

**CITY OF ELKO NEW MARKET
ECONOMIC DEVELOPMENT AUTHORITY
ELKO NEW MARKET CITY HALL
601 MAIN STREET
ELKO NEW MARKET, MINNESOTA 55054
THURSDAY, OCTOBER 27, 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 Timmermon to approve the agenda as presented. Motion carried (5-0).

3. CONSENT AGENDA

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

- a. Approve Minutes of the July 28, 2016 Meeting of the Economic Development Authority.

4. PUBLIC HEARINGS

- a. None

5. CONTINUED BUSINESS

a. Branding Project Update

Amy Nugent with Renown Marketing presented the final results to the EDA regarding the City's branding project. She explained that the process spanned approximately six months, beginning with researching the opinions and perceptions of the community with commercial/industrial brokers and developer's, researching the brand positions of neighboring communities, establishment of a steering committee and focus groups, development and review of draft brand positions with the steering committee and focus groups, and final recommendations regarding brand.

Following discussion by the EDA, it was moved by Crawford, seconded by Berg to recommend to the City Council adoption of The City of Elko New Market Brand Definition dated October 2016, and adoption of a revised City logo which incorporates the recommended tagline "Small-Town Culture. Emerging Possibilities.". Motion carried (5-0).

Mrs. Nugent also presented a Marketing Communications Plan dated October, 2016. The recommendations contained in the document are intended to raise awareness of the community among commercial brokers and developers, and among prospective residents and businesses. She reviewed individual recommendations contained in the Marketing Plan. Chair Julius suggested that Marketing Communications Plan be discussed in more detail at a future or special EDA meeting.

6. NEW BUSINESS

a. Review of 2016 EDA Action Items

Renee Christianson completed a review of the 2016 Action Items. Some of the goal items had been completed and some had not. Christianson also requested that member of the EDA begin thinking about action items for 2017 and be prepared for a discussion on the matter. Chair Julius requested a special EDA meeting be held for the purposes of identifying action items for 2017. City staff will suggest dates for special meeting using a Doodle poll.

b. Staff Updates

A list of projects that city staff has been working on was included in the EDA packet. There were no specific questions or comments from the EDA regarding the updates.

7. EXECUTIVE DIRECTOR'S REPORT

There was no report.

8. ADJOURNMENT

It was moved by Timmons, seconded by Crawford to adjourn the meeting at 7:24 p.m. Motion carried (5-0).

Respectfully Submitted,

Renee L. Christianson

Renee L. Christianson
Economic Development Coordinator