

City of Moorhead
Economic Development Authority
Meeting Minutes
February 28, 2011 at 11:30 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 28, 2011, at 11:30 AM.

Roll call of the members was made as follows:

| | | |
|--------------------------|------------------|---------------|
| 3rd Ward Council Member: | Brenda Elmer | Present |
| 4th Ward Council Member: | Mark Hintermeyer | Present |
| Board Member: | Werner Golling | <i>Absent</i> |
| Board Member: | Kay Parries | Present |
| Board Member: | Kelli Poehls | <i>Absent</i> |
| Board Member: | Robert Remark | <i>Absent</i> |
| Board Member: | Jon Riewer | <i>Absent</i> |
| Board Member: | GaNe' Skatvold | Present |
| Board Member: | James Taylor | Present |
| Board Member: | Mark Wallert | Present |
| Board Member: | James Welch | Present |

Others Present:

| | |
|------------------------------------------------|-----------------------------------------------|
| Chuck Chadwick, Business Outreach Liaison, MBA | Michael Redlinger, City Manager |
| Pete Doll, Development Services Manager | Amy Thorpe, Community Services Planner |
| Scott Hutchins, Director of Community Services | Lisa Vatsndahl, Neighborhood Services Manager |

1. Call meeting to Order/Roll Call

2. Agenda Amendments

Minutes: Hutchins requested to discuss Border City Development Zone financial incentives as it relates to "Big Box" development.

3. Approve Minutes

A January 24, 2011

Motion to Approve made by Brenda Elmer and seconded by James Taylor

Motion Passed: For: 7; Against: 0; Abstain: 0; Absent: 4

Minutes: Parries noted that the second bullet on page 3 of the minutes was incomplete. Hutchins made note and stated changes would be made before posting final minutes.

4. Citizens Addressing the Board

Minutes: None.

5. Recommend Housing and Market Analysis - Vatsndal / Doll

Minutes: Hutchins stated that the EDA Incentive Subcommittee had identified the need for an updated housing study as they reviewed Moorhead's incentive programs. Specifically, the Subcommittee wanted updated market information to use in determining how best to target the City's economic development tools for housing. Staff contacted Maxfield Research, the consulting firm that had performed Moorhead's most recent housing analysis, to develop a scope of work. In consultation with Maxfield, the scope of work also includes gathering market analysis to assist in market insight to be used in refining the RFQ and RPF for the 1st Avenue

North Gateway Corridor Redevelopment Project.

Vatnsdal stated that staff had worked with Maxfield Research on the proposed scope of work and, after several revisions, thought the document included all elements identified as useful.

Doll stated that the primary focus of the market analysis study would be on the redevelopment of 1st Avenue North and adjoining gateway corridors. Doll listed a number of questions staff hoped to have answered by the market analysis and stated that the information obtained would be helpful to staff, the EDA, and the City Council when drafting the RFQ/RFP. He stated it would be beneficial to have an objective, third party analysis for what the corridor can and should be.

Hutchins stated that the timetable to complete the scope of work was ninety days which would be good timing for the 1st Ave N Redevelopment project. He also stated that the funding source would be from the economic development special revenue fund and not the EDA tax levy.

Board members discussed the following:

- A directive to include not only university officials and but students in the study and obtain their preferences for housing in the area, acknowledging there are a number of factors influencing a student's decision
- Sharing results and recommendations with key stakeholders including our local legislative delegation.

Motion to Approve - Proceed with the Housing and Market Analysis made by Kay Parries and seconded by Mark Wallert

Motion Passed: For: 7; Against: 0; Abstain: 0; Absent: 4

6. Possible Change(s) to EDA Enabling Resolution and By-Laws - Hutchins

Minutes: Hutchins stated that the packet included a complete set of the foundation documents which included the Enabling Act (state law), Enabling Resolution (council resolution), and EDA Bylaws. He stated that board members had an interest in including representation of the Moorhead Business Association on the board and possibly ward representation. He stated the memo included current designations along with a number possible scenarios for the board's consideration. He stated that if there is an intention to amend the EDA Bylaws, that notification requirement has been met and can be adopted at the next meeting.

Discussion was opened by Hintermeyer who stated that his recommendation was for the "all inclusive" option as reflected on page 16 of the packet which included one member per ward, one at-large, one Moorhead Business Association, one MPS Commissioner, two Chamber of Commerce, and two City Council members. He stated that ward council members would have more "buy in" to the EDA because they have the authority to nominate members that reflect their views and he stated the other designations made sense to him as well. He stated there were two issues to address 1) transition - grandfather current members and identify the transition for members whose term is complete 2) enforce participation and attendance. His suggestion was to adjust the bylaws to read "four consecutive months" instead of three. Board members concluded to keep language as is but directed the Chair to take a more active roll in attendance issues. Staff will support this effort by providing monthly attendance reports to the Chair.

Welsh and other members agreed with all inclusive option acknowledging the need to transition current members with the incoming designations.

Parries wanted to be sure that within the ward designations, there should always be small business owners represented as well as major businesses. The board agreed that it was important priority to have representation of small business on the board and that a directive could be incorporated into the mission statement of the EDA for a balance between small and large business representation.

Motion to Amend By-Laws in accordance with the “all inclusive” option provided by staff (page 16), miscellaneous house-keeping items (page 17), to include a transition clause, to include discussion of the importance of the chair and board’s responsibility should a member miss three consecutive meetings, and the mission statement contained within the Enabling Resolution be modified to include importance of small business representation, and that the enabling resolution be amended to reflect these changes as well, made by Mark Hintermeyer and seconded by James Taylor.

Motion Passed: For: 7; Against: 0; Abstain: 0; Absent: 4

Minutes: Hutchins stated that it had been presented earlier that the EDA could serve as a “dual” functioning board and that members who were not City Council members would serve as the local review board assisting West Central Initiative in reviewing loan applications for Moorhead’s revolving loan fund. He stated that the board meets infrequently and that at the last meeting of the board, they dissolved themselves with the hope that the EDA would take over those duties.

He stated that the city attorneys advised the establishment of a separate board with the understanding that EDA members would be appointed to serve on this review board and that a resolution should be brought to the city council for approval.

Board members did not have any questions or discussion but there was a consensus by the group to proceed with this appointment.

6A. Border City Development Zone - Special Focus Cases – Doll

Minutes: Hutchins stated that during negotiations with a potential new “Big Box Retail” prospect, the business had asked the City if they would be willing to provide additional incentive to acknowledge the potential size of this project.

Doll stated that the business is looking at two sites, one in Moorhead and one in Fargo. He stated they are leaning toward the Moorhead site because of the potential incentives available for Big Box Retail. He stated that accommodating a project of this size had not been contemplated when the original incentive policy was created.

Hintermeyer asked for clarification regarding why incentives that fall on this schedule are not provided at the 100% level for all of the years, as in the typical property tax exemption policy. He stated he would like to see all exemptions “standardized.” Doll explained that retail business is treated differently than primary sector businesses due to their inherent nature of creating a lot of jobs but not of the same quality as are created in the primary sector.

Board members clarified for the public that this incentive would be available for any qualifying business and would not just be available to the big box that is currently making the request.

Hutchins acknowledged the board’s support of redrafting the policy to take into consideration “Big Box Retail” projects that are larger in scope. He stated that if time allows, the proposed changes will be brought back to the EDA for final recommendations before being brought to the City Council for final approval.

7. [Election of Officers](#)

Minutes: Due to the number of members absent from today’s meeting, board members requested that the election of officers be held at the next meeting.

8. Information / Update

A [Parking RFQ](#)

B [Halliday RFP](#)

C [Legislative Update](#)

D [Articles](#)

9. Adjourn

Minutes: Meeting adjourned at 12:43 p.m.

APPROVED BY:

ATTEST:

Jim Welch
Chair

Gane' Skatvold
Secretary

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

Respectfully submitted by:
Amy Thorpe, Community Services Planner