

**CITY OF ELKO NEW MARKET
SPECIAL MEETING OF
ECONOMIC DEVELOPMENT AUTHORITY
ELKO NEW MARKET AREA HALL
601 MAIN STREET
ELKO NEW MARKET, MINNESOTA 55054
THURSDAY, MAY 26, 2016**

1. CALL TO ORDER

The meeting was called to order by Chair Julius at 6:49 p.m. with the following members present: Chair Julius, Bob Crawford, Josh Berg, and Patricia Timmons. Absent: 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 (4-0).

3. CONSENT AGENDA

a. None

4. PUBLIC HEARINGS

a. None

5. CONTINUED BUSINESS

a. None

6. NEW BUSINESS

a. Appointment of Steering Committee Members for Branding Project

It was moved by Crawford, seconded by Timmons to appoint the following persons to the Steering Committee:

<u>First Name</u>	<u>Last Name</u>	<u>Representation/Company</u>
Mike	Sutton	Parks Commission
Bob	Vogel	New Market Bank / MN House of Representatives
Stephanie	Kass	Lakeville Area Public Schools
Greg	Timmerman	Firehouse Grille (Chamber of Commerce)
Shari	Luebbert	CCEC
Tony	Buthe	New Prague Area Public Schools

Doug	Loeffler	Loeffler Construction and Consulting
Andrea	Kaderlik	Cerron Commercial Properties
Casey	Hankinson	Ryan Companies
Dan	Mueller	Ryan Companies
Peter	Nowacki	Boulder Pointe Townhomes
George	Strickland	BP Master Association
Steve	Thompson	Planning Commission Chair
Brent	Hislop	Synergy Land Company

Motion carried (4-0).

b. Presentation of Branding Initiative Survey Results, Renown Marketing

Amy Nugent from Renown Marketing was present at the meeting and made a presentation outlining the results of her on-line surveys and phone interviews. In addition to the PowerPoint, the commissioners were given a printed copy of a report which outlined the results in detail. Amy explained that the research was conducted through on-line surveys which were emailed to 362 persons, primarily commercial and industrial brokers and developers. In addition, ten phone interviews were conducted.

The results showed that the City is perceived as being relatively pro-business and easy to work with. Overall, the research confirmed that the City has a relatively low profile with important players in the development community and those who haven't worked with the City have a relatively little knowledge or perception of the community. Each survey question/category and result was reviewed, including several comments received. There was some discussion on changing the name of the City, as one respondent commented that the name Elko New Market does not create a favorable image of the community. The EDA recommended deferring the discussion on the matter to the Steering Committee.

Many members of the Steering Committee were present at the meeting including Mike Sutton, Stephanie Kass, Greg Timmerman, Shari Luebbert, Andrea Kaderlik, George Strickland, Steve Thompson and Brent Hislop.

7. EXECUTIVE DIRECTOR'S REPORT

There was no report.

8. ADJOURNMENT

It was moved by Berg, seconded by Crawford to adjourn the meeting at 7:35 p.m. Motion carried (4-0).

Respectfully Submitted,

Renee L. Christianson

Renee L. Christianson
Economic Development Coordinator