

**AGENDA
OF THE WORK SESSION
CITY OF EAST GRAND FORKS
TUESDAY, APRIL 9, 2024 – 5:00 PM**

CALL TO ORDER:

CALL OF ROLL:

DETERMINATION OF A QUORUM:

- 1. Presentation from North Star Neighbors/Community Land Trust – Reid Huttunen**
- 2. Commercial Use of City Brand – Paul Gorte**
- 3. Accounting Technician Position – Karla Anderson**

ADJOURN:

Upcoming Meetings

Council Meeting – Tuesday, April 16, 2024 – Council Chambers – 5:00 PM

Work Session – Tuesday, April 23, 2024 – Training Room – 5:00 PM

Council Meeting – Tuesday, May 7, 2024 – Council Chambers – 5:00 PM

Work Session – Tuesday, May 14, 2024 – Training Room – 5:00 PM

Individuals with disabilities, language barriers or other needs who plan to attend the meeting and will need special accommodations should contact Nancy Ellis, ADA Coordinator at (218)-773-2208. Please contact us at least 48 hours before the meeting to give our staff adequate time to make arrangements. Also, materials can be provided in alternative formats for people with disabilities or with limited English proficiency (LEP) by contacting the ADA Coordinator (218)-773-2208 five (5) days prior to the meeting.

Request for Council Action

Date: April 9, 2024

To: East Grand Forks City Council Mayor Steve Gander, Council President Mark Olstad, Council Vice-President Tim Riopelle, Council members Clarence Vetter, Ben Pokrzywinski, Dale Helms, Brian Larson, and Karen Peterson.

Cc: File

From: Reid Huttunen, City Administrator

RE: Presentation from North Star Neighbors, a community land trust

Background:

The Northwest MN Foundation has formed a Community Land Trust program, titled North Star Neighbors.

North Star Neighbors is within the Community Land Trust (CLT) model to find solutions to recreate affordable home ownership opportunities in our community and across NW Minnesota. Their Executive Director Cory Boushee and Homeownership Coordinator Emily Contreras will be joining the meeting to present the CLT model with you and discuss potential opportunities for expansion of this program into East Grand Forks.

Recommendation:

Presentation and discussion on the CLT model.

Enclosures:

North Star Neighbors general information PowerPoint.

NORTH STAR NEIGHBORS

a community land trust



A long-term solution for affordable
home ownership opportunities in Northwest
Minnesota

Cory Boushee, Executive Director

Emily Contreras, Homeownership Coordinator

Background



Northwest Minnesota Foundation has been working towards housing solutions since 2018. Much of our effort has been spent on coordination of homeless housing services.



In 2022, a renewed effort into creating housing units led us to research approaches to addressing appraisal and affordability gap issues in workforce housing. This research led us to Community Land Trusts and a partnership with Grand Forks CLT.



In 2023 Northwest Minnesota Foundation created **North Star Neighbors**, a subsidiary organization to begin work in housing development.

What is a CLT?

- A CLT creates quality, affordable homeownership opportunities by retaining ownership of the land on which a CLT house is located, and preserving the affordability of the home for generations through a shared-equity ground lease.
- The CLT can accomplish this goal through new construction, acquisition and rehab of existing homes, or homebuyer-initiated purchase programs.

Tools to Create and Maintain Affordability

1st Mortgage Principal Reduction - "Gap Subsidy"

- Subsidy utilized is similar to traditional 1st Time Homebuyer programs, generally in the form of a forgivable 2nd mortgage with no monthly payment

This step creates affordability for the first buyer

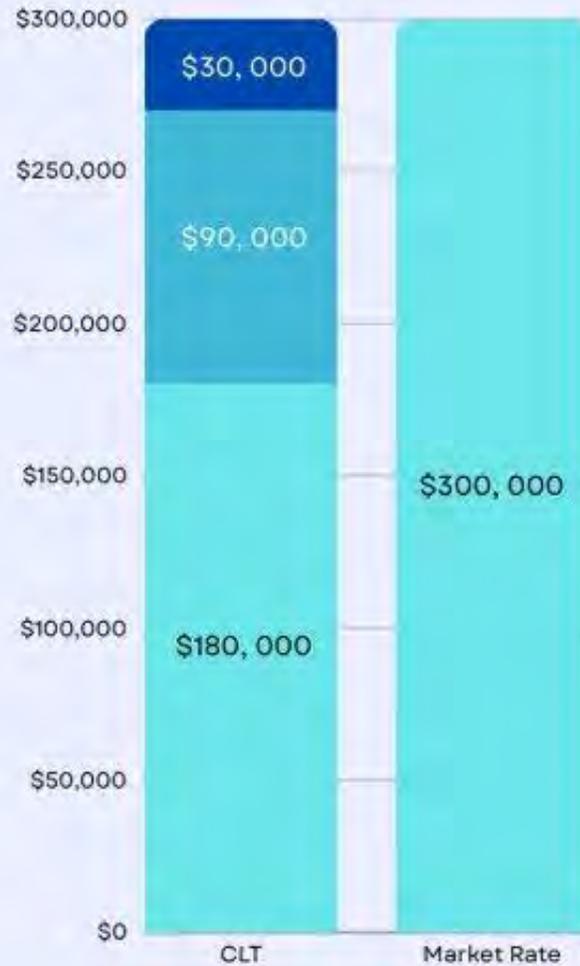
Land Retention - Ownership maintained by CLT

- Reduction of purchase price associated with land value
- b. Triggers CLT Ground Lease including shared-equity resale formula

This step creates long-term affordability from one buyer to the next

Initial Purchase Market-Rate vs. CLT

- Land Value (Held by CLT)
- Price Reduction (CLT "Subsidy")
- Family's Purchase Price



Appraisal Based Shared Equity Re-Sale Formula

RESALE CALCULATION

$\$340,000 - \$300,000$

INITIAL PURCHASE:

APPRECIATION =
 $\$40,000$

INITIAL FEE SIMPLE
HOME VALUE:
 $\$300,000$

25% OF
APPRECIATION =
 $\$10,000$

INITIAL CLT BUYER
PRICE: $\$180,000$

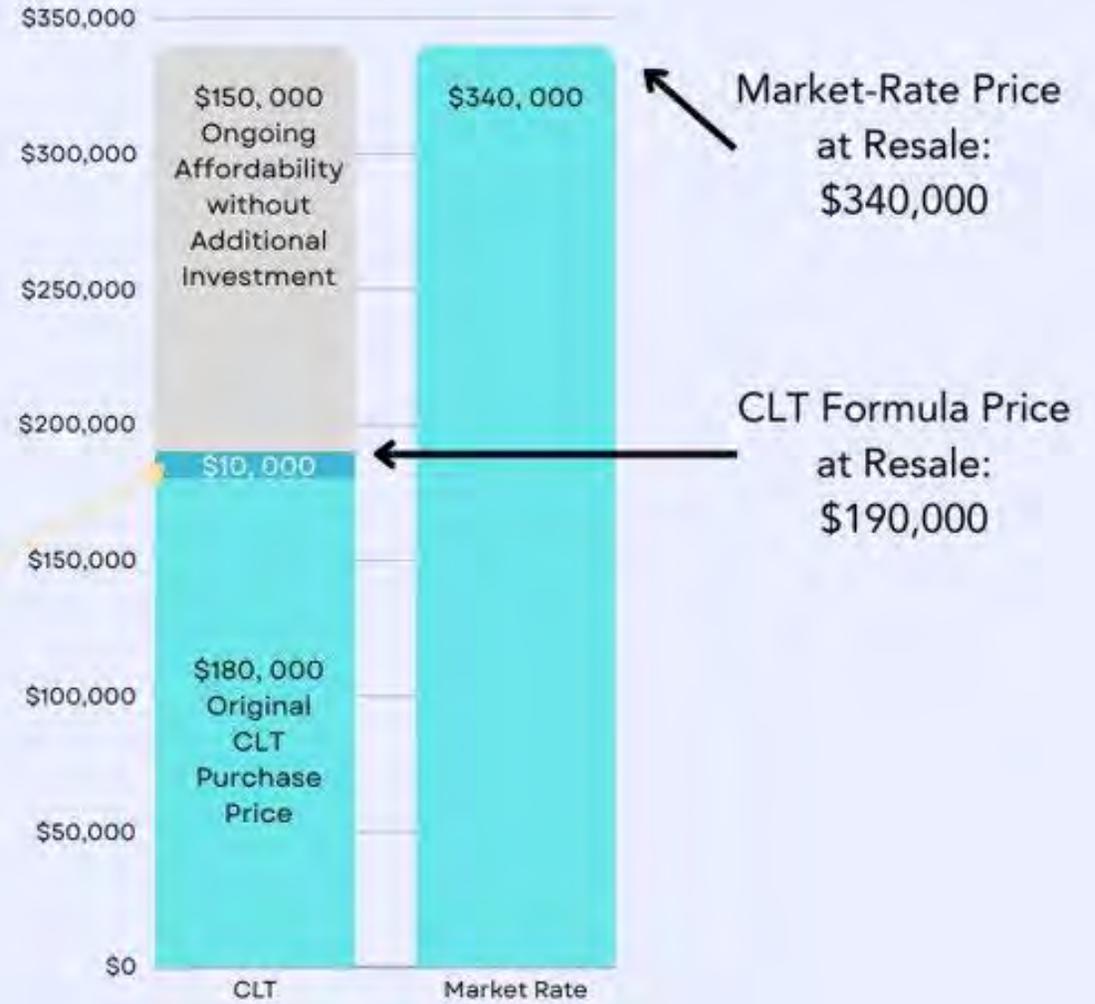
INITIAL CLT BUYER
PURCHASE PRICE:
 $\$180,000$

FEE SIMPLE VALUE AT
RESALE: $\$340,000$

FORMULA PRICE =
 $\$180,000 + \$10,000 =$
 $\$190,000$

Resale Market-Rate vs. CLT

- Ongoing Affordability
- 25% of Total Appreciation
- Family's Original Purchase Price



Market-Rate vs. CLT Price Evolution over 10 Years

Miscellaneous City, MN (High Annual Growth, then Sudden Drop)			
Initial CLT Buyer Payment: \$180,000			
	Year	Est. Market Value	25% Appreciation-Based Resale Formula
<i>Annual Change</i>	Initial Purchase	\$350,000.00	\$180,000.00
7% Growth	2025	\$374,500.00	\$186,125.00
	2026	\$400,715.00	\$192,678.75
	2027	\$428,765.05	\$199,691.26
4% Growth	2028	\$445,915.65	\$203,978.91
	2029	\$463,752.28	\$208,438.07
	2030	\$482,302.37	\$213,075.59
	2031	\$501,594.46	\$217,898.62
0% Growth	2032	\$501,594.46	\$217,898.62
	2033	\$501,594.46	\$217,898.62
30% Loss	2034	\$351,116.12	\$180,279.03

Market-Rate vs. CLT Price Evolution over 10 Years (Graph)

Market vs. CLT Pricing over 10 Year Period



Eligibility & Lending

- In Minnesota, CLT's are required to serve households below 80% of Minnesota Housing's Income Limits. In Greater Minnesota, this is currently \$89,400 gross annual income
- In 2024, NSN's target market will be households with approximately \$70,000 - \$89,400 in annual income
- 25-30% of household's gross monthly income will go toward mortgage payment
- Buyers purchase with a mortgage through a lender and must meet credit and debt-to-income requirements, as required by the CLT and lending products. In line with NSN's commitment to affordability, NSN's requirements are generally more strict than typical lending requirements.

2024 Plans: Homebuyer Initiated Program

- Starting Summer of 2024 North Star Neighbors will also launch a Homebuyer Initiated Program
- This program will assist households to purchase a home on the open market with significant affordability gap subsidy, adding the home to NSN's portfolio at the time of sale
- This program will be available across the entire region. However, it will be limited to 6 home purchases unless more gap funding is secured.
- As long as funding is being made available, this program will continue to operate with a certain amount of home purchases available on an annual basis for the foreseeable future.

Thank You!

Cory Boushee
Executive Director
North Star Neighbors
218-556-4202
coryb@nwmf.org

Emily Contreras
Homeownership Coordinator
North Star Neighbors
218.791.4668
emilyc@nwmf.org



Request for Council Action

Date: April 9, 2024

To: East Grand Forks City Council Mayor Steve Gander, Council President Mark Olstad, Council Vice-President Tim Riopelle, Council members Clarence Vetter, Ben Pokrzywinski, Dale Helms, Brian Larson, and Karen Peterson.

Cc: File

From: Economic Development Director

RE: Commercial Use of City Brand

A short time ago the Mayor referred Scott Reinhart, CEO of Integrity Fundraisers, to the Economic Development Director regarding a potential business collaboration to establish a City merchandise store. The Director met with Mr. Reinhart to learn about his idea. Attached is his proposal to use the City brand on various items of merchandise, examples attached.

The following are the key points of Mr. Reinhart's proposal. He will provide a platform for local businesses to sell EGF merchandise, increasing their visibility and promoting the City. He would provide a commission of 15% to the City on all items sold through the with the brand. He would provide EGF-branded merchandise to businesses for sale at their locations. Reinhart will create a website for the sale of merchandise with the EGF brand. He will provide an opportunity for EGF staff to wear branded apparel

The brand was not trademarked. There are branding guidelines, attached, that were included in the Marketing and Communications materials.

This request provides the City Council with an opportunity to promote the brand and obtain some revenue from its use. The request poses several questions. Among the questions are the following: Should the City allow its brand to be used by commercial enterprises? Should the City have a written agreement governing the use of its brand? Should the 15% return be based on the net cost to the seller or the selling price of the product? Should the City approve the list of products where the brand can be used? The staff needs guidance from the City Council regarding the commercial use of the brand.

Recommendation:

Discuss and provide direction.

Life Connected: Together We Thrive

Our proposal involves the creation of a marketing program aimed at supporting local businesses and fostering civic pride through the utilization of the City of East Grand Forks' logo. By incorporating the logo into a range of merchandise, including t-shirts, hoodies, jackets, drinkware, keychains, and other promotional items, we aim to provide local businesses with a platform to advertise their services while simultaneously promoting their support for our community. This initiative will create an avenue for local businesses to sell East Grand Forks merchandise, thereby enhancing their visibility and contributing to the overall promotion of our city.

To ensure the sustainability and success of this program, the City of East Grand Forks would receive a 15% commission on all items with the city's logo sold through our program. We plan to contract with local businesses to advertise on the apparel, offering them an opportunity to reach a wider audience and enhance their visibility within the community. In exchange for their advertising investment, we will provide them with merchandise equal to the cost of the advertising, allowing them to sell East Grand Forks-branded products in their establishments.

To facilitate sales and promote accessibility, we will establish a dedicated website where residents and visitors can browse and purchase merchandise online. This platform will be especially convenient for individuals seeking unique gifts or memorabilia for events taking place in East Grand Forks.

In addition to supporting local businesses, we also propose providing City of East Grand Forks staff with branded merchandise to wear proudly. This will not only foster a sense of unity and belonging among city employees but also serve as a visual representation of their commitment to our community.

We believe that this marketing program presents a valuable opportunity to bolster the local economy, promote civic pride, and strengthen community ties. By leveraging the City of East Grand Forks' logo and collaborating with local businesses, we can create a win-win scenario that benefits both merchants and residents alike.

We are eager to discuss this proposal further and explore how we can work together to bring this vision to life. Additionally, we would appreciate clarity on whether we would be able to utilize the EGF Logo for this project. Thank you for considering our proposal, and we look forward to the opportunity to collaborate with the City of East Grand Forks on this exciting initiative.

✉ scottr@integrityfundraisers.com

☎ 701-885-5193

🌐 www.gameplaysports.com

Best regards,

Scott Reinhart
CEO

Paul Gorte

From: scottr@integrityfundraisers.com
Sent: Monday, February 12, 2024 2:37 PM
To: Paul Gorte
Subject: [EXTERNAL]Exploring Opportunities for a City Merch Store Collaboration

Follow Up Flag: Follow up
Flag Status: Flagged

WARNING - this email is originated from outside the City of East Grand Forks email system. Do not click any link and do not open attachments unless you can confirm the sender.

Dear Paul,

I hope this email finds you well. My name is Scott Reinhart and I recently had the pleasure of speaking with Mayor Gander regarding the exciting possibility of establishing a city merchandise store. Mayor Gander kindly provided me with your contact information, suggesting that we explore potential collaboration in bringing this idea to life.

As a passionate advocate for our city's community spirit and vibrancy, I believe that a dedicated merch store could serve as an excellent platform to showcase our local pride and culture. From branded apparel to unique souvenirs, such a store could offer residents and visitors alike the opportunity to celebrate and support our city in a tangible way.

I am eager to discuss this concept further with you and explore how we can collaborate to make it a reality. I envision a store that not only promotes our city's identity but also contributes to its economic growth and sense of belonging.

Could we schedule a meeting at your earliest convenience to delve deeper into this idea? I am available tomorrow after lunch or wednesday morning but I am also flexible to accommodate your schedule. Please let me know what works best for you, and I will make the necessary arrangements.

Thank you for considering this opportunity, and I look forward to the possibility of working together to create something truly special for our city.

Best regards,

Scott Reinhart
Integrity Fundraisers
cell: 701-885-5193
scottr@integrityfundraisers.com
www.integrityfundraisers.com



GET IN THE GAME

Scott Reinhart: 701-885-5193
scottr@integrityfundraisers.com
www.gameplaysports.com



Game Play Sports T-Shirt Sale

Note: \$15 set up for screen print per color. No minimums - the more you order the cheaper the cost.
 1 to 6 color logos available. Additional cost for more logos and locations.
 Personalized name or number: add \$5.50 per piece.

DISTRICT 100% COTTON T-SHIRT

4.3oz 100% combed ring spun cotton - solid colors, 50/50 ring spun cotton/poly

Screen printed
 Y: S-XL, M/W: XS-4XL
 Add \$2.50 for 2XL-4XL

Special: 1 Color-50 qty: \$7.99
 12 Qty 3 Color: \$22.87
 50 Qty: 3 Color: \$16.32
 100 Qty: 3 Color: \$14.62

DT5000 17-6.25



SPORT-TEK POSICHARGE TEE

3.8oz, 100% polyester with PosiCharge technology. Lightweight, roomy and highly breathable.

Screen printed
 Y: S-XL, M/W: XS-4XL
 Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$16.45
 12 Qty 3 Color: \$23.93
 50 Qty: 3 Color: \$17.38
 100 Qty: 3 Color: \$15.68

ST350 17-6.88



BELLA+CANVAS AIRLUME TEE

3.8oz, 50/25/25 poly/Airlume combed and ring spun cotton/rayon unisex shirt
 Soft feel, excellent comfort

Screen printed
 Y: S-XL, M/W: XS-3XL
 Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$17.70
 12 Qty 3 Color: \$25.18
 50 Qty: 3 Color: \$18.64
 100 Qty: 3 Color: \$16.94

BC3413 17-7.61



Youth: Save \$2 per shirt



NIKE DRI-FIT PERFORMANCE TEE

4.7oz, 60/40 cotton/poly Dri-FIT with sweat-wicking fabric
 Swoosh logo on left sleeve

Screen printed
 M/W: XS-3XL
 Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$32.36
 12 Qty 3 Color: \$39.84
 50 Qty: 3 Color: \$33.30
 100 Qty: 3 Color: \$31.60

NK5231 17-16.24



CHECK OUT ALL OUR PRODUCTS AT
GAMEPLAYSPORTS.COM

Game Play Sports Hoodie Sale

DISTRICT LONG SLEEVE HOODIE

4.5oz, 50/25/25 poly/combed ring spun cotton/rayon, 32 singles

DM139 17-8.74

Screen printed
Y: S-XL, M/W: XS-4XL
Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$19.61
12 Qty 3 Color: \$27.09
50 Qty: 3 Color: \$20.55
100 Qty: 3 Color: \$18.85



Youth Saves \$2 Per Shirt

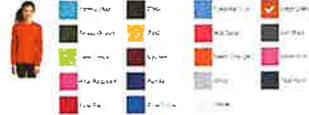
SPORT-TEK HOODED INTERLOCK

3.8oz, 100% polyester interlock with PosiCharge technology

ST358 17-9.99

Screen printed
Y: S-XL, M/W: XS-4XL
Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$21.74
12 Qty 3 Color: \$29.22
50 Qty: 3 Color: \$22.67
100 Qty: 3 Color: \$20.97



Youth Saves \$2 Per Shirt

GILDAN HEAVY BLEND HOODIE

8oz, 50/50 cotton/poly heavy blend with front pouch pocket

18500 17-11.40

Screen printed
Y: XS-XL, M/W: XS-5XL
Add \$2.50 for 2XL-5XL

12 Qty 1 Color: \$24.14
12 Qty 3 Color: \$31.62
50 Qty: 3 Color: \$25.08
100 Qty: 3 Color: \$23.38



BELLA+CANVAS AIRLUME HOODIE

7oz, 52/48 Airlume combed and ring spun cotton/poly unisex fleece

BC3719 17-21.25

Screen printed
Y: S-L, M/W: XS-3XL
Add \$2.50 for 2XL-3XL

12 Qty 1 Color: \$40.89
12 Qty 3 Color: \$48.37
50 Qty: 3 Color: \$41.82
100 Qty: 3 Color: \$40.12



Youth Saves \$2 Per Shirt

SPORT-TEK® WICK FLEECE HOODIE

5.5oz, 100% polyester, anti-static fleece release moisture with dry skin

ST235 17-22.49

Screen printed
Y: XS-XL, M/W: XS-4XL
Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$42.99
12 Qty 3 Color: \$50.47
50 Qty: 3 Color: \$43.92
100 Qty: 3 Color: \$42.22



Youth Saves \$2 Per Shirt



OGIO® LUUMA POLY HOODIE

7.1oz, 57/38/5 modal/poly/spandex Pullover Hoodie/Fleece

OG814 17-37.49

Screen printed
Y: XS-XL, M/W: XS-4XL
Add \$2.50 for 2XL-4XL

12 Qty 1 Color: \$68.49
12 Qty 3 Color: \$75.97
50 Qty: 3 Color: \$69.42
100 Qty: 3 Color: \$67.72



Game Play Sports Zip Pullover Sale

SPORT-TEK COMPETITOR 1/4 ZIP

ST357 17-9.99

3.8oz, 100% polyester interlock with PosiCharge technology

Youth: \$30
M/W: \$30.58
Add \$2.50 for 2XL-4XL

Y: S-XL, M/W: XS-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Youth Saves \$1 Per Shirt

SPORT-TEK HEATHER 1/4 ZIP

ST397 17-12.49

4.1oz to 4.7oz, 100% polyester interlock with PosiCharge technology

Youth: \$33.83
M/W: \$34.83
Add \$2.50 for 2XL-4XL

Y: S-XL, M/W: XS-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Youth Saves \$1 Per Shirt

SPORT-TEK SPORT WICK 1/4 ZIP

ST860 17-19.99

6.2oz, 100% polyester, wicks moisture with a textured look - solid or 2-tone

M/W: \$45.45
Add \$2.50 for 2XL-4XL

M/W: XS-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Solid Colors



Colorblock (2-Tone)

EDDIE BAUER FLEECE 1/2-ZIP

EB227 17-23.11

5.3oz, 100% polyester microfleece with an anti-pill finish.

M/W: \$51.83
Add \$2.50 for 2XL-3XL

M/W: XS-3XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



NORTH FACE TECH 1/4 ZIP FLEECE

3LHB 15-37.50

235 g/m2 100% polyester fleece with soft-brushed stretch interior

M/W: \$68.25
Add \$2.50 for 2XL-4XL

W: S-2XL, M: S-3XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



NIKE DRI-FIT 1/2-ZIP COVER-UP

578674 15-50.00

8.3oz, 100% Dri-FIT polyester with moisture management technology

M/W: \$87
Add \$2.50 for 2XL-4XL

W: S-2XL, M: S-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Game Play Sports Performance Polo Sale

SPORT-TEK RACERMESH POLO

3.8oz, 100% polyester flat back mesh with PosiCharge technology

ST640 17-14.86

Youth: \$25.27
M/W: \$26.33
Add \$2.50 for 2XL-4XL

Y: XS-XL, M/W: XS-4XL
Embroidery up to 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



PORT AUTHORITY PIQUE POLO

4.4oz, 60/40 cotton/poly pique polo Durable blend for lived-in comfort

K100 17-16.11

Youth: \$29.43
M/W: \$30.61
Add \$2.50 for 2XL-6XL

Y: XS-XL, M/W: XS-6XL
Embroidery up to 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



PORT AUTHORITY SILK TOUCH

5oz, 65/35 poly/cotton pique short sleeve, silky touch resists wrinkles

K500 19-17.36

Youth: \$30.61
M/W: \$32.99
Add \$2.50 for 2XL-6XL

Y: XS-XL, W: XS-4XL, M: XS-6XL
Embroidery up to 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



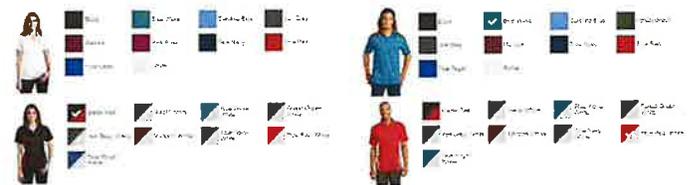
SPORT-TEK MICRO-MESH POLO

4oz, 100% polyester double mesh with PosiCharge technology - wicks moisture & resists snags

ST685 17-22.99

M/W: \$39.08
Add \$2.50 for 2XL-4XL

W: XS-4XL, M: XS-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



OGIO GAUGE JERSEY POLO

5.9oz, 94/6 poly/spandex jersey with stay-cool wicking technology Ladies has 3/4 sleeves

OG122 17-31.74

M/W: \$53.95
Add \$2.50 for 2XL-4XL

W: XS-4XL, M: XS-4XL
Embroidery up to 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



NIKE DRI-FIT MICRO PIQUE POLO

4.3oz, 100% polyester Dri-FIT fabric with moisture management technology - stretchable

NKDC 17-32.99

M/W: \$56.08
Add \$2.50 for 2XL-4XL

W: S-@XL, M: XS-4XL, T: LT-4XL
Embroidery up to 6000 stitches
\$55 1st time digitize fee
Minimum order of 6



Embroidery or Screen Print Available

Game Play Sports Jacket Sale

PORT AUTHORITY MICROFLEECE

F223 15-26.74

7.5-ounce, 100% polyester microfleece. Lightweight microfleece jacket delivers warmth without unnecessary bulk.

M/W: \$40.11
Add \$2.50 for 2XL-4XL

M/W:XS-4XL, Y:XS-XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Womens Colors:
Amethyst Purple / Black
Dark Fuchsia Pink
Hot Coral Pink
Light Royal Blue
Pearl Gray
True Navy Blue
White

Mens Colors:
Black
Light Royal Blue
Pearl Gray
True Navy Blue

Youth Colors:
True Royal Blue
Iron Gray
Forest Green
True Navy Blue
True Red

TECHNO LITE 3-LAYER TECH SHELL

CE708 15-30.92

6oz 3-Layer 100% polyester interlock bonded to polyester birdseye with inner membrane jacket

M/W: \$46.38
Add \$2.50 for 2XL-5XL

W:XS-3XL, M:S-5XL
Embroidery - 6000 stitches
\$55 1st time digitize fee



Colors:
Black
Carbon Gray
Classic Navy Blue
Classic Red
Safety Yellow
True Royal Blue

PORT AUTHORITY CORE SOFT SHELL

M: XS-6XL, W: XS-4XL, Y: XS-XL, TLT-4XLT

\$46.38



TEAM 365 HYDROSPORT JACKET

TT87 15-5300

4oz 100% nylon woven; Lining: 100% polyester mesh with hood unisex storm flap jacket

M/W: \$72.00
Add \$2.50 for 2XL-4XL

W:XS-3XL, M:S-5XL
Embroidery - 6000 stitches
\$55 1st time digitize fee

Colors:
Black
Sport Dark Navy
Sport Graphite



SPOKANE WATERPROOF JACKET

J1990 17-39.88

Nylon shell has a 10,000MM waterproof & 5000G/M2 breathability rating. Polyester mesh body lining and lined sleeves with concealed hood.

M/W: \$59.81
Add \$2.50 for 2XL-4XL

W:XS-4XL, M:S-4XL
Embroidery - 6000 stitches
\$55 1st time digitize fee

Colors:
Black
Navy Blue
Red



EPSILON 2 SOFTSHELL JACKET

HR1 15-14550

95% Nylon, 5% Spandex Ripstop Bonded with 100% Polyester Grid Microfleece

M/W: \$218.25
Add \$2.50 for 2XL-4XL

W:XS-3XL, M:S-5XL
Embroidery - 6000 stitches
\$55 1st time digitize fee

Colors:
Black/Graphite
Azure Blue
Navy/Graphite
Bright Red
Charcoal Twill



MATRIX SYSTEM JACKET JACKET

XB4 15-22050

H2XTREME® 10,000/3,000 Waterproof / Breathable 100% Polyester Mechanical Stretch Bonded Jacket

M/W: \$330.75
Add \$2.50 for 2XL-4XL

W:XS-3XL, M:S-5XL
Embroidery - 6000 stitches
\$55 1st time digitize fee

Colors:
Black/Carbon
Black/Electric Blue
Black/Bright Red
Bright Red
Charcoal Twill/Black
Navy, Blue, Green, Fire Orange





GAME PLAY
SPORTS
PRODUCTS AND PROMOTIONS

LEATHERETTE PATCH HATS

quantity discounts
no minimums



\$10

SPECIAL



Give us a color, we choose the hat,
include your logo patch and save money.

ORDER NOW

ALL CUSTOM HATS INCLUDES
ONE LASER ENGRAVED PATCH

Perfect for Any Occasion!

These Custom Hats are Great for
Staff, Client Gifts, or Giveaways.

ORDER TODAY!

Scott Reinhart: 701-885-5193
scottr@integrityfundraisers.com

\$25 Adult Hats

Richardson Twill Mesh Snapback Adjustable Trucker Caps



Black

Heather Gray

Cardinal

Charcoal Black

Richardson Pro Wool Flatbill Snapback Hat



Navy

Loden

Royal

Black

Pacific Headwear Coolcore Sideline Snapback Cap



Black/White

Purple/White

Kelly/White

Navy/Gold

\$20 Adult Hats

J America Artifact Adjustable Cap



Red

Khaki

Royal

Burgundy

Cool Comfort Performance Stretchable Diamond Knit Cap



Royal

Red

White

Charcoal Gray

Cotton Twill Pro Style Mesh Back Trucker Caps



Black

Khaki

Red

Dark Green

Wool Blend Flat Visor Pro Style Snapback Caps



Kelly

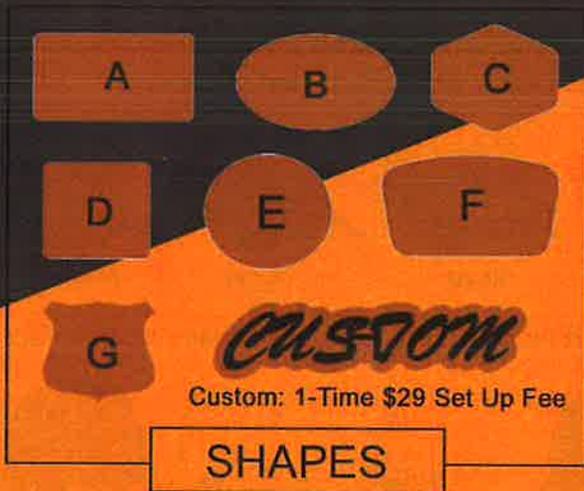
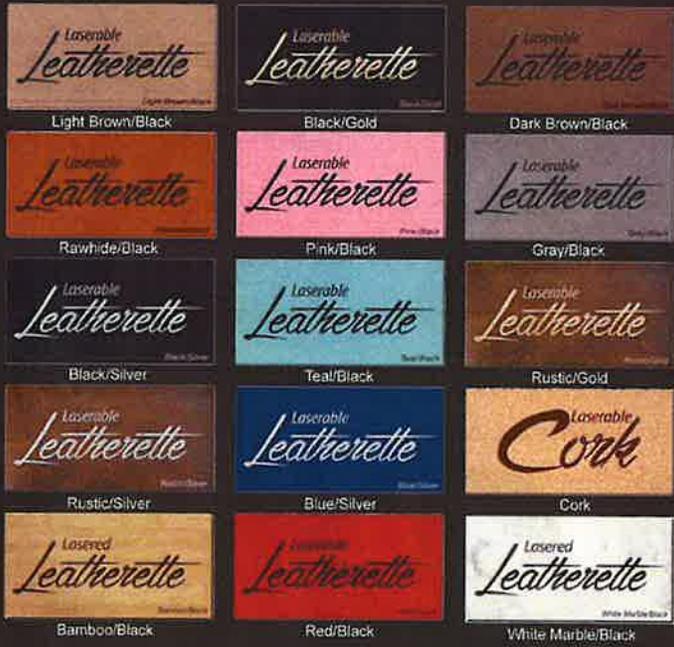
Gray/Navy

Black/Red

Purple

24 All hats include one laser engraved patch.

LEATHERETTE PATCHES



CHOOSE PATCH
LOCATION



ORDER TODAY!

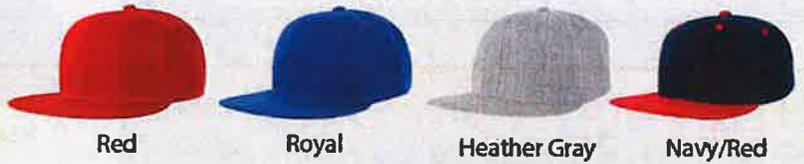
Quantity Discounts Available
www.gameplaysports.com

Youth Hats

\$15: Decky Youth 6 Panel Mid Profile Structured Cotton Trucker



\$20: Decky Youth Snapback Flat Bill Cap



Beanies



Decky Acrylic Navy Beanie \$12
Decky Acrylic Ivory Beanie \$12
Pacific Lite Green Beanie \$15
Pacific Lite Maroon Beanie \$15
Pacific Lite Red Beanie \$15



Decky Youth Green Beanie \$17
Decky Youth Blue Beanie \$17
Big A Pom Black Beanie \$17
Decky Long Plaid Beanie \$20
Cuglog Sweater Green Beanie \$20

Apparel



Port & Co
100% Cotton
T-Shirts



Port & Co
Poly Blend
T-Shirts

Starting
at \$15

Many Color
Styles of T-shirts
Available

Shirts Include a
Full Color Logo

Full Line of Apparel Products
to Choose From: Polos,
Sweatshirts, Hoddies, Jackets



PUT YOUR WORD-OF-MOUTH ON STERIODS

Personalization with a person's name is the key.



32oz
Hydro Pro

- Black
- Blue
- Green
- Orange
- Pink
- Purple
- Red



24oz
Aqua Pro

- Black
- Blue
- Green
- Orange
- Red



30oz
Denali

- Black
- Blue
- Green
- Orange
- Purple
- Red



20oz
Grande

- Black
- Blue
- Brown/Black
- Brown/Gold
- Pink
- Teal



20oz
Highlander

- Black
- Blue
- Green
- Orange
- Purple
- Red
- White



64oz
Growler

- Black



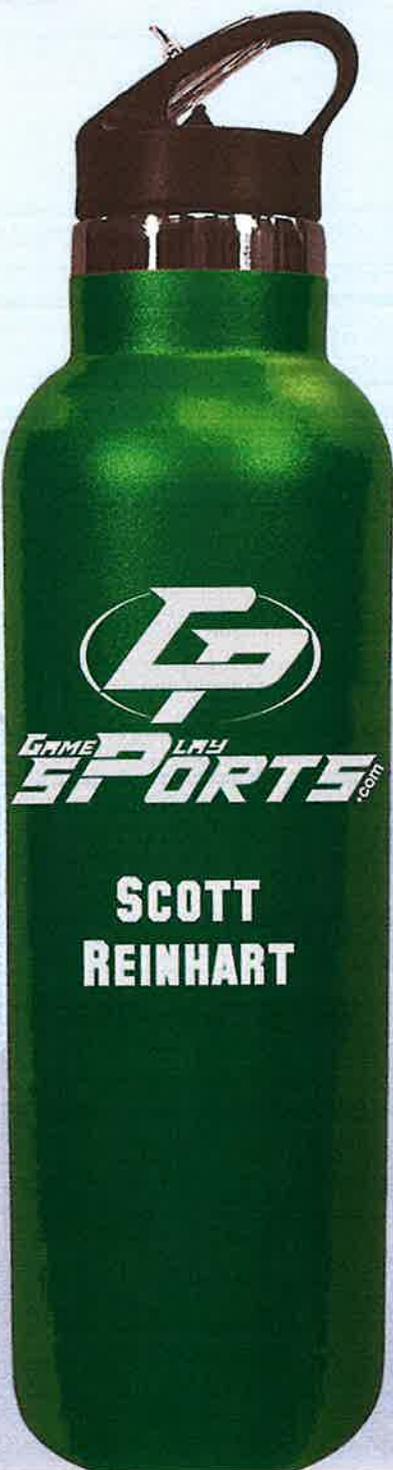
16oz
Vino

- Black
- Corral
- Maroon



LED
Sports
Sign

11"x5"



Good Quality - Value Priced Drinkware



25oz
Featherlite
Aluminum

- Blue
- Green
- Orange
- Purple
- Red
- Smoke



16oz
Snapper
Mug

- Black
- Blue
- Green
- Orange
- Red



14oz
Snapper
Handle

- Black
- Blue
- Green
- Orange
- Red

Over 100 Engraved Products Starting at \$10



BBQ Sets



Cake Pans



Cutting Boards



Wine Sets



Key Chains



Book/Bible Cover



Games



Patch Hats



Wallets



Picture Frames

Game Play Sports Products & Promotions
Scott Reinhart: 701-885-5193 scottr@integrityfundraisers.com



Branding

GUIDELINES





LIVING THE EAST GRAND FORKS BRAND

The East Grand Forks Economic Development Authority (EDA) brand was developed with both the community and target audiences in mind. The brand was derived from the results of a series of community leader and citizen surveys and discussions. This original research uncovered a strong sense of community and purposeful life; connected to family, business, school, and the environment which ultimately informed brand development. In essence, living in East Grand Forks offers its residents and potential target audiences a Life Connected.

The Brand Consistency Guide provides direction for the use of the visual identity of Life Connected across all mediums. Having a consistent experience (look, feel, etc.) across materials builds familiarity and trust among your audience(s). Having a consistent and distinctive brand also creates opportunities for greater awareness long term. This brand may also transcend the EDA to the City of East Grand Forks and its departments. Consistency creates a unified voice among all entities using this brand.

ARTWORK

The Life Connected artwork reinforces the Brand’s message while providing a visual identity that is both distinguishable and recognizable. The design is intentionally simple and easy to read, allowing it to be used alongside other brands within the community. When used within a sentence, make sure to capitalize Life Connected.

LOGO VARIATIONS

With Department

For use when the supporting content is department-specific. The department name can be changed to include departments within the City.



Without Department

For use when the supporting content is not department-specific, such as alongside a local business or event.



Without Minnesota Mark

For use when Life Connected needs to be shown prominently, or if options with Minnesota mark are too busy.



COLOR VARIATIONS

Each of the logos shown to the left are available in the following color variations. The correct usage is indicated below.

Full Color

For use on white or light-colored backgrounds.



Black

For use when full color printing is not available.



White

For use on black or dark-colored backgrounds.



COLOR PALETTE

The Brand's primary colors are East Grand Blue, Sunrise Red, Greenway Green, and Star Gold, with secondary colors chosen as complements. CMYK values and Pantone colors have been provided for print media. Use Pantone colors when applicable to ensure colors reproduce the same. RGB values have also been provided for digital media.

PRIMARY COLORS

	East Grand Blue		
	CMYK	PANTONE	RGB
	87, 66, 37, 20	PMS 7545C	49, 81, 110
	Sunrise Red		
	CMYK	PANTONE	RGB
	7, 84, 76, 23	PMS 180C	181, 63, 55
	Greenway Green		
	CMYK	PANTONE	RGB
	57, 26, 60, 4	PMS 556C	118, 152, 120
	Star Gold		
	CMYK	PANTONE	RGB
	6, 27, 68, 0	PMS 156C	238, 188, 106

SECONDARY COLORS

	Dark Blue		
	CMYK	RGB	
	100, 90, 40, 40	22, 37, 76	
	Medium Brown		
	CMYK	RGB	
	35, 75, 90, 40	116, 61, 34	
	Light Beige		
	CMYK	RGB	
	20, 17, 35, 0	206, 198, 169	
	Dark Gray		
	CMYK	RGB	
	0, 0, 0, 90	65, 64, 66	



TYPOGRAPHY

The typography used includes a mix of typefaces that are common and uncommon. Common typefaces, such as Trebuchet MS and Garamond, are widely accessible and allow for easier implementation. More uncommon typefaces, such as Pacifico, are less accessible and help distinguish the Brand. Pacifico can be downloaded for free online.



Headings

TREBUCHET MS BOLD
All Caps | 13pt Minimum

Subheading/Call Out Box

Trebuchet MS Regular
Title Case | 12pt Minimum

Paragraph

Garamond Regular
Sentence Case | 11pt Minimum

WELCOME TO THE CITY OF EAST GRAND FORKS

Location:

Located where the Red River of the North and Red Lake River meet, we offer recreational opportunities along the Greenway and a wide variety of restaurants where you can enjoy a great meal. You can shop for gear for your next outdoor adventure, or for whatever else you may want or need. The city is easy to get to from all directions, including along Highway 220 North, Highway 2 East and West, DeMers Ave, Business Highway 2, and Highway 220 South.

Recreation:

If you enjoy camping, the Red River State Recreation Area campground is open from early May until mid-October. It is close to all the action, including more than 40 miles of recreational trails, Sherlock Park, and great fishing spots on the two rivers. Or maybe you would rather take in a movie or enjoy a meal on a raining evening, or take a plunge in our newly renovated public pool on a hot summer day.

Accent Font

Pacifico Regular

Sentence Case

For use as an accent font. Should be kept to one word or short phrases.



CREATIVE TREATMENTS

Creative treatments help make the Brand stand out by supporting a cohesive visual identity. Below are some examples of treatments you can apply to your content.

STAMP EFFECTS

The artwork was intentionally designed to resemble the irregular look of a stamp. A similar effect can be applied to other design elements to give them a cohesive look. This effect can be applied to text, images, and graphics.

The artwork for the stamp effect was created in Adobe Illustrator and is used as a clipping mask. This means the stamp artwork masks other artwork so that only areas that lie within it show.



+



∨



COLOR BLOCKS



The use of color is extremely important to the Brand's visual identity. Above are a few examples of how to use the Pacifico and Trebuchet MS fonts together on top of solid blocks of color. These blocks can be used on their own or on top of images that support their message.

PHOTOGRAPHY

The best camera is the one that's with you. Whether you have a professional camera or a cell phone, capturing as many original photos of the community is crucial to telling its story. Subjects should be in focus and well-lit, and images should be high-quality. At times it may be necessary to supplement with stock photography, keeping in mind it is important to only use high-quality images you have the rights to use.



DIGITAL MEDIA

Whether creating content for your website or social media platforms, it is important to follow the branding guidelines including the use of correct colors, fonts, creative treatments, and photos.



SOCIAL MEDIA

Visuals

Visual images grab attention quickly and are a key element to successful social media posts. The overall look of your visuals should be consistent across all platforms, however it's important to use a variety of different types such as photos, banners, video and infographics.

Content

Content should be thought out in advance as often as possible to make sure your posts are strategic and targeting the right audience. Whether you use text or video to share your message, keeping it short and to the point will help audience members remember it more easily. The tone, or voice, of all marketing efforts should be consistent, including social media. When possible, try to use the term “connected” or other variations.

Hashtags

Use original or popular hashtags. Original hashtags specific to the Life Connected Brand and the EGF community help build the Brand and help followers find specific content more easily. It's also important to use hashtags other people can support by using with their own content. Examples of hashtags specific to EGF include:

#EGFLifeConnected, #EGFPride, #NorthlandProud

Popular hashtags reach a wider audience and aren't tied to a specific brand or community. They also help further posts reach into potentially new audiences. Examples of popular hashtags for Economic Development include:

#EconDev, #Jobs, #Startup, #WkDev, SmallBiz

WEBSITE

The website's content needs to be updated as often as possible, especially if content is included or a page is linked to in a social media post. Images should be high quality, and all hyperlinks should be working as intended.

Request for Council Action

Date: April 5, 2024

To: East Grand Forks City Council Mayor Steve Gander, Council President Mark Olstad, Council Vice-President Tim Riopelle, Council members Clarence Vetter, Ben Pokrzywinski, Dale Helms, Brian Larson, and Karen Peterson.

Cc: File

From: Karla Anderson

RE: Accounting Technician Position

The City received notice of the City Accounting Technician resignation in April of 2023. This position has remained vacant since then.

Recommendation:

Start the hiring process for City Accounting Technician.

Classification: Accounting Technician
Reports to: Finance Director
Grade: 11
Supervises: No Supervision

Department: Administration
Location: East Grand Forks City Hall
FLSA Classification: Non-Exempt
Adopted: _____, 2024

Position Summary

Performs intermediate to complex technical accounting and clerical duties involving the maintenance and reporting of financial records and accounting following standard accounting practices. Responsibilities include verifying transactions, processing cash receipts, accounts payable, payroll, or accounts receivable transactions. Supports and assists the Finance Director in reconciling accounts, preparing, reviewing, and submitting routine statements and reports, maintains accounting records, and responds to a variety of inquiries about financial information. Work is performed under the general direction of the Finance Director and Human Resources Generalist.

Essential Duties and Responsibilities
<p>Professional Duties</p> <ul style="list-style-type: none">• Maintain accounting records. Reviews, verifies, codes, and reconciles accounts receivable, accounts payable, cash deposits, and other accounting functions.• Process and record accounts payable.• Prepare and enter data for receipt processing and balance bank statements.• Receive, verify, and reconcile deposits, ensure proper support documentation.• Assists Finance Director and supports other Dept. Heads with budgets, audit reporting, and accounting processes.• Support and assist with processing payroll; reviews and maintains payroll records.• Maintains and reconciles subsidiary ledgers and accounts.• Serves as signatory authority with financial institutions for the transfer of funds.• Respond to city related finance inquiries and budget questions from employees, citizens, and outside vendors/companies via telephone, email, and counter transactions.
<p>Ancillary Duties</p> <ul style="list-style-type: none">• Participates in a variety of meetings and trainings.• Performs other duties as assigned or apparent.
<p>The incumbent may encounter non-public data in the course of these duties. Any access to non-public data should be strictly limited to accessing the data that are necessary to fulfill the employment responsibility. While data are being accessed, incumbent should take reasonable measures to ensure the non-public data are not accessed by individuals without a work reason. Once the work reason to access the data is reasonably finished, incumbent must properly store the non-public data according to the provisions of the Minnesota Government Data Practices Act (Minnesota Statutes, Chapter 13).</p> <p>If a new work assignment requires access to non-public data, the incumbent is permitted to access non-public data for the work assignment purposes only. Any access to non-public data must be strictly limited to the data necessary to complete the work assignment and after the assignment is completed, the employee's work assignment no longer requires access.</p>

Qualifications

Education: Associate degree or Two-year technical certificate in Accounting, Finance, or related field and experience in financial record keeping, or equivalent combination of education and experience.

Requirements:

- Valid driver's license to operate a motor vehicle in the State of MN.

- Applicable position, department, organization, and professional training will be provided and must be completed upon hire and on an ongoing basis.

Knowledge, Skills, and Abilities

- General knowledge of Accounts Payable/Receivable systems.
- General knowledge of recordkeeping procedures
- General knowledge of financial software.
- General knowledge of tax forms and data.
- Ability to follow established procedures and to perform work requiring considerable detail.
- Ability to operate standard office equipment and related hardware and software.
- Skill in utilizing mathematics and analytical skills.
- Ability to handle monetary transactions,
- Ability to generate applicable records, reports, and files.
- Ability to analyze service problems and participate effectively in solving them.
- Skill in communication, interpersonal skills as applied to interact with other employees and the general public to exchange or convey information and to receive work direction.

Physical Demands and Working Conditions

- This work requires the occasional exertion of up to 10 pounds of force; occasional exertion of up to 25 pounds of force; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions, frequently requires reaching with hands and arms and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data; operating equipment and observing general surroundings and activities; work has no exposure to environmental conditions; work is generally in a quiet location (e.g. business office, light traffic).

Equipment Utilized

- General office equipment.
- Use of Computer, Microsoft processing equipment, and related software equipment.
- Computer word processing and spreadsheets.