

**CITY OF ELKO NEW MARKET  
ECONOMIC DEVELOPMENT AUTHORITY  
ELKO NEW MARKET AREA HALL  
601 MAIN STREET  
ELKO NEW MARKET, MINNESOTA 55054  
THURSDAY, July 28, 2016**

**1. CALL TO ORDER**

The meeting was called to order by Chair Julius at 6:30 p.m. with the following members present: Chair Julius, Bob Crawford, Patricia Timmons, Kate Timmerman, Josh Berg and Bob Vogel.

Also Present: Executive Director Tom Terry, Economic Development Coordinator Renee Christianson, and City Clerk Sandra Green.

**2. ADOPT/APPROVE AGENDA**

It was moved by Timmons, seconded by Crawford to approve the agenda as presented. Motion carried (5-0).

**3. CONSENT AGENDA**

It was moved by Crawford, seconded by Timmons to approve the consent agenda as presented. Motion carried (5-0).

- a. Approve Minutes of the April 28, 2016 Meeting of the Economic Development Authority.
- b. Approve Minutes of the May 26, 2016 Meeting of the Economic Development Authority

**4. PUBLIC HEARINGS**

- a. None

**5. CONTINUED BUSINESS**

**a. Branding Project Update**

Amy Nugent with Renown Marketing provided an update to the EDA regarding the status of the branding project. She explained that since the May 26<sup>th</sup> appointment of steering committee members by the EDA, there have been two meetings of the steering committee. Most recently the steering committee reviewed three draft brand positions and taglines, which they narrowed down to two.

Amy Nugent reviewed in detail the two brand positions and taglines, and the EDA members provided input. Bob Vogel noted that whichever brand position and tagline are chosen, the city needs to be able to “live it”. Amy Lewis agreed that the brand needs to be authentic.

Amy noted that she is now in the process of establishing focus groups, who will test the two brand positions and taglines. There will be three focus groups, one consisting of residents that have lived in the community for less than ten years, and one consisting of residents that have

lived in the community ten years or longer, and one made up of business owners in and around the community. The business focus group will be coordinated with assistance from the Chamber of Commerce. Focus group meetings are tentatively set for Tuesday, August 16<sup>th</sup>.

**b. Staff Updates**

A list of projects that city staff has been working on was included in the EDA packet. Christianson specifically mentioned and reviewed the following projects: progress on the Avant Private Communities mixed use development, a residual parcel purchased by Bernie Mahowald for in-fill residential development, three active leads for the Park I35 development, the sale of the city owned lots in Windrose 8<sup>th</sup> Addition, the Warren Barsness commercial development, the Renown Marketing Branding Project, a residential development proposed on a 35 acre parcel adjacent to the city limits, a developer interested in doing a senior housing and daycare project, market research compiled for a Subway Franchisee, town tour for Metropolitan Council, meetings with On-Site Marketing regarding residential development of the Christmas Tree lot, and annexation of KJ Walk property.

**6. NEW BUSINESS**

**a. Discussion by Chair Regarding Public Open House**

Chair Julius explained that the majority of the questions he gets from residents are related to potential development projects in the City. He is interested in hosting an open house so the public could learn about and get accurate information about possible projects. He noted that, after further consideration, he does not believe this is the right time to host such an event. The reason he felt such an open house should be deferred is because the City does not have any formal applications that have been submitted to the City for development project, or formal approvals that have been granted by the City. At this time there have been concept plans submitted on a number of project but the concept plans have not been formally endorsed or approved through a planning commission or city council process.

EDA members agreed that there is a lot of interest by residents in possible development projects, and that this would be a good item to consider in the future as development projects progress.

**7. EXECUTIVE DIRECTOR'S REPORT**

There was no report.

**8. ADJOURNMENT**

It was moved by Timmons, seconded by Berg to adjourn the meeting at 7:25 p.m. Motion carried (5-0).

Respectfully Submitted,

*Renee L. Christianson*

Renee L. Christianson  
Economic Development Coordinator