

City of Moorhead
Economic Development Authority
Meeting Minutes
September 26, 2011 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 September 26, 2011, at 11:45 AM.

Roll call of the members was made as follows:

Board Member:	Les Bakke	Present
3rd Ward Council Member:	Brenda Elmer	Present
Board Member:	Werner Golling	Present
Board Member:	Ray Grefsheim	Present
4th Ward Council Member:	Mark Hintermeyer	Present
Board Member:	Kay Parries	Present
Board Member:	Robert Remark	Present
Board Member:	Jon Riewer	<i>Absent</i>
Board Member:	Jim Steen	Present
Board Member:	James Taylor	Present
Board Member:	Mark Wallert	Present

Others Present:

Chuck Chadwick, Moorhead Business Association
Pete Doll, Development Services Manager
Scott Hutchins, Director of Community Services

Amy Thorpe, Community Services Planner
Lisa Vatnsdal, Neighborhood Services Manager

1. **Call meeting to Order/Roll Call**
2. **[Agenda Amendments](#) – None.**
3. **Approve Minutes – None.**
4. **[Citizens Addressing the Board](#) – None.**
5. **[Recommendation of the MCCARA Development Review Board](#)**
 - A **[Occupancy Permit and Review of Outside Storage: Prinsco - Konrad Olson \(Attachment\)](#)**

Minutes: Doll stated that the MCCARA Development Review Board met prior to today's EDA meeting to review and discuss their recommendation for the approval of an occupancy permit to Prinsco, a drain tile manufacturer, who is preparing to lease the former USC building. He stated the board reviewed the company's proposed use for the facility and determined it to be proper for the site and the park and that it was the board's recommendation to approve the occupancy permit.

Motion made to Approve made by Werner Golling and seconded by Jim Taylor
Approve Occupancy Permit and Outside Storage Screening.
Motion Passed: For: 10; Against: 0; Abstain: 0; Absent: 1

6. **[Authorization to Proceed with Marketing and Communications Plan - Vatnsdal \(Attachment\)](#)**

Minutes: Staff Presentation:

- Flint Communications continued with their recommendation to focus on residential housing reiterating that new homes lead to new consumers of goods and services.
- Kevin McKinnon, Greater Fargo Moorhead Economic Development Corporation, continues their commitment to market Moorhead on regional and national economic development issues.
- Maxfield (Housing Market Study) consultant was still attempting to contact Chuck Chadwick, MBA, and had already consulted with members of the EDA Board, Planning Commission, Park Advisory Board, City Council, and housing industry professional such as builders, developers, lenders, realtors, and school administrators.
- Cost for the development of the plan limited to not more the \$2,500 with the majority of the resources to be spent on implementation activities.

Discussion:

- Moorhead Community Access Media (MCAM) with its new staff and interns could be used to produce public service announcements to market the city before City Council meetings.
- “Rooftops” were an important goal but emphasized the need to hear multiple messages. Example given: a local homebuilder was astonished to learn that realtors were not aware of the 2-year property tax abatement in response to the flood of 2009. Need to market the advantages over and over and over for the message to stick.
- The city’s website needs a major update and has been included as part of the 2012 budget
- Information regarding the 2-year property tax abatement had been marketed a number of times and in many different ways such as direct mailings, public informational meetings, and the Home Show.
- Possibly “rebrand” the newly established TIF District as Moorhead’s “Renaissance Zone” so the public understands the intent.
- Market all of the advantages to locating a business in the Moorhead Business Park such as city-owned fully-serviced land.
- Continuation of “business success stories” on the city’s webpage
- Recommend the EDA Board hear from local brokers over the next few months to gain insight and find areas to target and improve marketing efforts
- Currently, staff routinely meets with brokers at they work together on transactions such as the Prinsco matter.
- Suggested the board also hear from Kevin McKinnon, Greater Fargo Moorhead Economic Development Corporation, who has acknowledged the benefits of city-owned property in the MCCARA Business Park and has ideas of how to purposefully market those assets.

Motion to Approve made by Les Bakke and seconded by Jim Steen

Authorization to Proceed with Marketing and Communications Plan

Motion Passed: For: 10; Against: 0; Abstain: 0; Absent: 1

7. [Moorhead Revolving Loan Fund Local Advisory Board - Hutchins \(Attachment\)](#)

Minutes: Hutchins provided a brief history of the West Central Initiative Fund and Moorhead’s local advisory board. He stated that that the board met on an “as needed” basis and had met so infrequently that the former board motioned to be dissolved at their last meeting in favor of allowing the EDA to perform these duties. Hutchins recalled speaking to the EDA about this matter several months ago and because there was now an application to be reviewed, the formalization of the process needed to be completed at this time. He stated that a “dual appointment” of a subgroup of the EDA would simplify the administration and suggested the board include the “ward appointed” EDA members and the EDA’s executive director.

Board members called upon Chuck Chadwick, a current board member of the local review board for Clay County, to provide them information regarding the makeup of their board. Chadwick offered the MBA be the local review board for the Moorhead Revolving Loan Fund. Board members concluded that the MBA appointee of the EDA Board should serve as the fifth board member in place of the executive director.

Motion to Approve made by Les Bakke and seconded by Brenda Elmer

Moorhead Revolving Loan Fund Local Advisory Board shall consist of the four “ward appointed” EDA positions and position appointed by the Moorhead Business Association.

Motion Passed: For: 10; Against: 0; Abstain: 0; Absent: 1

8. [Information / Update](#)

9. [Adjourn](#)

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

APPROVED BY:

ATTEST:

Mark Wallert
Chair

Jim Taylor
Secretary

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

Respectfully submitted by:
Amy Thorpe, Community Services Planner