



# GOODHUE COUNTY MINNESOTA

TO EFFECTIVELY PROMOTE THE SAFETY, HEALTH, AND WELL-BEING OF OUR RESIDENTS

## ECONOMIC DEVELOPMENT AUTHORITY

County Board Room 308- 509 West 5th St.  
Red Wing, MN 55066

Tuesday, November 20, 2018  
8:30 a.m.

1. Call To Order
2. Review & Approve The EDA Board Meeting Agenda
3. Approve April 17, 2018 EDA Board Meeting Minutes

Documents:

[04.17.2018.PDF](#)

4. 2019 CEDA Contract

Documents:

[CEDA CONTRACT.PDF](#)

5. 2019 EDA Budget

Documents:

[EDA BUDGET REPORT.PDF](#)

6. 2018 EDA Summit Overview

Documents:

[GC SUMMIT EVALUATION SUMMARY 2018.PDF](#)

7. Adjourn



GOODHUE COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY

Tuesday, April 17, 2018  
Goodhue County Board Room  
Red Wing, MN 55066

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Present: Commissioners: Brad Anderson, Ron Allen, Jason Majerus, Barney Nesselth, Paul Drotos

Other members: Dan King and Gary Schmidgall

*Moved by C/Nesselth, seconded by C/Anderson, motion carried to approve the March 6, 2018 EDA Board meeting minutes.*

*Moved by C/Anderson, seconded by C/Nesselth, motion carried to approve the April 17, 2018 agenda.*

Ron reviewed the policy and procedure. Paul Drotos confirmed with Carolyn and Ron that currently the County has zero abatements happening right now.

**Zumbrota Vet Clinic**

Ron Zeigler reviewed the application for the Zumbrota Vet Clinic. Paul questioned the competition aspect of all applications. Dr. Neitz indicated that each clinic provides certain areas. In Zumbrota there is also Anderson Vet Clinic, they do some small animals. They mostly do large animals and Zumbrota Vet services small animals. Most clients are within 15 mile radius of the clinic.

The resolution if choose to move it forward the amount of the abatement is \$35,000.

Local contractors have been requested to use. Jason Majerus pointed out that abating taxes will affect the levy down the road for the next 8 years.

*Motion by C/Majerus, second by C/Drotos, motion carried to move the proposed resolution and abatement request to the County Board for approval.*

*Dan King recused himself from these conversations and motion.*

**Zumbrota Sales LLC Tax Abatement**

Ron Zeigler reviewed the application from Steve Johnson and the proposed property taxes based on the estimate. The intent is for the work to begin this summer.

*Motion by C/Anderson, second by C/Majerus, motion carried to move the proposed resolution and abatement to the County Board for approval.*

*Dan King recused himself from these conversations and motion.*

**Cannon River Winery**

Ron Zeigler reviewed the application for an expansion for the Cannon River Winery. The application has been revised to the amount available. The sub-committee reviewed the application twice and asked several questions.

C/Nesseth questioned if the City of Cannon Falls has voted on this project and abatement? The City of Cannon Falls is scheduled to meet tonight.

Motion by C/Nesseth, second by C/Anderson, motion carried to move the proposed resolution and abatement to the County Board for approval.

**Housing Study**

R. Zeigler reminded the EDA Board that there was a housing summit conducted last fall. There seems to be several communities that are interested in further discussion. The City of Goodhue specifically questioned if the County would be interested in partnering in a County wide study. R. Ziegler questioned if the EDA Board would like to direct CEDA to have a discussion with the cities and representatives.

C/Allen questioned how much would the housing study cost? Randal Hemmerlin stated that it is approximately \$20,000, that cost could be shared if others in the County were interested.

*Motion by C/Anderson, second by Gary Schmigdall, motion carried to direct CEDA staff to facilitate conversations with the cities in Goodhue County regarding a join housing study.*

*Motion by C/Anderson, second by C/Drotos, motion carried to adjourn the EDA Board meeting.*

Respectfully Submitted,

Scott Arneson  
Executive Secretary



1500 South Hwy 52  
PO Box 483  
Chatfield, MN 55923  
Phone - 507.867.3164

[www.cedausa.com](http://www.cedausa.com)

November 12, 2018

To: Goodhue County EDA Board of Directors

From: Ron Zeigler, CEO/President

RE: 2019 CEDA services contract

Annually, a contract is entered into between the Economic Development Authority of Goodhue County (EDA) and Community and Economic Development Associates (CEDA) for CEDA to provide staffing services to the EDA. Attached, please find the proposed 2019 contract.

The changes in this contract from the 2018 contract are:

1. The date the contract covers. This is an annual contract commencing January 1, 2019.
2. The contract rate. The 2019 rate is \$47.09 per hour. The 2018 rate is 44.85 hour.

We appreciate the long-term relationship that we have had with the EDA and we look forward to another year of providing these services. Your confidence in our organization is greatly appreciated!

# Contract for Professional Services

This contract is made and entered into by Community and Economic Development Associates, a Minnesota nonprofit corporation exempt from income tax as an organization operated for charitable purposes within the meaning of Internal Revenue Code section 501(c)(3), hereafter “CEDA”, and the Economic Development Authority of Goodhue County, an agency or affiliate of a political subdivision of the State of Minnesota, hereafter “the Authority”, to define the terms by which CEDA shall provide technical and management expertise services to the Authority.

**I. Agreement scope and purpose.** The Authority hereby retains CEDA to perform to its benefit the services described in paragraph II, to the end of the Authority more effectively accomplishing:

- \* Prevention and/or combat of community and neighborhood deterioration and revitalization of deteriorated neighborhoods;
- \* Attraction and/or retention of businesses that would not, but for the assistance provided, choose to locate/remain in the area;
- \* The securing of businesses who will be required to provide jobs for unemployed and underemployed residents of the community; and
- \* The expansion of business opportunities for minority entrepreneurs and other entrepreneurs that are viable business opportunities to enhance the well being of the community and/or for businesses who are unable to obtain financing from conventional sources

**II. Services to be provided by CEDA.** CEDA agrees to provide technical and management expertise in the form of staff and materials to the Authority. Staff’s services, and associated materials, will be provided in order to facilitate and support the accomplishment of the Authority’s undertakings to the ends described in the preceding paragraph. CEDA’s staff and materials shall be made available toward efforts in the following specific arenas of the Authority’s needs and operations:

- \* Accessing of grantor funding for the Authority’s economic development programming
- \* Providing loan packaging services for the Authority’s business assistance programs
- \* Administering local, regional and state revolving loan funds, if appropriate
- \* Drafting the Authority’s Economic Development Annual Work Plan(s)
- \* Planning, facilitating, and/or directly conducting the Authority’s community and business development projects, including as necessary, staffing those projects as directed by the Authority in consultation with CEDA. These efforts shall include (but are not limited to), the following:
  - \* seeking city and county involvement
  - \* developing relationships and partnerships to enhance the Authority’s goals
  - \* preparing economic development guidelines
  - \* promoting the use of local assets to support and promote value-added processes and unique based businesses
- \* Assisting with local surveys related to business and industry, community, and land and buildings
- \* Assisting with the Authority’s economic development marketing efforts and coordination through website development and maintenance
- \* Coordinating and hosting forums in which the Authority’s economic development programming are open for the public’s review

**III. Obligations of the Authority.**

- A. The Authority shall reimburse CEDA for staff time provided at the rate of \$47.09 per hour on an as needed basis.
- B. Materials, conferences, meetings and the like shall be paid for on a unit basis agreed to by the Authority in writing prior to the provision of the materials.

C. The Authority shall be responsible to provide payment to CEDA within 30 days of the submission of each invoice provided by CEDA.

**IV. Obligations of CEDA.**

A. CEDA is performing services as an independent contractor. Accordingly, the provision of staff by CEDA to provide technical and management expertise to the Authority under this Agreement neither creates a release of CEDA staff to employment at the Authority nor makes such staff subject to supervision by the Authority.

B. CEDA has no authority or right, express or implied, to assume or create any obligation or responsibility on behalf of the Authority or to bind the Authority in any manner. CEDA will not represent the contrary, either expressly or implicitly, to anyone unless as so directed by the Authority.

C. CEDA is solely responsible for payroll tax responsibilities related to each of its staff persons whose time is provided under this Agreement and shall acquire and maintain necessary insurance related to their efforts under this Agreement, including carrying workers' compensation insurance coverage at all times. CEDA shall supply the Authority with certification of such coverage.

D. CEDA shall be responsible to invoice the Authority for staff time and materials provided under this Agreement on a periodic basis, no less frequently than quarterly.

**V. Period/Termination.** The term of this Agreement is one year, commencing January 1, 2019. The Agreement may be terminated earlier in its term upon 30 days' written notice by CEDA to the Authority or by the Authority to CEDA. Upon termination, the Authority shall be liable to pay CEDA for services performed at \$47.09 per hour and materials provided under this Agreement prior to and through the effective date of termination, unless otherwise specifically agreed by the parties in writing.

**VI. Construction of Agreement.** This Agreement is to be performed and construed under Minnesota law, and supersedes any and all prior agreements and contains the entire agreement of the parties.

**ECONOMIC DEVELOPMENT AUTHORITY OF GOODHUE COUNTY**

By \_\_\_\_\_

Its \_\_\_\_\_

Date \_\_\_\_\_

**COMMUNITY AND ECONOMIC DEVELOPMENT ASSOCIATES**

By \_\_\_\_\_

Its \_\_\_\_\_

Date \_\_\_\_\_



**Scott O. Arneson**  
County Administrator  
Goodhue County

509 W. Fifth St.  
Red Wing, MN 55066  
Office (651) 385.3001  
Fax (651) 385.4873

To: Goodhue County EDA Board

Re: 2019 EDA Budget

Date: November 15, 2018

Attached you will find the proposed 2019 EDA Budget for review.

Total projected expenses = \$26,922

Total projected revenues = \$619

2019 Levy Request \$26,303

Following are the list of outside agencies currently funded through the EDA budget:

Southern MN Tourism \$2,309

Initiative Fund \$2,000

Red Wing Ignite \$10,000

This budget will be part of the overall county budget for the county board's consideration in December.

## **GOODHUE COUNTY BOARD OF COMMISSIONERS**

RONALD ALLEN  
1<sup>st</sup> District  
1713 Siewert Street  
Red Wing, MN 55066

BRAD ANDERSON  
2<sup>nd</sup> District  
10679 375<sup>TH</sup> St. Way  
Cannon Falls, MN 55009

BARNEY NESSETH  
3<sup>rd</sup> District  
41595 Co. 8 Blvd  
Zumbrota, MN 55992

JASON MAJERUS  
4<sup>th</sup> District  
39111 Co. 2 Blvd  
Goodhue, MN 55027

PAUL DROTOS  
5<sup>th</sup> District  
1825 Twin Bluff Rd  
Red Wing, MN 55066

*An Equal Opportunity Employer*

ABENCK  
11/15/18 11:49AM

# Goodhue County



## USER-SELECTED BUDGET REPORT

25 Fund Economic Development Authority  
700 Dept EDA-General

Report Basis: Cash

						2019
						<u>Budget</u>
		<u>Account Number</u>		<u>Account Description</u>		
		25-700-000-0000-5859		MCIT Dividend		619 -
		25-700-000-0000-6243		Membership Dues & Fees		200
		25-700-000-0000-6278		Consultant Fees		8,000
		25-700-000-0000-6351		Insurance		1,313
		25-700-000-0000-6414		Food & Beverages		600
		25-700-000-0000-6850		Outside Funding Allotments		14,309
		25-700-000-0000-6897		Micro Loans		2,500
	Program	000	Undesignated	Revenue		619 -
				Expend.		26,922
				Net		26,303
Dept	700	EDA-General		Revenue		619 -
				Expend.		26,922
				Net		26,303
Fund	25	Economic Development Authority		Revenue		619 -
				Expend.		26,922
				Net		26,303
Final Totals				Revenue		619 -
				Expend.		26,922
				Net		26,303





## 2018 Goodhue County EDA Summit

11/07/2018

### Event Evaluation Summary

This year's event topic was 'Tourism is Coming, Are we Ready?'

47 people were in attendance this year, and we received 22 completed surveys at the event. While this is an improvement from the 2017 summit, it is the opinion of CEDA that we can do better, and achieve a higher percentage of surveys returned next year. The breakfast was well received at this year's event and included two large fresh fruit trays, fresh baked, locally sourced, doughnuts as well as bottled water, coffee and orange juice. The facility, The Gathering Room, in Cannon Falls was a great facility with lots of space and included all of the necessary amenities that were needed. Below, please find a list of speakers, who were recruited for this event, along with their presentation topics.

#### SPEAKERS

'How to Assess the Tourism Assets/Infrastructure Available in Your Community' – Tammy Koerte, University of Minnesota Tourism Center

'Marketing Your Tourism Ready Assets' – Kjellgren Alkire, EDA Coordinator for Lake City

'Tourism Grants & Funding Opportunities' – Lori Peterson, Explore Minnesota

'Using Local History to Influence Tourism' – Michael Tolan, Preservation Alliance of Minnesota

'Rural Planning for Tourism & Agritourism' – Jan Joannides, Renewing the Countryside

'Ecotourism' – Brandon Helm, Minnesota Department of Natural Resources

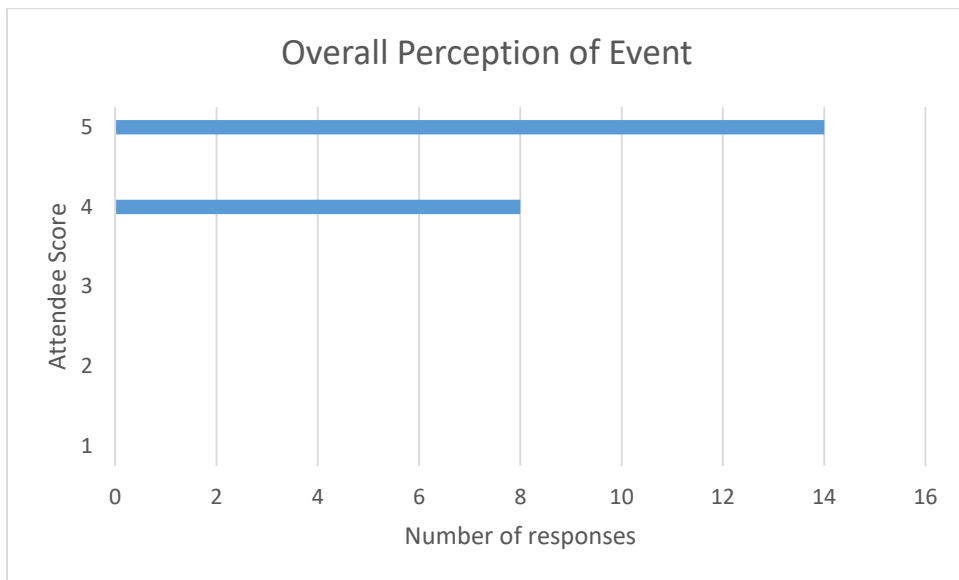
'Architecture and Tourism' – Marty Walsh, CEDA

## Assessment of Workshop

Workshop was rated by attendees on a scale of Very Dissatisfied-Very Satisfied. These responses were quantified by staff to a numeric scale of 1-5 (1 being Very Dissatisfied and 5 being Very Satisfied)

### OVERALL FEELINGS OF THE EVENT:

Mean (Average) Value: 4.63      Median Value: 4.5      Modal Value: 5

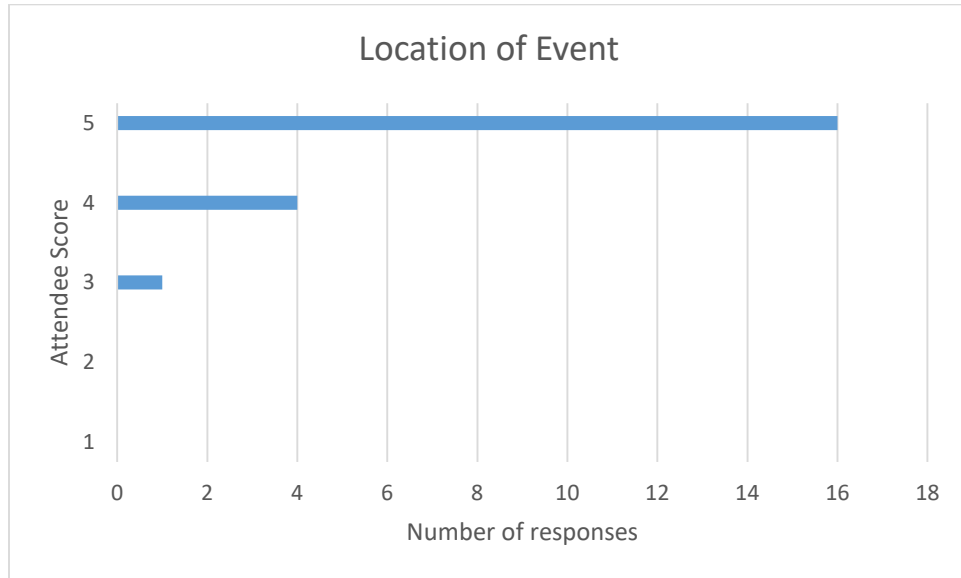


LOCATION OF THE EVENT:

Mean (Average) Value: 4.71

Median Value: 4

Modal Value: 5

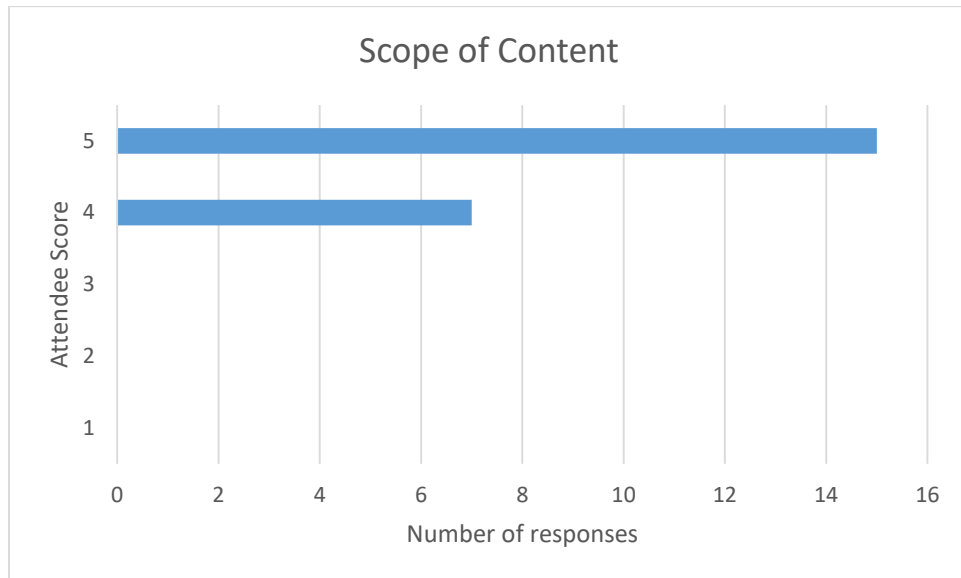


SCOPE OF CONTENT PRESENTED:

Mean (Average) Value: 4.68

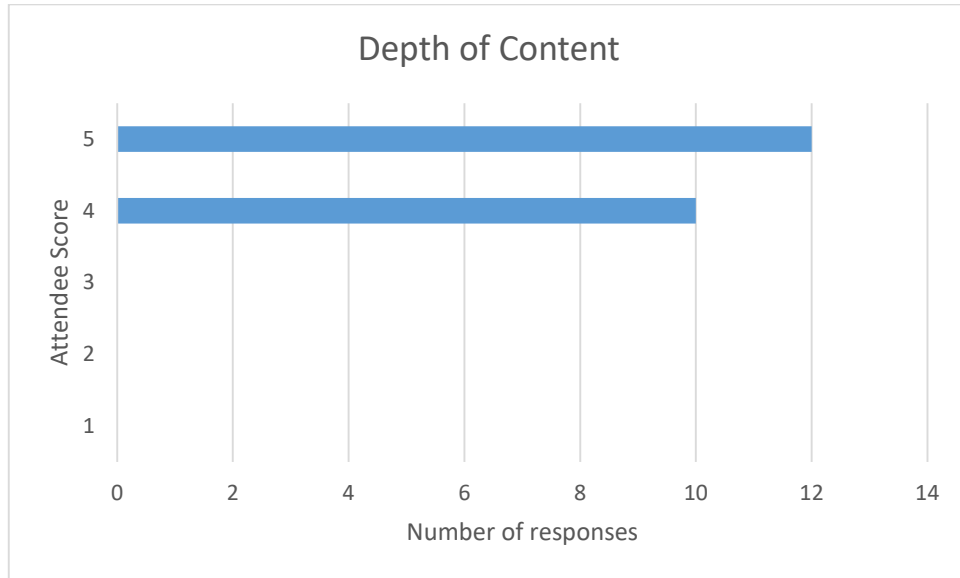
Median Value: 4.5

Modal Value: 5



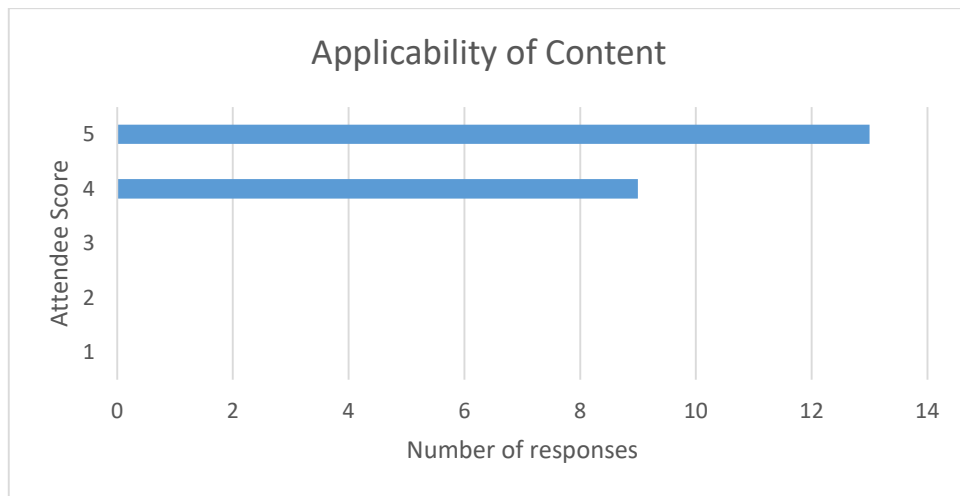
DEPTH OF CONTENT PRESENTED:

Mean (Average) Value: 4.54      Median Value: 4.5      Modal Value: 5



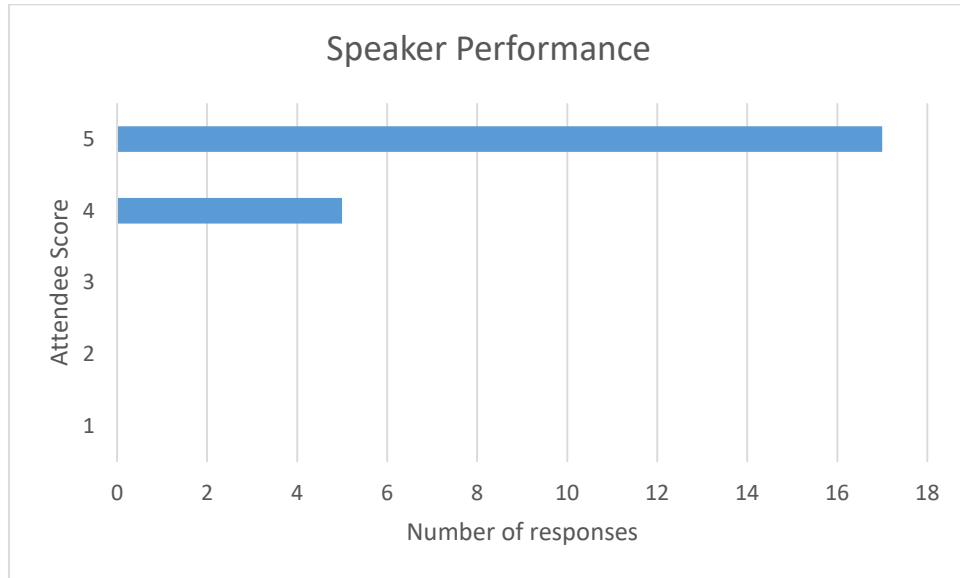
APPLICABILITY OF CONTENT PRESENTED:

Mean (Average) Value: 4.59      Median Value: 4.5      Modal Value: 5



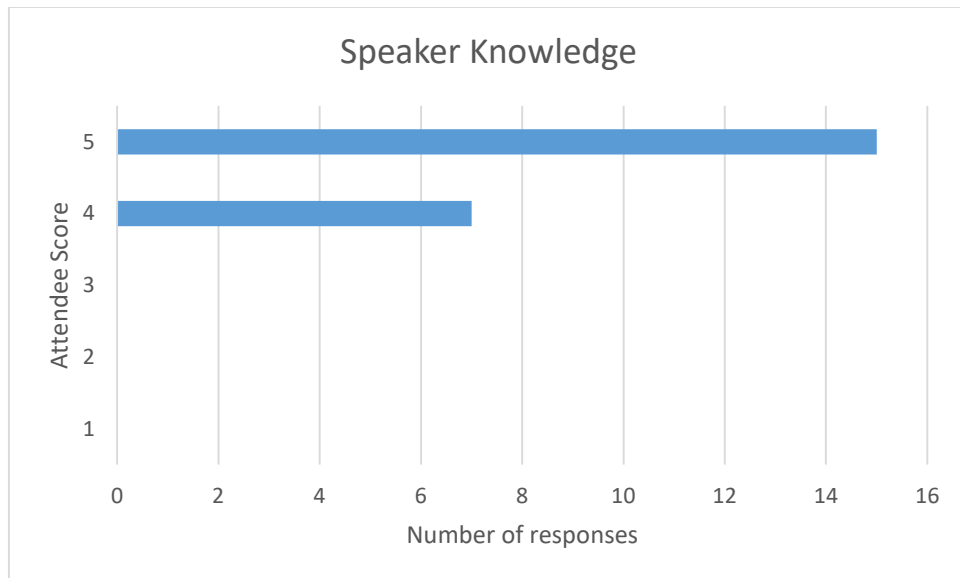
SPEAKER PERFORMANCE:

Mean (Average) Value: 4.77      Median Value: 4.5      Modal Value: 5



SPEAKER KNOWLEDGE:

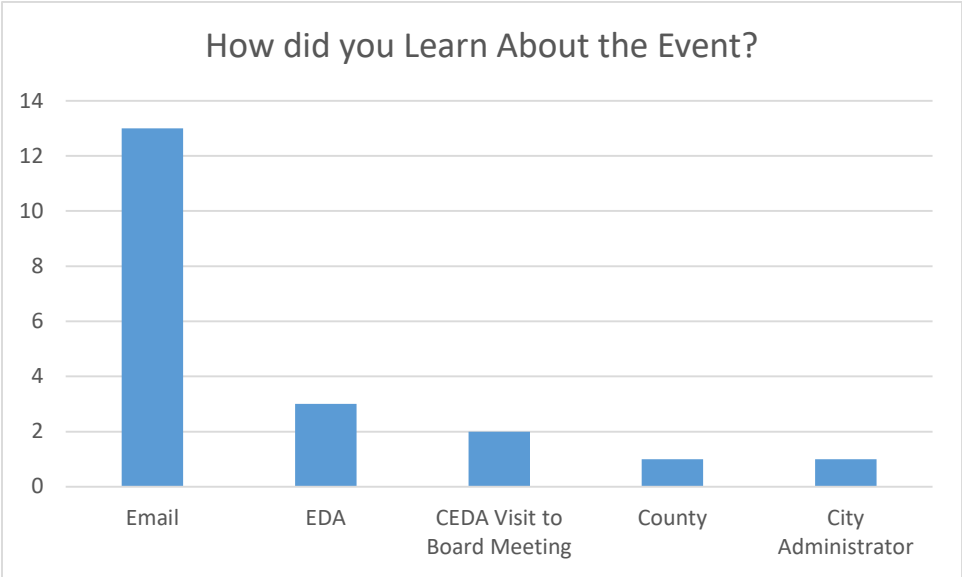
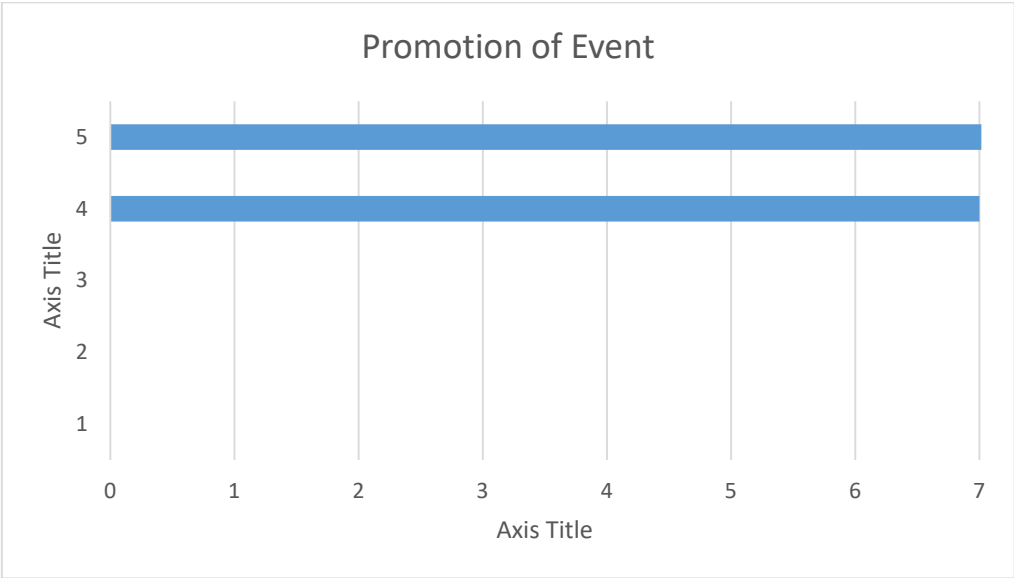
Mean (Average) Value: 4.68      Median Value: 4.5      Modal Value: 5



PROMOTION OF THE EVENT:

Mean (Average) Value: 4.63      Median Value: 4.5      Modal Value: 5

Event Promotion

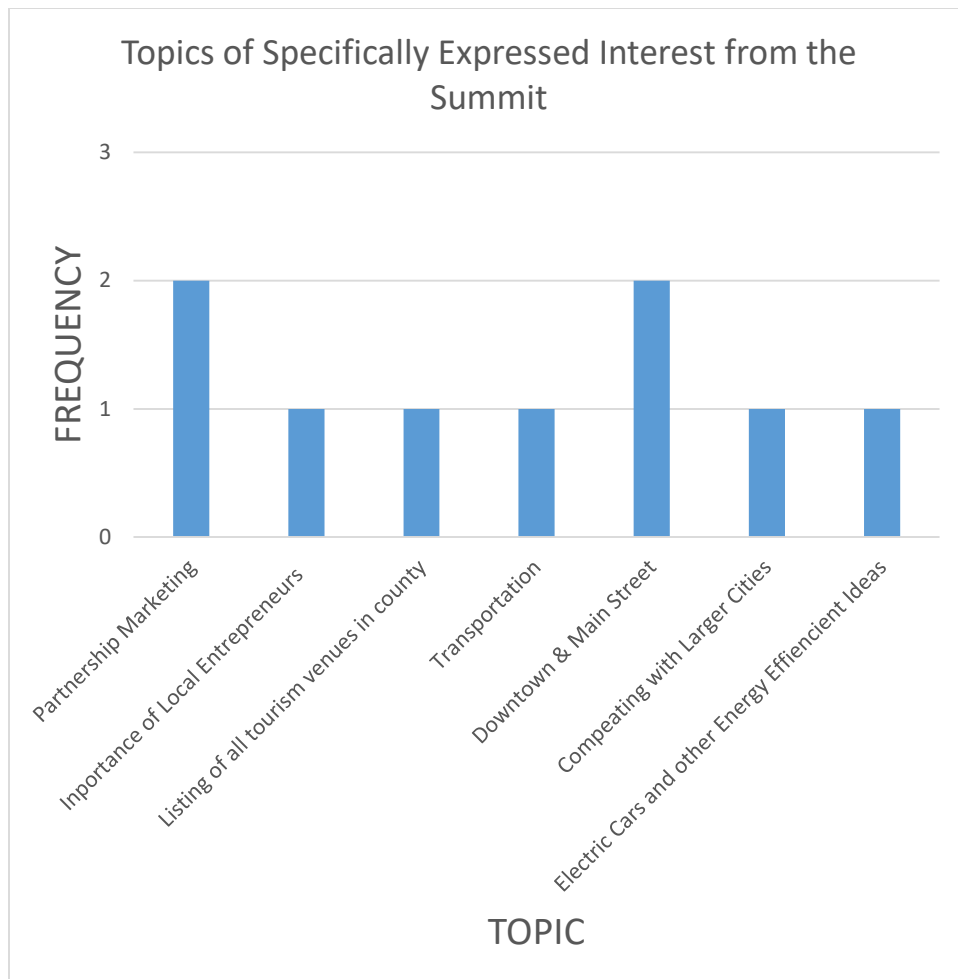


OPTIONS TO IMPROVE PROMOTION AND PUBLICITY FOR FUTURE SUMMITS:

1. Personally discuss the event with media outlets & work with news outlets to attend the event.
2. Send a photo of this year's event with 2019 press releases to newspaper outlets to demonstrate success of the program and inspire attendance.

TOPICS OF INTEREST

Participants listed topics that they would like to see at the next Summit. Some of those included Electric Cars, Energy Saving Suggestions, Importance of local Entrepreneurs and how to support them, Partnership Marketing and Transportation.



#### WORKSHOP TIME/DATE/DURATION

All respondents stated that the day of the week and time worked well.

20 respondents stated that the event length was appropriate. One attendee thought the event was too long.

#### IMPROVEMENT

Some comments were recorded through the evaluation with suggestions for future workshops:

- A. Two respondents stated they would like to have more networking time.
- B. One respondent mentioned that they would like to get more contact information on speakers to obtain resources and connect. We could solve this by requesting that all speakers bring business cards or handouts with contact information included.
- C. Six respondents were very pleased with the quality of speakers and the number of topics that were covered. I believe the success of this shows that we may want to stay removed from the round table discussions.

Thank you for allowing us to assist you with the planning and implementation of this very important event!

