

Hastings EDRA

Hastings Economic Development and Redevelopment Authority

6:00 pm Hastings City Hall

Minutes of March 8, 2012

HEDRA Commissioners Present: Pam Holzem, Ron Toppin, Danna Elling Schultz, Kurt Keena, and Tony Alongi

HEDRA Commissioners Absent: HEDRA President Dennis Peine & Mike Kelley

Staff Present: Community Development Director John Hinzman and Community Relation Specialist Shannon Rausch.

Others Present: Cheryl Wagner, Gahnz Furniture, and Bill Veeneman GoKidsDay.com Marketing.

I. QUORUM:

A quorum was established and the meeting was called to order, by Vice President Holzem at 6:00pm with five members present.

II. MINUTES

Commissioner Keena motioned to approve the minutes from the February 16, 2012 meeting, Commissioner Elling Schultz seconded the motion.

Motion approved 5-0

III. BILLS

Commissioner Toppin motioned to pay the bills, Commissioner Keena seconded the motion.

Motion approved 5-0

IV. BUSINESS

A. Hudson Redevelopment Demolition of the 1974 addition

1. Order Public Hearing

The Commission discussed plans for scheduling a Public Meeting. After a brief discussion the Commission decided to wait until sometime in late May or early June, once the completed RAP is available. The Commission felt that this Public Meeting could be used to share information about not only the demolition of the 1974 addition, but also as an opportunity to hear ideas from the public on the redevelopment of the site. The Commission will set the actual date for the Public Meeting at a future meeting.

2. Authorize Preparation of Plans and Specifications

Commissioner Toppin motioned, Commissioner Keena seconded the motion to direct staff to prepare plans and specifications for the demolition or removal of the 1974 building.

Motion approved 5-0

B. Consider Residential Rehabilitation Loan: 706 Vermillion St. □Mark Borchardt

Commissioner Elling Schultz motioned to approve the \$20,000 for rehabilitation, Commissioner Toppin seconded the motion.

Motion approved 5-0

V. REPORTS & INFORMATION

A. GoKidsDay.com □Marketing Presentation

Cheryl Wagner, from Gahnz Furniture introduced Bill Veeneman of GoKidsDay.com and how she is planning to work with Mr. Veeneman and other local small businesses in Hastings to develop a "shop local" campaign. Mr. Veeneman then gave a 25 minute presentation explaining his shop local marketing program to the Commission. Commissioners expressed their supportive for the GoKidsDay.com Marketing Program. Such a marketing program fits well with the desires of Commission and the marketing focus group to emphasize shopping locally.

The Commission directed Staff to work with GoKidsDay.com to determine how the two organizations can work together best.

** Commissioner Alongi excused himself from the meeting at 6:50pm.*

B. HEDRA Workshop Recap

Commissioner Elling Schultz stated it was a good meeting and there was good comprehensive conversation. There was discussion raised regarding how to navigate 2012 into 2013.

C. Marketing Plan

Staff, seeking verification on activities laid out in the Marketing Plan, was directed by the Commission to focus on two types of businesses which are currently missing from the City's current business make-up.

1. Industrial/manufacturing type jobs,
 - a. Perhaps an outdoor/recreational manufacturer (kayaks, canoes, bikes, fly fishing, etc.) would find Hastings Industrial Park appealing with the land incentives, plus nearby natural resources for testing their products.)
2. Commercial/Semi Professional businesses
 - a. Nongovernmental

Staff also discussed a few of the top development locations. These included;

1. Downtown/Hudson Redevelopment site with its ties to the new bridge
2. Industrial Park
3. Midtown District (where there are currently several vacant properties)

4. The property that HEDRA owns in the 2200 block of Vermillion.

The next step for staff is to confer with DEED to seek further advice on prioritizing of economic development opportunity in Hastings.

D. Hudson Redevelopment

Hinzman reported on a meeting He and City Administrator Dave Osberg, and Park and Recreation Director Barry Bernstein had with the National Park Services (NPS) to see if they have any interest in being a part of the Hudson redevelopment project. The NPS indicated that they are interested, but will have to wait and see how it all comes together and how their financials work with the possibilities.

E. Community Development Annual Report

Hinzman provided a presentation on the 2011 Community Development Annual Report.

F. Discuss Payment to Separate Hard Wired Alarm System: 114-116 East 2nd Street □ Pam Holzem

Vice President Holzem removed herself from discussion, citing her ownership of the property to be discussed. Commissioner Keena nominated Commissioner Toppin as □Acting President□for the discussion, and Commissioner Elling Schultz seconded the motion.

The Commission directed staff to check with other projects with similar situations to see if any of them have an interest in separate their fire alarm systems. The Commission also asked that staff determine where funds would come from for HEDRA to pay for the additional work necessary to separate the systems.

VI. ADJOURNMENT

Commissioner Elling Schultz motioned to adjourn at 7:20 pm Commissioner Keena seconded that motion.

Motion approved 4 - 0

Next meeting is scheduled for **April 12, 2012** at 6 pm in the Council Chambers.

Shannon M. Rausch,
HEDRA Secretary