

**City of Moorhead**  
**Economic Development Authority**  
**Meeting Minutes**  
**November 23, 2009 at 11:30 AM**  
**\*Busch Ag Resources - 2101 26 Ave S - Moorhead\***

Pursuant to due call and notice thereof, a regular meeting of the Economic Development Authority was held in the conference room at Busch Ag Resources, 2101 26 Ave S, Moorhead, Minnesota, on November 23, 2009, at 11:30 AM.

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

3rd Ward Council Member:	Lauri Winterfeldt	Present
4th Ward Council Member:	Mark Hintermeyer	Present
Board Member:	James Welch	Present
Board Member:	James Taylor	Absent
Board Member:	Gane Skatvold	Present
Board Member:	Jon Riewer	Absent
Board Member:	Kay Parries	Present
Board Member:	Kelli Poehls	Absent
Board Member:	Mark Wallert	Absent
Board Member:	Robert Remark	Absent
Board Member:	Werner Golling	Present

**Others Present:**

Harlyn Ault, Finance Director	Scott Hutchins, Director of Community Services
Chuck Chadwick, Business Outreach Liaison	Craig Mohr, Busch Ag Resources
Judd Carlson, Busch Ag Resources	Wanda Wagner, Asst. Finance Director
Pete Doll, Manager of Development Services	

1. **[Call meeting to Order/Roll Call](#)**

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

Minutes: None.

3. **[Approve Minutes from October 26, 2009](#)**

**Motion to Approve made by Kay Parries and seconded by Lauri Winterfeldt**

Motion to Approve Minutes from October 26, 2009

*Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 5*

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

Minutes: None.

5. **[Director's Report - Hutchins](#)**

Minutes: Hutchins began by directing the board's attention to the Pactiv expansion project. He stated that Pactiv is now contemplating a larger expansion than originally anticipated due in part to the electric rate incentives granted by Moorhead Public Service.

Hutchins briefly referenced the various projects in progress to enhance the gateway corridors of the city and new prospects.

Hutchins stated that there have been a number of recent opportunities for staff to participate in business outreach activities such as the Export Summit led by Senator Amy Klobuchar

and discussions with University of Minnesota President Bruininks and others, regarding efforts to bring services of the University to Greater Minnesota.

## **6. Authorize Final 2010 EDA Budget and Levy - Redlinger / Hutchins**

Minutes: Hutchins reviewed the updated 2010 EDA Budget attachments included in the packet. He stated that in August the board set a preliminary 2010 Budget and Levy and at this time action is requested on a final 2010 EDA Budget and Levy for recommendation to the City Council.

Hutchins stated that at the October meeting, he had mentioned that a loan from Greater Moorhead Development may not be necessary as there would be an EDA fund balance remaining at the end of the year 2009. He said that the reason there would have been a fund balance remaining was because the 2009 payment to GFMEDC had not been made which would leave \$87,500 remaining. Given this clarification, he requested that the board decide if that amount should be held in the EDA fund or release the funds to allow the funds to be used for payment to MSUM for the wetlab project.

Chair Welch asked board members for their reaction / advice recognizing that the agreement among the City, EDA, and MSUM was being drafted for signature in early January.

Board members discussed the issues and moved on both issues.

### **Motion to Approve made by Lauri Winterfeldt and seconded by Kay Parries**

Motion to Approve and Recommend to the City Council the Final 2010 EDA Budget and Levy

*Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 5*

### **Motion to Redirect Funds made by Mark Hintermeyer and seconded by Kay Parries**

Motion to redirect funds in the 2009 EDA Budget set aside for payment to GFMEDC to fund the MSUM Wetlab project.

*Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 5*

## **7. Approval of 2009 Border City Enterprise Zone Program**

Minutes: Hutchins stated that the board had done much of this work this summer when they received the report from the Incentive Task Force subcommittee setting allocation levels and other policy changes to the Border City Program. He briefly explained the basic administration of the program and the specific request before the board.

### **Motion to Approve made by Kay Parries and seconded by Lauri Winterfeldt**

Motion to Approve 2009 Border City Enterprise Zone Program

*Motion Passed: For: 6; Against: 0; Abstain: 0; Absent: 5*

## **8. Business Outreach Liaison Update - Chuck Chadwick**

Minutes: Chadwick provided the board a summary of his understanding of what the outreach position is and should be doing. He stated that a health and vibrant local economy depends upon the well being of the community's existing firms. He stated that a renewed focus on business retention and expansion is critical for successful economic development and he stated that he is honored to enhance the partnerships between city, colleges, and employers to help businesses grow.

He stated that the first phase was discovery which focused on employers, the "ma and pa" stores. He wanted to listen to their concerns, needs and wants. A confidential survey was compiled with very simple questions such as: What is needed for them to be successful? Are they doing well or struggling? Do they have the sales and customer that are required for them to be successful?

Chadwick stated that he identified businesses, scheduled interviews, and provided them with a letter of introduction and survey. He also provided them with the packet of EDA Incentive materials.

Chadwick state that what he has discovered with that limited sample is that "ma and pa" or independents are working hard. They are putting in long hours. They struggle with marketing and sales. They work without much external support or contact with other business owners or the city.

Chadwick opened for questions. Winterfeld stated that she would like to see the EDA get involved in the "buy local" movement to support local business. She said the local movement is where growth, tax base, and jobs are. She suggested adding links on the city's website.

Parries supported Winterfeld and stated that money stays local if money is spent locally rather than online.

Chadwick stated there seems to be a lack of voice. He reiterated that businesses are so busy running their business; they do not have any time to market their business or prepare a business plan.

Chadwick stated that whatever idea would be brought forward, it should be at least 80% supported by business owners themselves. In 2007, the idea of starting a business association was explored. He stated that the Downtown Business Association in Fargo could serve as a model and that they are willing to share their bylaws and other information. Support for such an initiative needs to be from the bottom up.

Parries stated that Perham has done a great job of marketing their shops. She stated those ads are seen here and draw customers from our community to Perham to shop.

Chadwick stated that in the beginning, it was hard for him to meeting with business owners because they didn't know who he was or what he was doing there but the turning point was the October 19th Forum article called "Bridging the Gap".

Hintermeyer asked if GMED could possibly "morph" into the business association for Moorhead business owners? That maybe that's an avenue to question or pursue.

He also asked if Chadwick identified any issues that business had with the City. He stated that this information would be beneficial for the council and staff so they could address those issues. Chadwick stated that it was his experience that businesses who identified problems with the city were really talking about state issues instead. Hintermeyer stated that there should be a process in place to identify concerns and go about discussing them. He also stated that Chadwick should make regular reports to the board, as issues arise.

9. **[Information / Update](#)**

A **[Articles](#)**

10. **[Adjourn](#)**

Minutes: Meeting was adjourned at 12:24 p.m.

11. **Presentation and Facility Tour - Judd Carlson, Plant Engineer, Busch Agricultural Resources, Inc.**

A **<http://www.anheuser-busch.com/>**

Minutes: Hutchins introduced Judd Carlson, Plant Engineer of Busch Agriculture Resources. Board members listened to a presentation given by Carlson and toured the plant.

APPROVED BY:

ATTEST:

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Jim Welch  
Chair

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Gane' Skatvold  
Secretary

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

*Respectfully submitted by:*  
*Amy Thorpe, Community Services Program Assistant*