

**Meeting Minutes for City of Richmond Economic Development Authority
Tuesday, December 12, 2023 6:30 pm**

Item #1: Call to Order/Pledge of Allegiance

EDA President Tim Paczkowski called the meeting of the Richmond EDA to order at 6:30 p.m. EDA Commissioners present: Tim Paczkowski, Kate Lemke, Terry Meemken, Dale Maus and Pat Evens. Absent was: none. Also present were: Stacy Kalthoff, City Clerk, Traci Ryan of Ryan Development Consulting (appearing via teleconference), Wendy & Jamie Gilk and Gordy Dingmann, Public Works.

Item #2: Approval of Agenda/Additions

Motion to approve agenda, was made by Maus, second by Lemke. Motion carried with change noted 5-0-0.

Item #3: Approval of Meeting Minutes October 17, 2023 - Evens noted that he believed the minutes should have reflected that the commercial enhancement policies would be on the next meeting agenda.

Motion to approve minutes, was made by Evens, second by Maus. Motion carried with change noted 5-0-0.

Item #4: Financial Report – Through November 2023

OPERATING BALANCE AVAILABLE	\$ 19,801
REVOLVING LOAN FUND AVAILABLE	\$ not available
CHECKING BALANCE	\$ not available
MONEY MARKET BALANCE	\$ not available
BLUE BIKE BALANCE	\$ not available

Not all fund balances were available as requested.

Motion to approve the financial report for November, was made by Maus, second by Evens. Motion carried 5-0-0.

Item #5: Social Media Update - Annual – The Annual Social Media Report was reviewed noting that followers increased by 419, reach increased by 12,000 and approximately the same for engagement over 2022 levels which indicates what is being done is working. History postings seem to rank very high along with local events. The lowest performers were PSA's about meetings, public safety, etc., while public works announcements got good interaction.

Item #6: State of the Community Event 2024 – The event is scheduled for January 19th. Ryan asked who would speak on behalf of the EDA – Paczkowski would if he was prepared otherwise Ryan would. The EDA will present the top winners from the Photo Contest and provide a general update on what the EDA accomplished in 2023 and plans for 2024. There was discussion about sponsoring a table at the event.

Motion made by Lemke, to handle the sponsorship of the table the same as last year where the City sponsors the table and the EDA pays half, second by Maus. Motion carried 5-0-0.

Item #7 – Drone Proposal – Ryan presented a draft Request for Proposals for a Drone Marketing Video. Ryan drafted the proposal and had Pine Peaks Media review for technical accuracy. The points they made, and were addressed by the EDA were as follows:

1. How important is drone video – at least 50% of the videos should be drone footage unless otherwise approved
2. Should the location coverage and interview be mandated – all indicated should be mandated
3. Which resorts should be included in coverage – could that be a sponsorship fee – preproduction team will come up with recommendation
4. Ryan recommended that there be a point person(s) from EDA to assist with preproduction and review – Lemke and Meemken volunteered.
5. Evens noted that legal disclosures should be addressed – ownership, use, liability waivers, releases for anyone appearing in the videos and others.

Motion to approve Request for Proposal, was made by Maus, second by Lemke. Motion carried with change noted 5-0-0.

Item #8: Annual Work Plan (1 Year Action Plan) – Ryan indicated that it was time to review the Annual Work Plan, the draft of which was included in the meeting packet. Specifically, the EDA should review their priority items and ranking to see if they remain the same and decide what tasks to pursue in 2024. This is typically shared with the council and approved. No action at this time. Ryan would send out the approved 2023 plan and board members should be thinking about this and prepared to adopt of plan for 2024.

Item #9: Ryan Development Consulting Items

- A. Gilk Project – Gilk’s were present to update the board on their building plans downtown. Several images were reviewed. Storm water has been addressed, and roof lines have been addressed and no easement was identified. Gilk’s have worked with the building inspector to address these items and Stacy would get the plans to planning/zoning and the city’s planner when a building permit was filed. Gilk’s had made several of the recommended changes to their storefront plans but final design and materials had not been determined. They indicated that they were seeking approval of assistance before they finalized these items but Ryan indicated that the types of assistance that may be considered were required final materials. Ryan would follow up with them after the meeting.
- B. Photo contest – As noted in the social media report – there has been a very good response to this. We have one sponsor (Renegade Truck Equipment for \$100). There has been a good response to the contest. Ryan would coordinate getting the submissions to the EDA prior to the next EDA meeting so that the decision on winners could be made.
- C. Housing Update – Ryan indicated that Mike Bobick indicated that his firm has identified a willing seller of property and that they continue to work on a plan for additional housing in Richmond
- D. C&C – C&C Newsletter shared.
- E. Facebook response on an Arts Council/Pontoon Sign – Ryan indicated that a social media post was made to invite any interested parties in participating in a “public art” effort and a number of people expressed interest. This would be the group that could spearhead the sign process. Ryan will reach out to those interested and report back

Item #10: Other Matters – C&C Newsletter shared

Item #11: Next Meeting Date: January 16, 2024 at 6:30 p.m.

Item #12: Adjournment - 7:45 p.m.

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