of the ideas that they came up with was kicking off Potential's scarecrow contest. They would like to host it on Main Street so that ideally they could get businesses adopting light poles to put their scarecrow on. This would allow us to get campers in to look at the scarecrows and stop at Potential and cast their vote. They could end it with their fundraiser two weeks later. We would have a fun looking event on Main Street. Mr. Byrne said each business or individual would have their own events and insurance. Discussion regarding sponsorship for different shows to bring in. Discussion regarding arts, crafts, and food vendors. They can be on the sidewalks but can be no more than 50% of the walking surface. Each vendor would have to check with property business owners if they want to put their products in front of the business. The dates that the events would occur are: May 21<sup>st</sup>, June 23, July 28, August 25, September 22 and October 6. Discussion regarding putting electricity at the community park or at the fire hall. Potential Unlimited would sponsor the October event for their Harvest fall festival. Mr. Byrne said the Chamber would take on the May and June events. Discussion held regarding the garbage removal. Discussion held on ways to advertise the summer events. Discussion held in bringing the school into the events. Dan Guarrero of the Village of Waterville said they want to do events that are family oriented. Chairperson Mihalik said he likes the way the Chamber is going with this, what can the EDA do to help out? Mr. Byrne said the middle of April they will have a meeting to find out who wants to participate and try to contact other Waterville organizations. They need to have supporters and volunteers. Chairperson Mihalik asked that the Chamber write a letter to Council about what their specific requests are from the Council. Mr. Guarrero said he sees the Village providing some of the volunteers that the Chamber will be requesting. Discussion regarding photographs being taken at the events for promotional purposes. Ms. Vail said she would like to look at the EDA budget at our next meeting and review it to see what the EDA can do. Motion by Mihalik, seconded by Vail that the summer downtown activities become a Chamber event. Voting for: Mihalik, Cutts, Davis, Vail; Voting Against: Myers. Motion carried. Discussion regarding the Chamber taking on the events. Mr. Byrne said June, July and August the events are not planned and he would like to see different organizations step up and take one of the month's events. Ms. Hoy said she sees this encompassing all of the businesses in town. Chairperson Mihalik said it is better suited for the Chamber as it is about generating business and generating the activity and walk ability of the downtown. If the City can help support that by providing electricity, doing billing inserts, and volunteering to help that is awesome.

**4. Adjourn.** Motion by Mihalik, seconded by Myers to adjourn. Unanimous vote. Meeting adjourned 6:10 p.m.

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Stephen Mihalik, Chairperson

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Teresa Hill, Administrator/Clerk