

La Crescent Economic Development Commission

Minutes

October 8, 2018

City Hall – 4:00 P.M.

Members Present: Larry Stryker, Eileen Krenz, Dale Williams, Troy Nolop, Al Voss and Brett Kemmer. Staff present: Terry Erickson.

Item 1: Larry called the meeting to order at 4:00 p.m.

Item 3: As Mark Thein was present Larry asked that Mark begin his presentation. Terry introduced Mark from the Small Business Development Center (SBDC) who provided an overview of the services provided to small business owners. Mark works out of several offices across SE Minnesota including the Winona Community and Technical College and Rochester as well. Mark listed the types of assistance including: Start-up assistance, business plan development, loan packaging and access to capital, cash flow management, business regulations and cutting red tape. Mark mentioned that they also have places that conduct start-up training and workshops from time to time. He stated that SBDC services are available at no cost to small business owners across Minnesota. A question was asked about the size of businesses he can serve. Mark stated that the center can help a broad range of businesses as long as they have less than 500 employees. Mark left cards for those interested in contacting his office.

Item: 2: Agenda/Minutes

Larry asked for approval of the minutes and agenda. Eileen moved to approve the agenda as presented and Al seconded, motion carried. Larry then asked for approval of the minutes. Eileen made a motion to approve and Dale seconded, motion carried.

Item 3: Staff Report

- a. Community Branding: The Development Commission met one hour prior to its regular meeting on October 8<sup>th</sup> at 3:00 p.m. The meeting provided an overview of the activities involved in a branding process. Gabby Kinneberg

provided an overview of the branding process she used in the City of Preston. Preston's branding campaign looked at the community's logo and how it could be improved upon. They came up with a way to keep the Trout theme that had been established, but altered it to include the tag line, "Hooked on Preston". Terry reported that he would hear soon regarding the application submitted to the Southeastern Minnesota Initiative Foundation. He mentioned that the City would do a request for proposal if grants funds are approved for the project. A motion was made by Eileen to direct Terry to complete a request for proposal (RFP) for the branding project and send it out to prospective consultants. Dale seconded and motion carried.

- b. Springbrook: Terry mentioned that he had touched base with Springbrook officials to see how things are going in general. Terry plans to set up a meeting with management staff later in the month.
- c. VSC letter: Terry provided a copy of the VSC letter from George Parke in the Development Commission packet. The letter demonstrates interest from VSC in building a new grocery store.

#### Item 5: Member Reports:

Dale mentioned that the City Council will be holding a joint planning meeting with Planning Commission, Economic Development Commission on October 22, 2018 at 5:45 P.M. Eileen provided an update on a meeting held with local non-profits regarding possible office space locations. Discussion included office space and operating needs for HCP, Food Shelf, Hockey Association, Bike Shop and future Welcome Center. She mentioned that Best Western Hotel has hired a general manager that would help with event planning.

#### Item 6: Other:

Item 7: Adjourn: Motion was made by Dale and Seconded by AI to adjourn the meeting at 5:10 P.M.

Submitted by: Terry Erickson, Community Development Staff.

