

# Meeting Minutes of the Richmond Economic Development Authority Tuesday January 18th, 2022

## **Item #1: Call to Order/Pledge of Allegiance**

EDA President Mathiasen called the meeting of the Richmond EDA to order at 6:30 p.m.

EDA Commissioner noted as being present: Mike Mathiasen, Dale Maus, Emily Monnens.  
Absent: Terry Meemken and Kate Lemke

Also present were: Stacy Kalthoff, Deputy Clerk; Traci Ryan, Ryan Development Consulting, LLC; Ben Weeres, Ben Weeres Collaborative

## **Item #2: Approval of Agenda/Additions**

EDA President Mathiasen asked if there were any additions or corrections to the agenda.

President Mathiasen would like to remove item #4 at this time due to two members being absent. He would like it moved to the next agenda.

*Motion made by Monnens to approve the agenda, seconded by Maus. Motion passed.*

## **Item #3: Approval of Meeting Minutes November 16, 2021**

*Motion made by Maus to approve the minutes of November 16, 2021, seconded by Monnens. Motion passed.*

## **Item #4: Election of Officers**

a. ~~Consideration of EDA Resolution 2022-001~~

## **Item #5: Financial Report**- December, 2021 with year-end totals

## **Item #6: Ryan Development Consulting Items**

a. Branding / Website Update

Ben Weeres presented with a slideshow, the branding/logo final design and the Brand Guide document. Moving forward for 2020 the plan for the logo will depend on priority of projects and funding.

*Motion made by Monnens to approve the final logo and the recommendation to City Council to proceed with final design, seconded by Mathiasen. Motion passed.*

Ryan addressed the current membership of the Branding Committee and suggested that the membership be revisited to see who was interested in continuing with the work of recommending to the EDA how the brand can/should be used. It was suggested that the number of individuals be kept to five to make it a more manageable group and that whomever is reappointed to the committee be able to commit to at least one meeting every other month expecting that it may be monthly meetings initially.

*Motion by Maus to approve keeping the Branding Committee in place to develop recommendations for the EDA to implement the use of the brand; asking Ryan to reach out to past members to see who is still interested and can commit the time needed and the EDA would formally appoint the 2022 Brand Committee at their February meeting. seconded by Mathiasen, Motion passed.*

b. Annual Work Plan - 2020 Plan attached (most recent)

Traci Ryan spoke about possible changes to the Annual Work Plan. There will still be a “point person” for each goal. For Goal 1, take out 1a, remove 2, for 3 remove “news flash” and use social media instead, 4 add host an annual meeting and 5, add new residents and businesses to each agenda. Goal 2 implement the new logo on certain items downtown. An example would be for EDA to have \$1000.00/month budget for social media and advertisement pieces with the new logo. President Mathiasen would like an example of a list of items and workload on what the money would be used for and how it would be implemented, for the next meeting in February. Goal 4, Ryan will modify as needed and bring back to EDA for review. Goal 5, number 6 can be removed

c. Review of Policies – Updated Policies

President Mathiasen asked that review of policies be put on the next agenda for further discussion.

**Item #7: Other Matters of Concern and Related Matters**

Ryan stated that she has contacted Inventure to request assistance from them a couple of times and they have not returned any of her emails.

**Item #8: Next Meeting Date:** February 15, 2022, 6:30 p.m.

**Item #9: Adjournment**

EDA President Mathiasen asked if there were any additional issues to be discussed. Hearing no further comments, he declared the meeting adjourned at 8:09 p.m.

Respectfully submitted,

Stacy Kalthoff  
Deputy Clerk

