

**City of Moorhead**  
**Economic Development Authority**  
**Meeting Minutes**  
**March 25, 2013 at 11:45 AM**  
**1st Floor, Council Chambers, Moorhead City Hall**

Pursuant to due call and notice thereof, a regular meeting of the Economic Development Authority was held in the 1st Floor, Council Chambers, Moorhead City Hall, on March 25, 2013, at 11:45 AM.

**Roll call of the members was made as follows:**

Board Member:	Les Bakke	Present
Board Member:	Bob Buth	Present
Board Member:	Violet Deilke	Present
3rd Ward Council Member:	Brenda Elmer	Present
Board Member:	Jeff Frider	Present
4th Ward Council Member:	Steve Gehrtz	Present
Board Member:	Ray Grefsheim	Present
Board Member:	Kris Gulsvig	Present
Board Member:	Charley Johnson	Present
Board Member:	Jim Steen	Present
Board Member:	Dave Sederquist	Present

**Others Present:**

Peter Doll, Development Services Manager	Amy Thorpe, Community Services Planner
Scott Hutchins, Director of Community Services	Lisa Vatnsdal, Community Development Manager
Michael Redlinger, City Manager	Bob Zimmerman, City Engineer

**1. Call meeting to Order / Roll Call**

**2. [Agenda Amendments](#)**

Minutes: Move agenda item number 6 after item 9

**3. Approve Minutes**

A [February 25, 2013](#)

**Motion to Approve made by Steve Gehrtz and seconded by Les Bakke**

Motion to Approve A February 25, 2013

*Motion Passed: For: 11; Against: 0; Abstain: 0; Absent: 0*

**4. [Citizens Addressing the Board](#)**

Minutes: None

**5. [Commissioners' Reports](#)**

Minutes: Elmer reported attending the West Central Initiative's Economic Development Regional Board meeting last week and was elected chair.

Elmer also reported that Beth Priddy, former BES Executive Director, has left that position and Bryan Christensen has been named interim director through June 2013.

## **6. Business Development & Retention Services Manager - Redlinger**

Minutes: Redlinger announced that Matt Maslowski has accepted the position as Business Development and Retention Services Manager and would be ready to begin around mid-April. Michael thanked the EDA Subcommittee for their support in the hiring of this position.

## **7. Community & Residential Marketing Plan - Vatsdal**

Minutes: Vatsdal shared recent communication feedback following the most recent "Flood Issues in Brief" distributed to various housing stakeholders. Moorhead has not relied on traditional news sources to deliver Moorhead's story. The recommendation was to move forward with the 2013 marketing campaign as planned. **[Addition handouts distributed during the meeting added to Agenda Packet.]**

Commissioners requested clarification on the following:

- How many will attend the Minnesota Housing educational session. Staff estimated that fifty realtors were expected, classroom style.
- Could the event be held in council chambers? Or the Hjemkomst
- New ad creation at \$1,500. How many ads are necessary? There are new programs to advertise such as Minnesota Housing and property tax rebate. Johnson stated that new and multiple spots would be needed and that the cost was reasonable.
- What is "PR consulting / messaging" for \$4,500. Paid to consultant on an hourly basis.
- Was the entire 2012 marketing budget of \$81,000 spent? Staff will provide update.
- Very important to get information out on flood insurance
- What was the purpose of the "intern position?" One option for daily monitoring of social media strategy, when and if it develops.

Commissioners requested additional marketing activities be considered:

- New interstate billboards. Staff also stated that the sign lease would need to be reviewed to take full advantage (Newman Lease)
- Additional monument signs like the one on Highway 10
- Special assessments comparative analysis- lot prices Moorhead, Fargo, West Fargo

Commissioners also requested a monthly marketing update.

### **Motion to Recommend made by Charley Johnson and seconded by Violet Deilke**

Motion to Recommend Approval of a Resolution to Authorize a Professional Services Agreement with Flint Communications in an amount not to exceed \$66,000.

*Motion Passed: For: 11; Against: 0; Abstain: 0; Absent: 0*

## **8. 1st Avenue North Redevelopment Updates - Doll**

Minutes: Doll provided an update of a meeting in Minneapolis staff had with the Hyde Development and DEED.

Commissioners asked for clarification of the following:

- Hyde Development was in favor of submitting the entire cleanup as one project for the May 1, 2013, DEED Cleanup Grant as suggested by DEED
- DEED would consider funding a second phase if another outstate project came forward and Moorhead didn't receive the entire amount requested

Final EDA and City Council approvals for the DEED Contamination Grant Application and

Development Assistance Agreement are scheduled for April 22, 2013.

- A Aggregate Site - Hyde Development
- B 1 Avenue North (Central Corridors) TIF District

9. 2013 Legislative Update - Hutchins

Minutes: Hutchins stated the City's top priorities were to 1) protect and fully fund the Border City Disparity Reduction Credit program; 2) secure an appropriation for Border City Enterprise Zone Credits; and 3) secure \$14.7M Bond Appropriation to complete Moorhead Flood Mitigation. Additional goals and current status can be found in packet materials.

Commissioners asked for clarification of the following:

- Building Code Revision: Expansion of Residential Sprinkler Systems - Changes only to single family homes over 4,500 square feet and twin homes and duplexes of any size. **[Additional materials added to Agenda Packet.]**
- Border City Appropriate \$2M: Sufficient to fully fund Border City Enterprise Zone Tax Credit Program at past levels.
- \$14.7M Bond Appropriation to complete Moorhead Flood Mitigation

10. **2013 Flood Update – Redlinger/Zimmerman** (*Agenda Amendment*)

Minutes: Redlinger's message was that current forecasts indicate this will be a manageable event and highlighted actions necessary in preparation for a significant flood event.

- City Council – Budget Adjustment (March 25)
  - Move sandbags into warm storage
  - Updates to flood website
  - Community updates - issues in brief format
  - Staff availability for media presentations

Zimmerman provided an inside look at staff preparations for a flood event. Showed the City's organizational chart and explained that this chart really works from the bottom up taking direction from what Zone Leaders learn in the field. **[Handouts added to Agenda Packet.]**

Commissioners requested clarification of the following:

- Would the City consider loaning out the spider machine or donating sandbags which are not needed?
- When will the updated FEMA floodplain maps be effective in Fargo? Mid-2014. Impact of new map is greatest on existing properties as map changes go into effect because all new development is required to elevate to above flood plain. This increased cost to elevate is reflected in the cost of the lot. Hard to compare existing and new development.

11. Information / Update

- A Tax-Forfeit Lots (*Agenda Amendment*)

Minutes: Hutchins stated that a special meeting on April 8 or 15 may be necessary in order to consider various actions in preparation for the sale of city-owned, tax forfeit, lots in the Johnson Farms and Stonemill Estates Subdivisions.

Preparation steps currently underway:

- Redevelopment Plan
- Quiet Title Actions
- Removing lots from TIF district to allow for 2-year property tax rebate
- Modify covenants (set up neighborhood meeting)
- RFP for Multi-family lots
- Lot pricing - pricing sheet
- Marketing single family lots - limited access to MLS (limited service listing)
- Establish compensation for realtors who sell lots
- Subdivision maintenance – mowing, dirt piles, ag leases, etc.
- Incentive for Buyers. Have had preliminary conversations with WCI to repurpose some of the Economic Development Revolving Loan Fund balance for the purchases of newly constructed homes on a city-wide basis.
- Other Incentives such as park passes

Commissioners stated that Moorhead did not ask to be in the residential land sales business but have little choice under the circumstances. They suggested that materials continue to be made available to the public and especially to builders and developers. **[Additional materials added to Agenda Packet]**

B Building and Permit Valuation Summary

C [GFMEDC Activity Report - February](#)

D [Articles](#)

11. [Adjourn](#)

Minutes: Meeting adjourned at 1:20 p.m.

APPROVED BY:

ATTEST:

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Jim Steen  
Chair

\_\_\_\_\_  
Charley Johnson  
Secretary

The proceedings of this meeting are digitally recorded and are available for public review.

*Respectfully submitted by:*  
*Amy Thorpe, Economic Development Program Administrator*