

La Crescent Economic Development Commission

Minutes

June 10, 2019

City Hall

4:00 P.M.

Members Present: Eileen Krenz, Troy Nolop, Al Voss, Cherryl Jostad, Lori Kadlec, and Brett Kemmer. Staff present: Terry Erickson.

Item 1: Call to Order: Eileen called the meeting to order at 4:00 p.m.

Item 2: Agenda/Minutes

Eileen asked that the minutes and agenda be approved. Al made a motion and Troy seconded to approve the agenda and minutes as presented, motion carried.

Item 3: Hotel Legislation: Terry reported that he had the opportunity to speak with Representative Greg Davids at the Event Center grand opening regarding the status of the tax legislation. Greg had mentioned at the time that the hotel tax increase for La Crescent was being worked on but not finalized. Terry reported that the special legislation was passed and signed by Governor Walz and the City would be passing an ordinance that would reflect these changes. It authorizes the City of La Crescent to collect up to (5%) tax on the gross receipts subject to the lodging tax. The additional 2% proceeds of the tax must be utilized for the same purposes as permitted under law. Eileen provided an overview and breakdown of the tax and what entities would receive it and the amounts/percentages provided to each group.

Item 4: Branding Organizational Meeting/Branding Update:

Terry provided an overview and highlighted what had occurred at the branding meeting. Metre provided an overview of surveys it had received to date. It is estimated that we had 600 surveys were returned, a phenomenal number as these types of surveys go. The report highlighted the strengths, spirit of the people, and what the city might look like in 2050 as well as primary conclusions. The final date to receive surveys is June 28th. The next meeting of the branding

group will be July 8th at 2:30 p.m. just prior to the Development Commission meeting that will start at its regularly scheduled time at 4:00 p.m.

Item 5: Staff Report

Terry is working with Springbrook management and the La Crosse MTU on arranging a meeting to discuss a bus waiting area for residents there. Terry reported that he should hear in the next two weeks about the DNR Grant he submitted for the Wagon Wheel Trail. Terry continues to work on downtown development efforts and will report out more as the project unfolds. He provided business assistance to an individual outside of the city seeking information on financial programs and developing a business plan. Terry plans to attend the hotel grand opening and ribbon cutting event Tuesday July 25.

Item 6: Member Reports:

Eileen reported on two ribbon cuttings events she will be doing. She also announced that the Chamber will be looking for a new home as the space is needed by the bank.

Lori reported on existing and future space needs for the restaurant.

Al asked how the meeting with Springbrook was going regarding the bus shelter. Terry reported that he had been in touch with the MTU and Springbrook but has not had much success getting a date that works for all the parties. Troy not Al as reported had asked Terry about the status of the signage for businesses. Terry reported that he had been in contact with MNDOT staff and that they were waiting to hear when the hotel was open before starting the process. Other businesses are invited to participate but more information is needed before they can process requests.

Cherryl mentioned that Crestview apartments not the Clara House may need some support with transportation as well and Eileen said she could provide contact information to Terry to see what the needs are at that establishment.

Brett mentioned that he had a visit with a local housing developer and the need to support efforts for housing development.

Item 7 Other:

Item 8: Adjourn: Troy made the motion and Al seconded to adjourn.

The meeting adjourned at 5:00 p.m.

Submitted by: Terry Erickson, Community Development Staff