

Harmony EDA Minutes

November 3, 2016
7:30 AM

Council Room
Community Center

Present: Chris Skaalen, Deb Swenson, Andy Batstone, and Kerry Kingsley

Also Present: Jerome Illg and Chris Giesen

The regular meeting was called to order at 7:34 AM by Chris Skaalen.

Minutes

Motion by Swenson second by Kingsley, to approve the minutes of the October 6, 2016 meeting as presented. Motion carried unanimously.

Financial Reports & Claims

Illg and Giesen gave an update on past due loans. The Wildcat Properties loan was discussed at length. Staff reported that the loan had fallen two months behind after renegotiating. Consensus of the board was that they would not renegotiate the loan terms from modified terms agreed to earlier in the year, that the borrower needs to remain current, and that if it does not become current the board will consider calling the note. The board asked staff to communicate this to the borrower and make sure that it was clear to them that if it doesn't become and remain current, the board will not be able to give a positive recommendation to the city council when liquor licenses are renewed.

Illg presented the 2017 contract renewal for Community and Economic Development Associates (CEDA) for economic development staffing services. The terms of the contract were the same as the prior year and the rate was \$28,554 billed quarterly. Motion by Swenson, second by Batstone to approve the 2017 CEDA contract as presented. Motion carried unanimously.

Giesen gave an update on the Monster Bash loan that was approved at the last meeting. He reported that the school district was no longer interested in acquiring the property but that Jay Masters/Monster Bash wished to still proceed as planned. As in past cases where material elements of a project change, Giesen asked if the board wished to reconsider the security requirement for the loan. The security requirement had been modified because of the school district's potential involvement and a mortgage, which would have typically been required on such an application, was not required under the original project assumptions. Giesen said that he reported the changes in the project to the loan committee and their recommendation was that a first mortgage on the property financed be required for security. The board discussed. Consensus of the board was that because the scope of the project changed, additional security would be consistent with other projects but that they were still supportive of the project. Motion by Swenson, second by Kingsley to modify the Monster Bash loan to require a first mortgage on the financed real estate, in addition to the other requirements previously approved. Motion carried unanimously.

Chamber of Commerce

The board reviewed the following report submitted from the Chamber Director:

Director's Report

Haunted Harmony- *Event was positively received by the community, will look to expand on this for 2017. Record numbers at Niagara Cave for October attendance, as well as for their lantern tours. We had 186 people in the Visitor Center, 70 or so kids for our pumpkin event, businesses report excellent traffic.*

Promotions Committee- *Plans to meet with a promotions committee in January 2017, agenda will include editing the list of general promotions, 4th of July planning (including a new 'Minnesota Sings/Harmony Sings' Contest), Haunted Harmony.*

Membership Drive *is underway. We have heard back from approximately 2/3 of the membership at this time.*

Guidebook- *Also underway, and have heard back from over half of the guidebook advertisers from year. I will be making sales calls in November.*

No ad proof for the EDA yet, will send to Chris when available.

-Have distributed nearly ALL of our 2016 guidebooks. (Less than 500 left)

Women's Expo *We represented Harmony at the Rochester Women's Expo last Saturday. Distributed a box of guidebooks, talked to a lot of people. Attendance was light compared to last year. We will skip this event in 2017, but may revisit for 2018.*

Visitor Center- *2016 Numbers as of 10-31-16- 8,501 (Compared to 8,488 in 2015) _Have discussed our very light Sunday traffic with the board and have determined that we will remain closed on Sundays in 2017, utilizing those paid staff hours in a more useful manner. Sunday only Visitor Center numbers for 2016: May- 39, June- 42, July 136, Aug- 53, Sept- 94, Oct- 77 2016 Total- 441*

Trail Towns Update *-The group meets in November to discuss their 2017 project goals including another regional bike tour, including partnering with Have Fun Biking for the bike tour. Also meeting for a marketing meeting in Rushford today (11-3)*

Batstone followed up on the director's report, echoing the details of the report. Consensus of the board was that the director could submit reports and didn't have to be present at every meeting.

Dentist Attraction Project

Giesen discussed a potential lead based on a tip from Kingsley. The board reviewed information on advertising opportunities to place classified ads in dental trade publications. The board asked staff to get examples of the publications that are available and to continue to discuss at future meetings.

Data Center Attraction Project

Giesen discussed an idea to attract a data center. Because of the infrastructure available and location of the community, there may be an opportunity to attract a data center; usually these types of buildings create large tax base and are heavy electric users which would be a benefit to the community. Giesen mentioned that he and Illg discussed the idea with Tri County Electric and Harmony Telephone, who were both happy to help and would assist in the project where they could. The board discussed. Consensus was to keep working on the idea as time allowed.

Logo Contest: Preliminary Review

Swenson left the meeting at 8:45 AM.

The board reviewed entries to the logo contest. Consensus was to have board members submit their ranked favorites and to discuss the top choices at the next meeting.

Prospects/Community Update

No additional prospects were discussed.

Adjournment

Hearing no objections, Skaalen adjourned the meeting at 8:59 AM. The next regular meeting will be held on December 1, 2016 at 7:30 AM, at the Community Center.