

City of Moorhead
Economic Development Authority
Meeting Minutes
July 25, 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 July 25, 2011, at 11:45 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	Present
Board Member:	Kay Parries	<i>Absent</i>
Board Member:	Les Bakke	Present
Board Member:	Robert Remark	Present
Board Member:	Jon Riewer	Present
Board Member:	GaNe' Skatvold	<i>Absent</i>
Board Member:	Jim Steen	Present
Board Member:	James Taylor	Present
Board Member:	Mark Wallert	Present

Others Present:

Chuck Chadwick, Business Liaison	Kristie Leshovsky, City Planner
Pete Doll, Development Services Manager	Tom McSparron, West Central Initiative
Scott Hutchins, Director of Community Services	Amy Thorpe, Community Services Planner

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

2. **Agenda Amendments**

3. **[Approve Minutes](#)**

A **[May 23, 2011](#)**

B **[June 8, 2011](#)**

C **[June 27, 2011](#)**

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

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

4. **Citizens Addressing the Board**

5. **[West Central Initiative Foundation - Tom McSparron, Donor Services Officer \(Attachment\)](#)**

Minutes: Hutchins introduced Tom McSparron from the West Central Initiative (WCI). McSparron provided board members with a folder of materials including the WCI annual report. He asked the Board to consider continuing their partnership and support with a commitment of \$15,000 for fiscal 2012.

6. **[1st Ave N \(Central Corridors\) Redevelopment Project: Resolution to Approve Redevelopment Project Area, Redevelopment Plan and Tax Increment Financing District - Hutchins \(Attachment\)](#)**

Minutes: Hutchins stated that this was an important step on the journey of the redevelopment of the

gateway corridors. He stated that this matter was set for a public hearing on the City Council's agenda that evening. He stated that the plans had been reviewed by the Planning Commission and met the zoning and comprehensive plan requirements. He stated that approval of these plans was not an indication of support for any specific project.

Board members asked for more explanation or had discussion on the following topics:

- "Pay as You Go" financing
- Planning Commission vote, 2 commissioners voted against
- Project status update on the 600 block of 8th Street
- "Rewarding" developers who have left property to deteriorate
- Financial plan assumptions and how increased values were obtained
- General information and explanation regarding how tax increments are generated

Motion to Approve made by Brenda Elmer and seconded by Jon Riewer

Resolution Establishing 1st Avenue North (Central Corridors) Redevelopment Project and Approving The Redevelopment Plan Therefor And Establishing The 1st Avenue North (Central Corridors) Redevelopment Tax Increment Financing District And Approving The Tax Increment Financing Plan Therefor

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

7. [Report of the Incentives Subcommittee - Golling / Parries / Riewer \(Attachment\)](#)

Minutes: Hutchins stated that since the time the Board had reviewed and approved new property tax exemption policies for multi-family residential and commercial-industrial properties staff discovered additional information which may affect the direction of the incentives.

Riewer recapped subcommittee discussion from their recent meeting. He stated that it was important to remove the traditional barriers of redevelopment to be competitive with the policies in Fargo.

Doll stated that Fargo has three main incentives: tax increment financing, Renaissance Zone, and payment in lieu of taxes (PILOT). He stated the new changes were to match Fargo's PILOT program which is meant to catch those projects which "fall in the middle."

Golling noted that there was an opportunity that could have been missed and thanked staff for bringing it to their attention.

Board members asked if a map showing areas of the city where "Greenfield" development applied could be made to help clarify for developers.

Hutchins stated that the Incentive Subcommittee would take another look and bring back further modifications in the future.

8. Information / Update

A [Minnesota Special Session - Bonding Bill: Flood Mitigation Funds](#)

B [Vatnsdal Memo - Community Marketing and Communications](#)

Minutes: Hutchins briefly gave updates on the flood mitigation/bonding bill, community marketing memo prepared by Vatnsdal, and the assessment process.

Hintermeyer stated that in regards to marketing he does not want to see a big expenditure of funds to tell the city how to market. He wants the funds to go directly to the marketing campaign. There was general discussion regarding focus and message: What is it that you want to communicate about you community? Elmer added that she felt the campaign should be a "grassroots" approach.

C [Gunderson Memo - Assessment Process](#)

D [Reports](#)

9. [Adjourn](#)

Minutes: Meeting Adjourned

12:53 PM

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