

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
June 27, 2016, 5:00 p.m.

There was a meeting of the Waterville Economic Development Authority held in Council Chambers at 5:00 p.m. on June 27, 2016.

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. Minute Approval – April 25, 2016. Motion by Vail, seconded by Myers to approve the minutes of April 25, 2016. Unanimous vote. Motion carried.

3. Agenda Approval. Chairperson Mihalik requested that 4B discussion regarding the hot summer nights be added to the agenda. Motion by Cutts, seconded by David to approve the agenda with the addition of item 4B Discussion regarding Hot Summer Nights. Unanimous vote. Motion carried.

4. Old Business

A. Review and recap of other City efforts to promote EDA on their website. Discussion held regarding the different type of items that other cities promote their EDA/Community Development/Business Development. Each EDA member was assigned a list of Cities to research. Chairperson Mihalik showed the EDA Commissioners different City websites and how they promoted their EDA. Discussion held regarding the different Cities web sites and the difficulty or easiness to search their website. Some cities had links to different sites that promote businesses. Also some sites had information on different business incentive programs that the Cities offer. There were also statistics on the City. Some Cities also had a commercial property map. The consensus of the EDA Commissioners is that the website needs to grab your attention and have ease of navigation. Also have the links easily accessible. Each EDA Commissioner went through the websites that they researched that they felt had good information regarding their Economic Development. Showing the City's labor force on the website under Economic Development would be important. It is important to communicate what the City has to offer. Discussion regarding the seasonal population to be included on the website. Chairperson Mihalik suggested including a short bio on the EDA Commissioners. Also include bullet points and a few pictures. The information regarding the data that the City of Clearwater put on their website was a good example of what people would want to know while

searching on a website. Maple Plain has a business assistance program on their website. Mr. Davis suggested looking at the City of Ada which had a power point presentation on what the EDA has accomplished. An aerial shot was also on their website which the Commissioners thought was nice. Lewiston, MN had an outline of what information a person would need to apply for a loan. The City of Osakis website was reviewed. The City of Gaylord also had a good example of how to have quick links. Chairperson Mihalik said that he likes the frequently asked questions idea on the website. Chairperson Mihalik said that there are good examples of what to use on our website. Chairperson Mihalik asked that the Commissioners continue to check on the websites for more information.

B. Discussion of Hot Summer Nights. Chairperson Mihalik said he had an opportunity to meet with Bill Byrne and Kathy Hoy today and they gave him a rundown on their thoughts. Mr. David said it was very well attended and a lot of positive feedback. Chairperson Mihalik said he applauds the Chamber for making this happen. Mr. Davis said that they sold approximately 80 hot dogs for the Fire Department fund raiser. Discussion regarding the attendance of Hot Summer Nights. Chairperson Mihalik said when the Chamber has their planning meetings it would be his preference for as many EDA members to be there for the entire meeting. Chairperson Mihalik requested that Ms. Hill get the EDA members on the list to get the planning meeting notices. Chairperson Mihalik advised that the Chamber will be making up rack cards for this event. The Chamber also has a program to raise some funds from sponsors. They asked if the EDA could participate because we did mention that the EDA may have some monies left in our EDA budget this year. Discussion on what is in the budget for the signs and what we could donate to the Chamber that could be earmarked for the Hot Summer Nights. Ms. Hill said she can do the research on what funds are available and do an unofficial poll of the EDA and let the Chamber know that you are in support of donating funds and that you will be doing a final approval vote on a future meeting. It would be a pledge of money. Ms. Cutts suggested that the banners be lower and more at eye level.

5. Adjourn. Motion by Mihalik, seconded by Cutts to adjourn. Unanimous vote. Motion carried. Meeting adjourned 6:20 p.m.

Stephen Mihalik, Chairperson

Teresa Hill, Administrator/Clerk