

City of Moorhead
Economic Development Authority
Meeting Minutes
February 25, 2013 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 25, 2013, at 11:45 AM.

Roll call of the members was made as follows:

Board Member:	Les Bakke	Present
Board Member:	Bob Buth	Present
Board Member:	Violet Deilke	Present
3rd Ward Council Member:	Brenda Elmer	Present - <i>Left the meeting at 1:51 p.m.</i>
Board Member:	Jeff Frider	Present
4th Ward Council Member:	Steve Gehrtz	Present
Board Member:	Ray Grefsheim	Present
Board Member:	Kris Gulsvig	<i>Absent</i>
Board Member:	Charley Johnson	Present
Board Member:	James Steen	Present
Board Member:	Dave Sederquist	Present

Others Present:

Dave Anderson, Sanford Health	Pat Kovash, Kovash Marine
Peter Doll, Development Services Manager	Jeff Manuel, Pactiv
Jeff Hoss, Sanford Health	Amy Thorpe, Community Services Planner
Scott Hutchins, Director of Community Services	Lisa Vatnsdal, Community Development Manager
Paul Krabbenhoft, Home Builders Association	

1. Call meeting to Order / Roll Call

2. Agenda Amendments

3. Approve Minutes

A [January 28, 2013](#)

Motion to Approve Minutes made by Steve Gehrtz and seconded by Les Bakke

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

4. [Citizens Addressing the Board](#)

Minutes: Pat Kovash, Kovash Marine, requested to address the board regarding Governor Dayton's expansion of sales tax to include services which includes services that businesses provide to other businesses.

Commissioners agreed that this is an important legislative issue and directed staff to draft a letter to Moorhead legislators expressing concern for the negative competitive consequences such legislation, if adopted, would result for border city business.

Motion to Draft Letter to Local Legislators made by Brenda Elmer and seconded by Jeff Frider.

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

5. [Commissioners' Reports](#)

6. Business "Spotlight"

A [Sanford Health Moorhead Campus - Dave Anderson, Director of Public Affairs](#)

Minutes: Dave Anderson and Jeff Hoss, Sanford Health, updated the board on the progress being made on the construction of the new Sanford healthcare facility in south Moorhead.

Commissioners thanked Sanford for their investment in Moorhead and were encouraged to hear that the project was ahead schedule.

B [Pactiv - Jeff Manuel, Plant Manager](#)

Minutes: Jeff Manuel, Pactiv, a primary sector manufacturer of molded paper products, was invited to give commissioners an update on the progress of recovery from a fire in the plant on March 14, 2012. Also included in the presentation were plans for expanding their product and production lines.

Commissioners thanked Manuel for the company's commitment to their employees to keep them on payroll after the devastating fire and for the partnership they have formed with Moorhead Public Service.

7. Elections and Appointments

A [Election of EDA Officers \(Chair, Vice Chair, Secretary\)](#)

Minutes: Hutchins opened the floor for nominations. After discussion, the following motions were made.

Motion to Approve Jim Steen as Chair made by Steve Gehrtz and seconded by Les Bakke.

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

Motion to Approve Les Bakke as Vice Chair made by Brenda Elmer and seconded by Jeff Frider.

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

Motion to Approve Charley Johnson as Secretary made by Jim Steen and seconded by Les Bakke.

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

B [Board Member Appointments to MCCARA Development Control Board](#)

Minutes: Chair Steen asked for volunteers to serve on the MCCARA Development Control Board. Commissioners Grefsheim and Sederquist agreed to fill those positions and were thereby appointed by the Chair.

8. 1st Avenue North Redevelopment Updates

A [11th Street Properties - Extend Listing Agreement with Coldwell Banker](#)

Minutes: Doll requested board consideration extending the listing agreement with Coldwell Banker for city-owned property located at the intersection of 11th Street and 1st Avenue North, the historic location of two elevators now demolished.

Doll provided a brief background of the City's preparations to date for the redevelopment of the City's central corridors. He stated the property is currently listed but that agreement is about to expire. Reasons for continuing the agreement included: 1) the maturing of 1st Avenue North; and 2) Coldwell Banker now has a listing agreement with the adjacent

property, Matson Oil, which creates synergy.

Commissioners asked for the following clarification.

- Was the Matson property on the market before?
- Would the terms remain the same?

Scott Hildre, Coldwell Banker, was present and stated that the property was challenging to market due to its size and location to the rail road tracks. He stated the property has been advertised on the “multiple listing sites.” Coldwell has had 3 or 4 people make inquiries about the property which he felt was average and stated that there had been a recent inquiry interested in putting a strip mall at that location which would require assembling the adjacent Matson Oil property as well.

Motion to Approve made by Jeff Frider and seconded by Steve Gehrtz

Motion to Extend Listing Agreement with Coldwell Banker for one additional year.

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

B [Aggregate Site - Hyde Development](#)

Minutes: Doll stated that staff met with representatives of Hyde Development to review next steps on the proposed redevelopment of the former Aggregate Industries site into a mixed use student housing property. A summary is included in packet materials. It was noted that meeting the deadlines leading up to the May 1 DEED Cleanup Grant submission will be the greatest challenge.

Off Agenda – Commissioners asked for status on the following projects:

- PetroServe expansion. Staff indicated that the PetroServe board was not in favor of the terms of sale for the land currently leased from BNSF Railroad.
- Small Business Incubator. Staff met with Beth Priddy who indicated she would do a preliminary assessment to determine if there was enough interest to pursue an incubator in Moorhead.
- Restaurant Study. Staff indicated that Eide Bailly has had a difficult time convincing restaurants to participate in the study. It was reported that one business owner who had been asked to participate in the study had contacted someone at the state level who indicated that he was wasting his time because the law would not change. Consensus was that completing the study was a worthwhile exercise which may produce dividends in the future. A follow-up letter was drafted which more explicitly explains the purpose of the study. Eide Bailly will send out the letter to possible participants they have been in contact with.
- Sam's Club. They are in the midst of the property transaction and there doesn't seem to be any issues that cannot be overcome.
- Tire Depot. Staff indicated that the environmental and title issues have been addressed and that the City has signed the closing documents. Buyer should have closed by either Friday or Monday.
- SE Main Project/Hyde Development. Staff indicated that the ownership transfer did not occur and therefore the project would not move forward at this time.
- TIF District Update – Board requested an update on the TIF District at a future meeting

9. [Community & Residential Marketing Update - Vatsndal](#)

Minutes: Vatsndal presented materials included in the packet materials. The requested action was to recommend to the City Council moving forward with actions related to the community

marketing and communications plan as approved in the 2013 EDA Budget.

Guest: Paul Krabbenhoft, Home Builder's Association and Moorhead resident, spoke in support of Moorhead marketing and communications efforts. He noted several areas of concern in the area of construction and building codes such as a residential fire sprinkler code advocated by the governor and added that this measure was denied in North Dakota.

Commissioners had the following concerns:

- Marketing expense not appropriate at this time due to the recent negative publicity surrounding snow removal response time after the recent blizzard which dumped 12" of snow. A more selective approach may be better.
- Want to be sure services to the current citizens was under control before spending more resources on a marketing campaign
- Public relations activities may be more important at this time than community marketing in light of the recent "blizzard event"
- Secondary audience was identified as current residents.
- Perception is key. Print media has taken satisfaction in pointing out negatives in Moorhead. Need to adjust to somehow deal with the false negative perceptions.

Staff responded that construction season is coming soon and staff will continue to provide stakeholders (HBA, realtors, developers, etc.) with information and a forum to communicate with the City.

Krabbenhoft added that there needs to be a "unified public voice" in support of Moorhead's assets. The story needs to be told over and over again.

Commissioner Elmer left the meeting at 1:51 p.m.

10. [Information / Update](#)

A [Building and Permit Valuation Summary](#)

B [Articles](#)

11. [Adjourn](#)

Minutes: Meeting adjourned at 1:55 p.m.

APPROVED BY:

ATTEST:

Jim Steen
Chair

Charley Johnson
Secretary

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

Respectfully submitted by:
Amy Thorpe, Community Services Planner