

APPROVED MINUTES OF THE REGULAR MEETING OF THE BOARD MEMBERS OF THE EAST GRAND FORKS ECONOMIC DEVELOPMENT AUTHORITY (EDA)

A regular meeting of the Board Members of the East Grand Forks Economic Development Authority was held at Noon on December 10, 2024.

Roll Call:

Meeting was called to order by President Grinde at 12:00 pm.

EDA Board present at roll, President Josh Grinde, Board Members: Justin Hecht, Dale Helms, Ben Horken, Penny Stai and Brian Larson.

Absent: Daniel Black

Staff present: Maggie Brockling, (EDD) Economic Development Director, Brenda Ault (EA), Executive Assistant; Reid Huttunen (CA), City Administrator; Nancy Ellis, (CP) City Planner and Karla Anderson (FD) Finance Director.

Also Present:

1. **Roll Call:** President Grinde determined a quorum was present.

2. **Approval of Minutes**

a. October 8, 2024, Regular Meeting

A Motion was made to approve October 8, 2024, Regular Meeting Minutes, by Board Member Hecht, seconded by Board Member Horken. M/S/P- Hecht, Horken; 6-0, mc.

3. **Bills and Communications**

a. Review of Accounts Payable: October 1, 2024, October 15, 2024, November 6, 2024, December 3, 2024: No Questions.

4. **Reports**

b. Delinquencies – None

c. Director's Reports: October 2024 and November 2024; EDD Brockling stated that she spent October with Gorte; she has been getting out and meeting people, organizing files, cleaning up duplicates and making things more accessible electronically. She is looking into a software that is specific to EDA. She has been setting up meeting times with each of the Board Members and will meet with Board Member Black first. She has been researching into the Incentive Programs available and learning how to integrate that. She has found some frustration with business owners over the Main Street Grant, mostly because it required a Foundation to administer the funds and after checking with several, none were interested in assisting with the program.

d. Social Media Analytics: Brockling stated the information was in the packet; pictures & businesses had great interactions; other posts were not well received.

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- e. Financial Reports-Karla Anderson: FD Anderson stated that full reports were emailed out and the September and October Cash balance sheets were in the packet. Normal activity-no questions.

5. Unfinished Business

Vonish Lot Update: President Grinde asked for an update. CA Huttunen stated that the loan had cleared in August and we are now out of it. Board Member Horken stated that for Brockling's benefit he would clarify. The lot sold and had lot line issues, they had wanted to fix those issues, but the issue was complicated by a Small Business Loan, which has since been paid off. This has been an issue for several years and the Board was just getting an update.

6. New Business

- a. Sunshine Terrace rent-Nancy Ellis: CP Ellis stated the increase last year was only for the cable bill. This year we need to look at increasing the rent. This revenue covers the upkeep of the building, staff salaries, utilities and other building expenses. She has called and talked with the Housing Authority and the increase needed should be covered by housing assistance. She recommends a \$50 monthly increase.

A Motion was made to approve the \$50 monthly rent increase, by Board Member Horken, seconded by Board Member Larson. M/S/P- Horken, Larson; RCV: Larson-Y, Stai -Y, Grinde -Y, Hecht -Y, Horken -Y, Helms -Y; 6-0, mc.

- b. Mowing Invoice: EDD Brockling stated that K&H Custom had to extend their mowing contract due to the extended warm weather in October. We paid them \$900 for the month of October for mowing at the Infill Building. The Board felt that there was no need to adjust the contract for the 2025 mowing season because it is not often warm enough to have to mow in October.
- c. Remaining city lots for sale: CA Huttunen stated that he had been contacted by FORX Builders about the lot they purchased and have not been able to sell. They have purchased 40 lots in the past for building homes, in conjunction with Northland Community and Technical College.

After discussion, the Board felt that they have a policy of not taking lots back, that have previously been sold. However, they would be willing to consider taking the lot back, if FORX would pay the City back for the costs associated with selling the lot to them. They instructed CA Huttunen to go back to FORX and ask for a formal offer and they would go from there.

EDD Brockling stated that there have been 3 inquiries in the past months about purchasing multiple lots and the undeveloped land north of the golf course in Water's Edge. And there was a list of available lots in the packet.

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FD Anderson passed out a sheet to the Board, that showed each lot and the costs/sale price of each lot. She also stated that currently the Board has a policy of 10% off with a multiple lot sale. However, that would result in a loss to the City, because the lots have since been discounted.

After a lengthy discussion, Board Member Larson asked to table the item until the next monthly meeting.

- d. Social media management proposals: EDD Brockling explained that she has two quotes available for consideration: AE2S & small startup-Labradorly Marketing. A third option is available to have Brenda work on social media deliverables with an additional cost share from the EDA to support this. I am fully capable of doing social media management; however, it will take 1 week each month for me to effectively do the task, based on previous experience over the last 7 years.

After some discussion the Board felt that they did not want EDD Brockling to devote a week a month to social media. They felt that 2-3 posts a month were sufficient and that staff could handle that. They also decided to let AE2S's contract expire.

- e. EDCForge CRM: EDD Brockling stated that she needs a client relationship management program to track deals, conversations, projects, and other aspects of economic development for historical and future continuity. EDCForge offers these features for \$2k/year. Issues identified by legal: governing law listed in Iowa, not MN. Shared technical requirements with IT and ideally, they'd like us to use enterprise software that will be acquired in the future. She needs the software now and has investigated some other companies and was looking to see if she can pursue this.

Board Member Horken stated that it is valuable to have software that works for you, find what tool you need and want to use and bring it to us at the next meeting. Board Member Hecht stated that she should have CA Galstad approve the software choice as well.

- f. FORX Builder event: EDD Brockling asked for volunteers for the event on March 29th-30th. It will be held at the PurPur Arena. She and a Water & Light employee will be working at the booth but is looking for volunteers. Board Member Larson tabled this for the next meeting and asked EDD Brockling to bring the times blocked, so people can sign up for when they are available.
- g. Curb appeal and entrance sign: EDD Brockling stated she had sent over draft sign images for the Mayor's consideration that would be printed on brushed aluminum with the city's logo & fonts. A 5ftx3ft sign costs \$240 through Signs.com and the draft would fit within our signage regulations for Todd's Trucking sign holder.

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Board Member Larson stated that the DOT should be involved, as well as Engineering. CA Huttunen stated that they have a group working on this project and all 3 directions into town should have signage.

Board Member Hecht stated that he didn't think that the Board wanted her to spend her time on this project, when we have so many other pressing items to cover. And there is already a group working on this project.

The Board agreed that she should drop this issue and let the group already working on this project take care of it.

7. Adjournment

Motion to adjourn the meeting was made at 1:15 p.m. by Board Member Horken, seconded by Board Member Hecht.

The next regular meeting is January 22, 2025

Respectfully Submitted,

Brenda Ault, Executive Assistant