

**Meeting Minutes for City of Richmond Economic Development Authority
Tuesday, June 20, 2023 6:30 pm**

Item #1: Call to Order/Pledge of Allegiance

EDA Vice President Kate Lemke called the meeting of the Richmond EDA to order at 6:32 p.m. EDA Commissioner notes as being present: Terry Meemken, Dale Maus, Kate Lemke and Pat Evens. Absent was: Commissioner Paczkowski. Also present were: Stacy Kalthoff, City Clerk and Traci Ryan of Ryan Development Consulting, Doug Boser and Jim Schleper of Inventure.

Item #2: Approval of Agenda/Additions

Motion to approve agenda was made by Evens, second by Meemken 4-0-0.

Item #3: Approval of Meeting Minutes May 16, 2023 (April 18 no meeting)

Motion to approve the minutes of the May 16th meeting was made by Evens, second by Maus and approved 4-0-0.

Item #4: Financial Report - March & April 2023

There were a few questions regarding the finances of the EDA from Commissioner Evens regarding balances available.

OPERATING BALANCE AVAILABLE	\$46,445
REVOLVING LOAN FUND AVAILABLE	\$43,414
CHECKING BALANCE	\$(4,950)
MONEY MARKET BALANCE	\$67,155
BLUE BIKE BALANCE	\$ 3,281

There is \$15,000 budgeted for the Commercial Enhancement Program which is a line item in the EDA operating budget. Some of these funds are spoken for. **\$10,000 is available for 2023.**

Item #11 – Richmond Business Park – Doug Boser and Jim Schleper asked that they be moved up on the agenda due to a conflict. The developers spoke about “Retail Road” property purchased and construction starting on the Marina business as well as the grocery store purchase. Bank purchase is scheduled for July 11th. Ryan had printed the sales brochure for business park properties that she suggested the City print and have on hand for future business inquires.

Item #5 #6 & #7: Social History, Plan & Media Report

Ryan explained history of social media effort and that the former EDA chair handled coordination with Joe Jelovnik who was present to discuss the Social Media Plan. The EDA pays \$500/month to Joe to administer the social media site (facebook) this includes at least 12 posts per month and was based upon someone providing him with content. Since Emily Monnens left, Joes has generated just about all of the content and reports to the EDA. Ryan also provided a Social Media Plan outline for discussion purposes. There was discussion that the social media platform should be a two-way system for soliciting feedback; Cross sharing with other organizations can also get the word out further on events in the area; that it is a good place

to spot light businesses; notifications for city ordinance changes; a place to recruit people interested in promoting events in Richmond; sharing city engineering information on the status of projects and road closures. The audience identified included locals, tourists as well as people with businesses who may consider a location in Richmond as well as various others. Joe provided a written report summarizing the activity indicating April 15 to May 15 was the best performing month so far.

It was asked that Facebook and Instagram be put on the digital board.

Item #8: Commercial Enhancement Application Pat Evens indicated that he wanted to discuss his application for funds, however, the program requires that he submit a formal application with required attachments. This will be considered at the next meeting.

Item #9: Public Access Option – Ryan shared an email received from County Highway Department Head Jodi Teich which outlined the history and suggested that if the City is interested, that they should go through the DNR, Tim Peterson before proceeding. The general consensus was that this is a Park Board issue.

Item #10: Ryan Development Consulting Items

- a. New Construction Program – Ryan presented the existing policy with proposed changes. Because this is funded by the City – Evens felt it should be deferred to the City Council for renewal.
- b. Available Property Form
- c. Print Materials – Ryan updated the EDA on print materials and was waiting for C&C to respond to request for info to promote community events. She will visit with Cold Spring Record about printing and mailing.
- d. Renegade Truck & Equipment. Ryan reported that the state had notified her and Lemke's that the City's request for \$400,000 was approved and they would be sending out the Award letter and draft contract shortly. The City Attorney would draft the loan documents and Ryan would assist with implementation.

Item #12 - Other Matters of Concern

- a. Electrical Outlet at Trail Pavilion – Evens brought forward a request for the EDA to assist with the installation of an electrical outlet for River Lake Days suggesting that this brought a lot of people to town. The consensus of the EDA was that this was only a temporary location the outlet would not change that the event would bring people to town. EDA declined to take action at this time.

2. Next Meeting Date: July 18, 2023 at 6:30 p.m.

3. Adjournment 8:16 p.m.