

Hastings EDRA

Hastings Economic Development and Redevelopment Authority

6:00 pm Hastings City Hall

Minutes of April 12, 2012

Board Members Present: Keena, Peine, Toppin, Elling Schultz, Kelley & Holzem

Member Absent: Alongi

Staff Present: Community Relation Specialist Shannon Rausch

I. QUORUM:

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

II. MINUTES

Commissioner Keena motioned to approve the minutes from the March 8, 2012 meeting, Commissioner Elling Schultz seconded the motion.

Motion approved 6-0

III. BILLS

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

Motion approved 6-0

IV. BUSINESS

Commissioner Holzem recused herself from the discussion, and from the vote due to her ownership of an affected building.

A. Consider Payment to Separate Hard Wired Alarm Systems

There was discussion on the request to HEDRA to pay for the separation of the hard wired alarm systems for 114 and 116 East 2nd Street owned by Pam Holzem. Commissioner Elling Schultz asked for clarification as to why the separation was needed. Ms. Holzem explained the need to simplify things when the buildings are sold separately. The systems are independent of one another and do not share a bill, then two independent building owners are not hassled with sharing/split one bill.

The estimate for separating Ms. Holzem's building and four other buildings in similar situations would cost around \$12,000 in addition to what has already been spent to install the systems. Staff provided two options for the commission to consider if they chose to pay for the separation as requested. One option would be to take it from the *HRA Fund Balance*, the other option would be to use funds in the *Commercial Loan fund*.

Clarification was asked by the Commission; if the Commission followed staff's recommendation and used money from the *Commercial Loan fund* would this still be a grant? Not a loan that would be expected to be paid back at the time of the sale of the building. Staff agreed that this would be a grant, not a loan.

Staff also informed the Commission that if they chose to use the *Commercial Loan Fund*, and then later this year an application came in for more than was remaining in the fund, that money from the *HRA Fund Balance* could be transferred into the *Commercial Loan Fund* to make up the difference.

Keena motioned, Toppin seconded motion to approve separate and pay for with community loan funds.

Motion approved 5-0, Holzem abstaining.

V. REPORTS & INFORMATION

A. Go Kids Day Marketing Update

Staff provided an update to the Commission including information about a meeting held with GoKidsDay.com founder, Bill Veeneman and Gahnz Furniture Store Owner, Cheryl Wagner, GoKidsDay.com seeks HEDRA support in their marketing effort.

Staff and GoKidsDay discussed scheduling a meeting at City Hall to share information on the program with interested businesses. A late April meeting date was discussed..

Some businesses have questioned HEDRA's involvement with a private marketing program targeting private businesses. The Commission reemphasized its support of the program, but clarified that they are not sponsoring the effort.. HEDRA may also be supportive of other local marketing efforts.

B. Marketing Plan

Staff continues to work on various parts of the marketing plan. First of which is revising the layout of the Economic Development website to make information easier to find as well as updating the content where needed.

Case study marketing sheets have been developed, the first three were presented to the Commission for feedback. Commissioners were supportive of the case studies as presented.

The Commission suggested that a case study sheet be developed for the Hardwire Alarm Program and one to promote vacant HEDRA properties including the Industrial Park..

C. Hudson Redevelopment

Staff informed the Commission that the Dakota CDA has awarded an \$110,000 redevelopment grant and \$2,500 marketing grant for the Hudson Redevelopment Site. HEDRA has now secured \$250,000 in grant funds towards the demolition of the 1974 Hudson addition. Based on demolition estimates, funds have been secured to pay for the entire demolition cost.

Phase II of the Environmental Report has just recently been completed. Staff will

provide further information at next meeting.

Also an update was provided on the recent break in and vandalism at the Hudson facility. Very little damage was done, and the two juveniles were found at the scene.

VI. ADJOURNMENT

Commissioner Toppin motioned to adjourn at 6:20 pm Commissioner Keena seconded that motion.

Motion approved 6 - 0

Next meeting is scheduled for **May 10, 2012** at 6:00 pm in the Council Chambers.

Shannon M. Rausch,
HEDRA Secretary