



STRATEGIC PLANNING SESSION - MINUTES

October 12, 2018 at 11:00 AM

Oak Room, Hjemkomst Center, 202 1st Ave N

Roll Call:

Nate Anderson, Michael Burns, Violet Deilke, Heidi Durand (11:20 am), Charley Johnson, Wyatt Johnson, Pat Kovash, Marsha Weber, and Del Rae Williams (alternate)

Others Present:

Derrick LaPoint, Dan Mahli, Amy Thorpe, Christina Volkens

WORKING AGENDA

1. Introductions and Purpose – Chris Volkens, City Manager - 11:07 am
2. History and Role Clarification – John Shockley, City Attorney
 - a. Enabling Act – **Attachment**
 - b. Enabling Resolution- **Attachment**
 - c. Bylaws- **Attachment**
 - d. EDA Mission – *“The Authority’s mission and role shall be business development, communications and outreach.”¹*
 - e. Other Minnesota EDA Missions & Visions – **Attachment**

Minutes: John Shockley, City Attorney, provided background and history of EDAs. Three core functions:

1. Business retention; 2. Business development; and 3. Voice for business. EDAs have a lot of flexibility for developing programs. Be creative. The first answer to business should never be no.

3. Strategic Planning
 - a. 2017 EDA Strategic Planning – **Attachment**

Minutes: Reviewed materials from 2017 planning session.

- b. 2018 City Council Strategic Planning “Economy” Strategic Initiative – **Attachment**

Minutes: Reviewed the City Council’s Strategic Initiatives (draft) as found in the packet materials.

¹ Section VIII. Mission Statement: Enabling Resolution Granting Certain Powers to and Renaming the Moorhead Housing and Redevelopment Authority



Moorhead Economic Development Authority

4. How does the Board Support the Mission and Vision of the EDA?

a. Be Community Advocates and Supporters of Economic Development Policies and Opportunities

Minutes: Discussed opportunity to attend ribbon cuttings. EDA members should understand the tools and programs the City has to offer so they can be community advocates.

b. Outreach & public input such as website, Facebook, Twitter, LinkedIn, and Constant Contact

- Increasing community engagement with the EDA
- Increasing board member engagement

Minutes: Consolidate social media accounts. EDA could establish a Facebook marketing budget to boost Economic Development related posts. Need to address the websites. One website or both?

c. Review, Discuss, and Adjust Economic Development Policies and Programs

- Façade Loan Program, Start-Up Moorhead (business plan competition), and other events/initiatives
- Provide Recommendation to City Council

Minutes: Review Façade Loan Program and Start-up programs and make recommendations. Consider new program to retain business of 11th street business who may be displaced by the underpass project. Business owners said that property values have been lowered and they are concerned about that in regards to lower buy-out values.

d. Review, Discuss, and Adjust Tax Incentive Projects

- Specifically TIF, Renaissance Zone, and others

Minutes: The EDA will be noticed of applications for incentive programs including Commercial-Industrial, Multi-Family Residential, and Restaurant Tax Incentives. EDA does not need to provide a recommendation or take action on these projects because there is no criteria to review.

The EDA will be noticed and will provide a recommendation to the City Council for Renaissance Zone and Tax Increment Financing projects.

e. Use the EDA Tax Levy, Reserves, and Load Fund as Economic Development Leverage

- Land Acquisition, Infrastructure, and Accelerate Development

f. Other?



Moorhead Economic Development Authority

5. What does the EDA want to focus on over the next 12-18 months?
 - a. Recap 2018 Priorities from 2017 EDA Strategic Planning
 - b. Priorities for 2019
 - c. EDA vacancy and membership – **Attachment**

Meeting adjourned at 1:17 pm.

APPROVED BY:

Charley Johnson
Chair

ATTEST:

Marsha Weber
Secretary