



City of Moorhead Economic Development Authority

Meeting Agenda
February 27, 2017 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 February 27, 2017, at 11:45 AM.

Roll call of the members was made as follows:

Board Member:	Bob Buth	Present
Board Member:	Bruce Bekkerus	Present – Entered at 11:51 AM
Board Member:	Violet Deilke	Present
Board Member:	Charley Johnson	Present
Board Member:	Pat Kovash	Present
Board Member:	John Rogalla	Present
Board Member:	James Steen	Present
Board Member:	Marsha Weber	Absent
Council Alternate:	DeI Rae Williams	Present
Council Member:	Mari Dailey	Present
Board Member:	Vacant Position	Vacant

Also Present:

Jim Gartin, GFMEDC
David Hunstad, Moorhead Business Association
Cindy Graffeo, EDA Executive Director
Amy Thorpe, Economic Development Program Administrator

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

2. **Agenda Amendments**

Minutes: None

3. **Approve Minutes**

A [January 23, 2017](#)

Motion to Approve made by Violet Deilke and seconded by Pat Kovash

Motion Passed: For: 8; Against: 0; Abstain: 0; Absent: 3

4. [Citizens Addressing the Board](#)

Minutes: None

5. [Commissioners' Reports](#)

Minutes: MBA - Kovash reported that the MBA's annual meeting will be held on April 18, 2017, at the Courtyard by Marriott in Moorhead featuring guest speaker Steve Scheel.

6. [Director's Report](#)

Minutes: Graffeo summarized her February activities as found in packet materials.

7. Resolution to Approve 2017 Agreements

A [Moorhead Business Association](#)

Minutes: David Hunstad, MBA Executive Director, presented an update as found in packet materials.

Motion to Approve made by Charley Johnson and seconded by Mari Dailey

Approve Moorhead Business Association Agreement for 2017

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

B [Greater Fargo Moorhead Economic Development Corporation](#)

Minutes: Jim Gartin, GFMEDC, briefly addressed the board and shared how GFMEDC funds were invested in Moorhead "infrastructure" such as in MSUM, Concordia, and M State programs as well as the newly formed downtown Moorhead group.

Motion to Approve made by Bruce Bekkerus and seconded by Violet Deilke

Approve Greater Fargo Moorhead Economic Development Corporation Professional Services Agreement for 2017

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

8. [DEED Shovel Ready Certification](#)

Minutes: Graffeo provided background regarding the process and need to submit an application to DEED's Shovel Ready Certification Program. Gartin added that the GFMEDC will pay the Shovel Ready application fee to DEED.

Motion to Approve made by Charley Johnson and seconded by Pat Kovash

Approve to add DEED Shovel Ready Certification for city-owned property in MCCARA Industrial Park to list of 2017 priorities.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

9. [Policy Discussion Regarding the Urban Progress Zone \(UP Zone\)](#)

Minutes: Graffeo provided background for a proposed change to the Urban Progress Zone (UP Zone) Property Tax Exemption policy.

The EDA Executive Committee has recommended the following set of alternative criteria be offered in the "near-downtown" and "transitional" areas. The criteria are set at a high benchmark to ensure that a project that requires a job creation exception is truly developing a parcel of land to its full potential, so that it becomes in the City's best interest to offer the incentive even without the job creation requirement. The proposed project would need to meet 4 of the 5 suggested criteria:

1. Intensity of development – The project's Floor Area Ratio (FAR) is 2.5 or greater
2. Underground and/or structured parking – The project has one story of underground and/or structured parking that is equivalent to the footprint of the building.
3. Land to building ratio – The land to building ratio is 75% or greater.
4. Value per square foot of land created – The project has a projected minimum assessed value of \$100 per square foot, including the land value.

5. Redevelopment Expenditures – The project has a minimum of \$100,000 of redevelopment expenditures (contamination, remediation, and/or demolition), paid for out-of-pocket by the developer. State grants and assistance do not count toward this threshold.

Motion to Approve made by Bruce Bekkerus and seconded by Violet Deilke

Recommendation to City Council to Approve Proposed Changes to the Urban Progress Zone (UP Zone) policy as stated above.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

10. Proposed Logo Design and Website Layouts

Minutes: Graffeo presented the new “links” logo in two color palettes. Board members discussed.

Motion to Approve made by Charley Johnson and seconded by Bruce Bekkerus

Approve new logo in the “coral” color palette.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

11. Election of Officers

Motion to Approve made by Bruce Bekkerus and seconded by Pat Kovash

Approve Jim Steen for the office of Chair.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

Motion to Approve made by Bruce Bekkerus and seconded by Pat Kovash

Approve Bob Buth for the office of Vice Chair.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

Motion to Approve made by Bob Buth and seconded by Pat Kovash

Approve Charley Johnson for the office of Secretary.

Motion Passed: For: 9; Against: 0; Abstain: 0; Absent: 2

12. Information / Update

A [GFMEDC Activity Report - January](#)

B [Building & Permit Valuation Summary - January](#)

13. Adjourn

Minutes: Adjourned at 12:46 PM.

APPROVED BY:



Jim Steen
Chair

ATTEST:



Charley Johnson
Secretary

Respectfully submitted by:
Amy Thorpe, Economic Development Program Administrator