



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 19, 2019
10:00 a.m.

1. Call To Order
2. Review And Approve The September 17, 2019 EDA Board Meeting Minutes.

Documents:

[09.17.2019.PDF](#)

3. Review & Approve The EDA Board Meeting Agenda
4. 2020 CEDA Contract

Documents:

[2020 CEDA CONTRACT.PDF](#)

5. 2020 EDA Budget

Documents:

[EDA BUDGET.PDF](#)

6. 2019 EDA Summit Overview

Documents:

[GOODHUE COUNTY SUMMIT EVALUATION SUMMARY 2019.PDF](#)

7. Adjourn



**GOODHUE COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
Tuesday, September 17, 2019
Goodhue County Board Room
Red Wing, MN 55066**

Present: Commissioners: Brad Anderson, Jason Majerus, Barney Nesseth, Paul Drotos

Other members: Mary Reinhardt

Commissioner Paul Drotos called for nominations for 2019 Economic Development Authority Board Chairman.

C/Majerus nominated C/Nesseth as Chair. C/Drotos asked three times for any other nominations. There were no other nominations.

Motion passed unanimously naming C/Nesseth the 2019 Chairman of the Economic Development Authority.

C/Nesseth called for nominations for the 2019 Vice Chairman for the Economic Development Authority.

C/Majerus nominated C/Anderson as Vice Chair. Second by C/Drotos. C/Nesseth asked for any other nominations. There were no other nominations.

Motion passed unanimously naming C/Anderson the 2019 Vice Chairman of the Economic Development Authority.

C/Nesseth called for a motion to appoint members of the County Board to the board of the EDA.

Moved by C/Anderson, seconded by C/Majeru, and carried to approve to appoint members of the County Board to the Board of Economic Development Authority.

C/Nesseth called for a motion to appoint the Finance Director as the Treasurer of the EDA.

Moved by C/Majerus, seconded by C/Drotos, and carried to approve to appoint the Finance Director as the Treasurer of the Economic Development Authority.

C/Nesseth called for a motion to appoint the County Attorney as the Attorney of the Economic Development Authority.

Moved by C/Anderson seconded by C/Majerus/, and carried to approve to appoint the County Attorney as the Attorney of the Economic Development Authority.

Moved by C/Drotos, seconded by C/Majerus, carried to approve the EDA Board Agenda.

Moved by C/Majerus, seconded by C/Drotos, and carried to approve the November 20, 2018 EDA board minutes.

Appoint Member Mary Reinhardt

Commissioner Anderson would like to appoint Mary Reinhardt to the EDA Board to replace the vacancy made by Gary Schmidgall. Mary Reinhardt and her family own Interstate Building Supply and a daycare center in Cannon Falls.

C/Drotos moved, C/ Anderson second and carried to appoint Mary Reinhardt as a member of the EDA Board.

Discussion took place regarding the other vacant seat that was previously held by Dan King, Zumbrota EDA Director. Commissioners were asked to bring forward recommendations for the appointment. C/ Nesseth stated that there is some interest from individuals in the Kenyon area with the new business district.

Discussion also took place on the length of the terms. S. Lance indicated that she would look into the length of the terms and the process that has been followed in the past.

Housing Study Update

Ron Zeigler, CEDA indicated that Maxfield is working with the cities within Goodhue County and is currently in the data collection stage of the study. C/Anderson stated that the housing study is going to point us in the right direction of what is needed within the County.

2019 EDA SUMMIT

Ron Zeigler reviewed the distributed Summit topics and requested feedback for topics for a mid-November summit.

C/Drotos indicated that he liked all of the topics and would be open to what CEDA that was the best choices. Ron Zeigler indicated that he didn't think that there was a right or wrong answer when putting together a ½ day Summit. C/Nesseth indicated that each community could be difference – the needs of Wanamingo are different than the needs of Red Wing or Cannon Falls. Here are the assets, here are the deficiencies.

Ron Zeigler indicated that they are looking at the Community Center in Wanamingo as the location.

Moved by C/Anderson, seconded by C/ Drotos, carried to approve adjourn the September 17, 2019 EDA Board Meeting.

Respectfully Submitted,
Scott O. Arneson
Executive Secretary



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

www.cedausa.com

November 14, 2019

To: Goodhue County EDA Board of Directors

From: Ron Zeigler, CEO/President

RE: 2020 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 2020 contract.

The changes in this contract from the 2019 contract are:

1. The date the contract covers. This is an annual contract commencing January 1, 2020.
2. The contract rate. The 2020 rate is \$48.50 per hour. The 2019 rate is \$47.09 per 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 \$48.50 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, 2020. 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 \$48.50 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 CEO/President

Date October 21, 2019



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: 2020 EDA Budget

Date: November 13, 2019

Attached you will find the proposed 2020 EDA Budget for review.

Total projected expenses = \$27,133

Total projected revenues = \$190

2020 Levy Request \$26,943

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

Southern MN Tourism \$2,309

Initiative Fund \$2,500

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

LINDA FLANDERS
1st District
1121 West 4th St.
Red Wing, MN 55066

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

BARNEY NESSETH
3rd District
41595 Co. 8 Blvd
Zumbrota, MN 55992

JASON MAJERUS
4th District
39111 Co. 2 Blvd
Goodhue, MN 55027

PAUL DROTOS
5th District
1825 Twin Bluff Rd
Red Wing, MN 55066

An Equal Opportunity Employer

Goodhue County



USER-SELECTED BUDGET REPORT

25 Fund Economic Development Authority
700 Dept EDA-General

Report Basis: Cash

			2018	2019	2019	2020	2021	
			Actual	Budget	YTD	Budget	Budget	
			Mo. 01 - 12		Mo. 01 - 11			
Account Number	Account Description							
25-700-000-0000-5001	Current Real & Personal Property Tax		21,841 -	25,971 -	13,570 -	0	0	
25-700-000-0000-5006	Delinquent Taxes-Real & Personal		120 -	0	89 -	0	0	
25-700-000-0000-5060	Current Mobile Home Taxes		25 -	0	0	0	0	
25-700-000-0000-5064	Delinquent Taxes-Mobile Home		6 -	0	3 -	0	0	
25-700-000-0000-5207	PILT-Wildlife Management		13 -	0	14 -	0	0	
25-700-000-0000-5208	PILT-Gross Shelter Rent		24 -	0	23 -	0	0	
25-700-000-0000-5211	Market Value Credit Aid		318 -	332 -	160 -	0	0	
25-700-000-0000-5212	Disparity Reduction Aid		20 -	0	10 -	0	0	
25-700-000-0000-5480	Application Fees		2,000 -	0	0	0	0	
25-700-000-0000-5855	Housing Study Reimbursements		0	0	34,605 -	0	0	
25-700-000-0000-5859	MCIT Dividend		391 -	619 -	0	190 -	190 -	
25-700-000-0000-6243	Membership Dues & Fees		200	200	200	200	200	
25-700-000-0000-6278	Consultant Fees		12,638	8,000	9,910	8,000	8,000	
25-700-000-0000-6351	Insurance		1,314	1,313	831	1,024	1,024	
25-700-000-0000-6405	Office Supplies		140	0	0	0	0	
25-700-000-0000-6414	Food & Beverages		321	600	0	600	600	
25-700-000-0000-6850	Outside Funding Allotments		8,000	14,309	14,587	14,809	14,809	
25-700-000-0000-6897	Micro Loans		0	2,500	0	2,500	2,500	
Program	000	Undesignated	Revenue	24,758 -	26,922 -	48,474 -	190 -	190 -
			Expend.	22,613	26,922	25,528	27,133	27,133
			Net	2,145 -	0	22,946 -	26,943	26,943
Dept	700	EDA-General	Revenue	24,758 -	26,922 -	48,474 -	190 -	190 -
			Expend.	22,613	26,922	25,528	27,133	27,133
			Net	2,145 -	0	22,946 -	26,943	26,943
Fund	25	Economic Development Authority	Revenue	24,758 -	26,922 -	48,474 -	190 -	190 -
			Expend.	22,613	26,922	25,528	27,133	27,133
			Net	2,145 -	0	22,946 -	26,943	26,943
Final Totals			Revenue	24,758 -	26,922 -	48,474 -	190 -	190 -
			Expend.	22,613	26,922	25,528	27,133	27,133
			Net	2,145 -	0	22,946 -	26,943	26,943



**2019 Goodhue County EDA Summit
11/13/2019
Event Evaluation Summary**

This year's event topic was 'Leadership & Planning' 46 people were in attendance this year, and we received 25 completed surveys at the conclusion of the event. While this is an improvement from the 2018 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 trays of freshly baked, cinnamon rolls, fruit, coffee as well as bottled water. All food and beverage were provided by Area 57 Coffee Café in Wanamingo. The facility used for this year's event was the City Community Room in Wanamingo. This 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

- 'Identifying & Cultivating Leadership' (Pam Bishop, SMIF)
- 'Working with Elected Officials' (Chris Giesen, CEDA)
- 'Blandin Leadership' (Becky Adams, Blandin Foundation)
- 'Community Foundations' (Alissa Oeltjenbruns, SMIF)
- 'Planning for Childcare – The Harmony Experience' (Chris Giesen, Harmony EDA)
- 'Funding & Workforce Programs' (Kenneth Johnson, DEED)

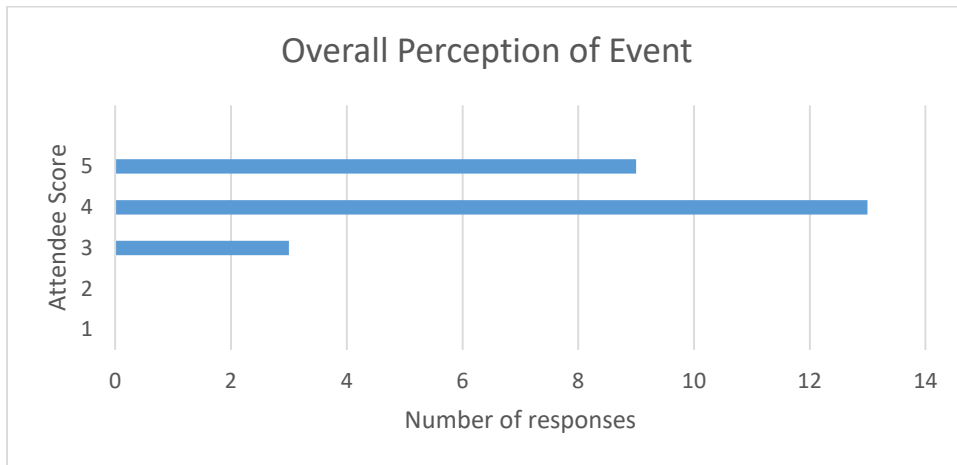
Assessment of Workshop

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)

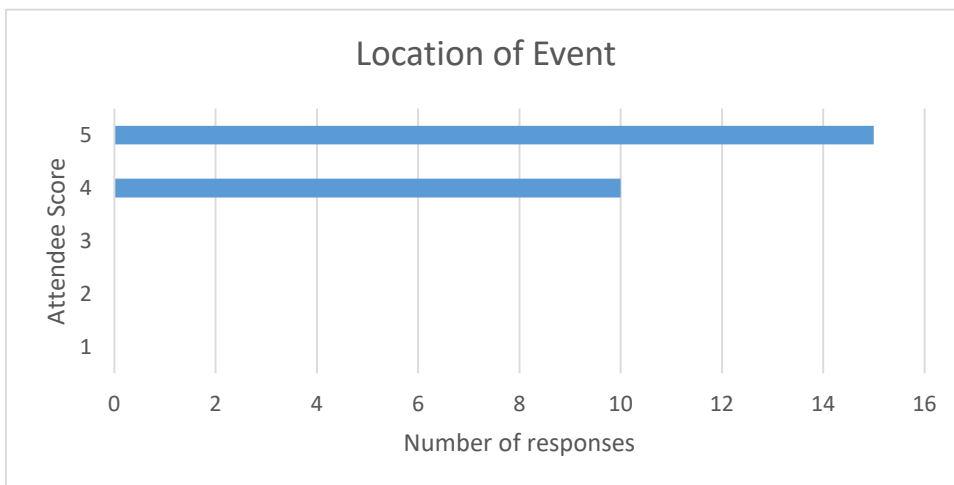
OVERALL FEELINGS OF THE EVENT:

Mean (Average) Value: 4.72 Median Value: 4 Modal Value: 4



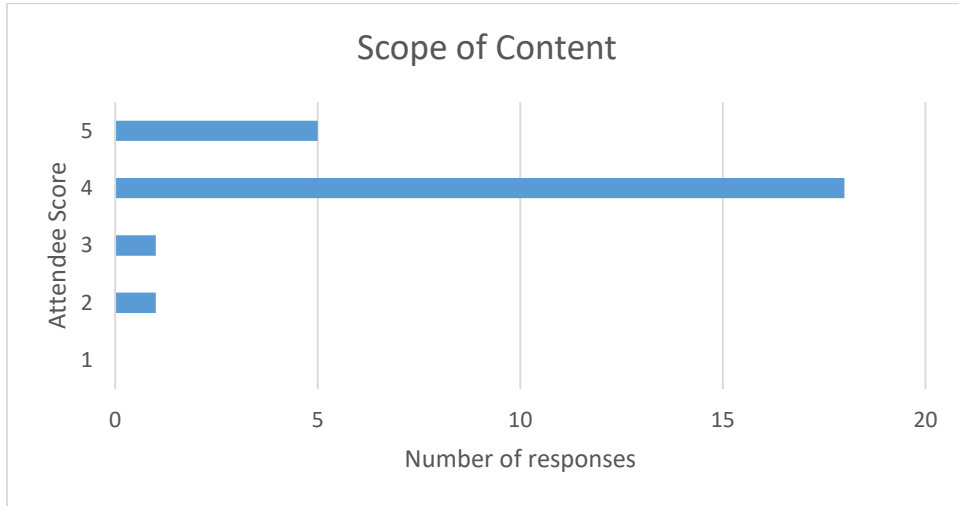
LOCATION OF THE EVENT:

Mean (Average) Value: 4.6 Median Value: 4 Modal Value: 5



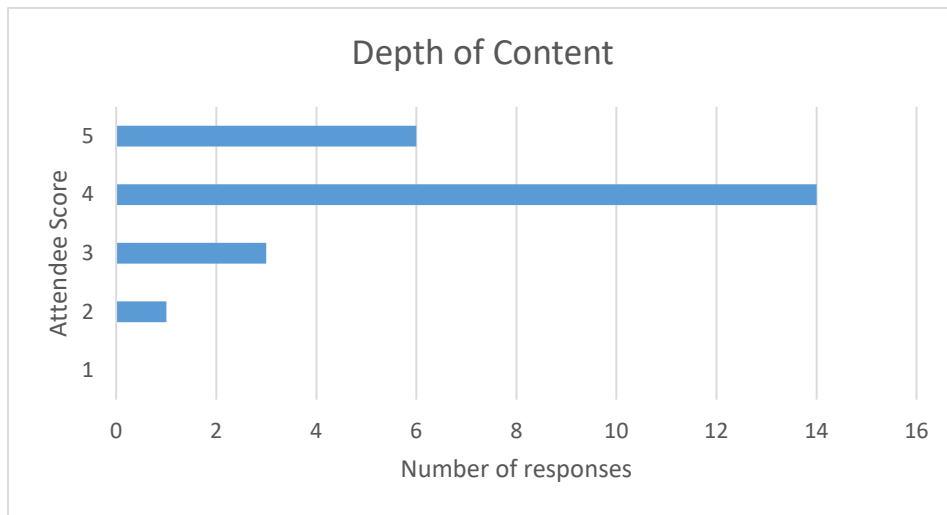
SCOPE OF CONTENT PRESENTED:

Mean (Average) Value: 4.08 Median Value: 4 Modal Value: 4



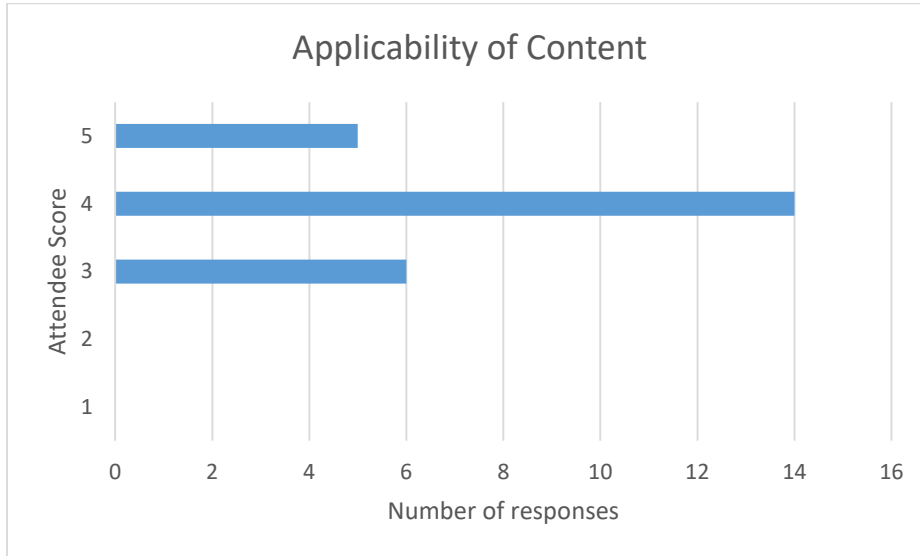
DEPTH OF CONTENT PRESENTED:

Mean (Average) Value: 4.04 Median Value: 4 Modal Value: 4



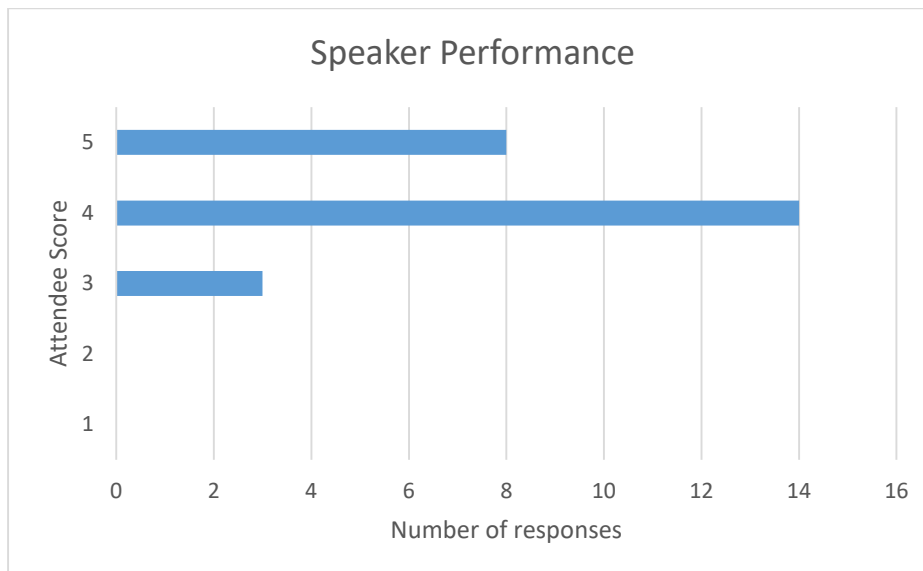
APPLICABILITY OF CONTENT PRESENTED:

Mean (Average) Value: 3.96 Median Value: 4 Modal Value: 4



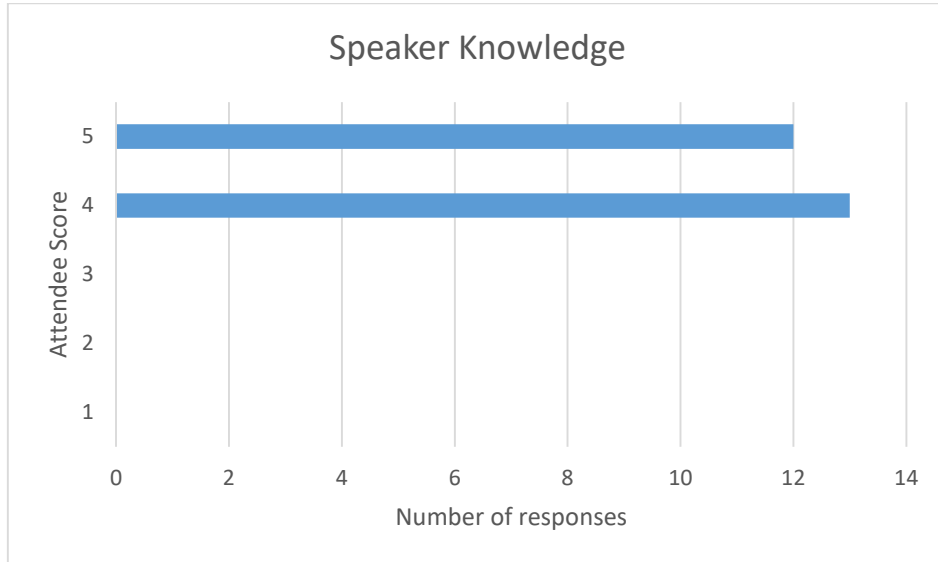
SPEAKER PERFORMANCE:

Mean (Average) Value: 4.2 Median Value: 4 Modal Value: 4



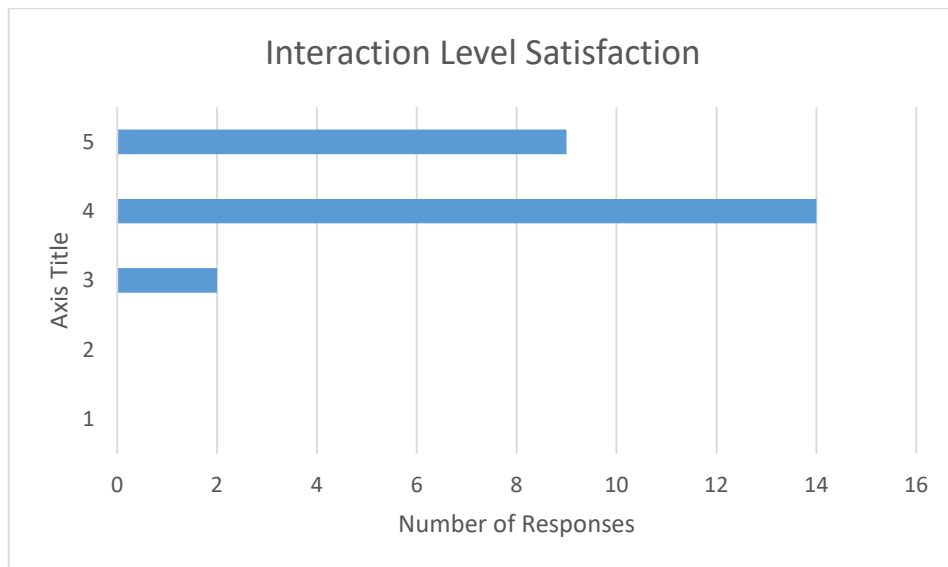
SPEAKER KNOWLEDGE:

Mean (Average) Value: 4.48 Median Value: 4 Modal Value: 4



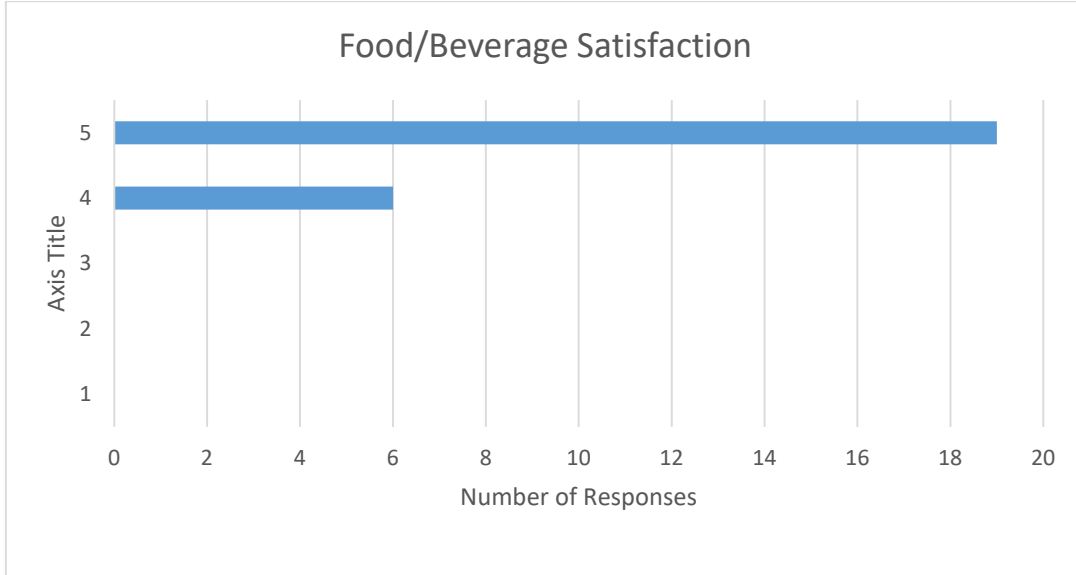
INTERACTION LEVEL

Mean (Average) Value: 4.28 Median Value: 4 Modal Value: 4



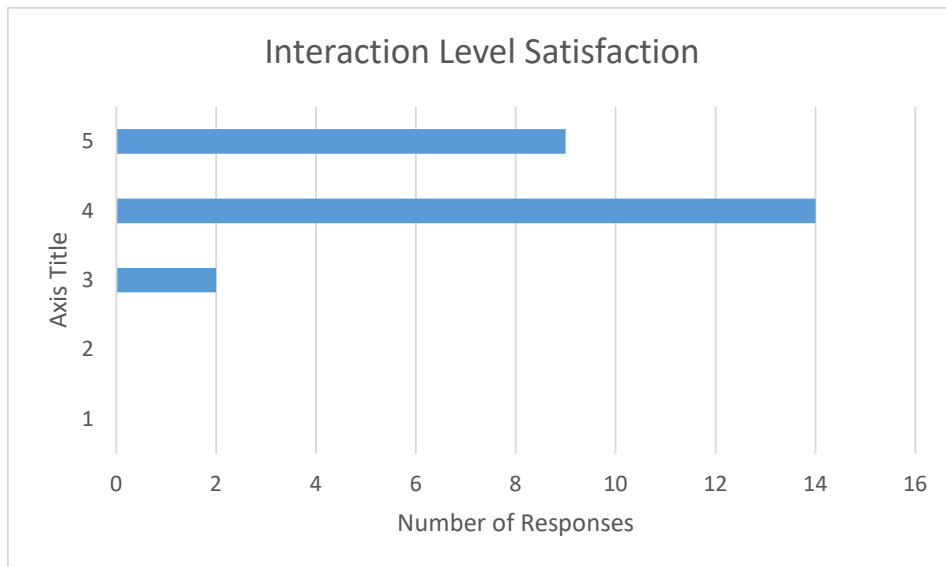
FOOD/BEVERAGE SATISFACTION

Mean (Average) Value: 4.76 Median Value: 5 Modal Value: 5



PROMOTION OF THE EVENT:

Mean (Average) Value: 4.16 Median Value: 4 Modal Value: 4

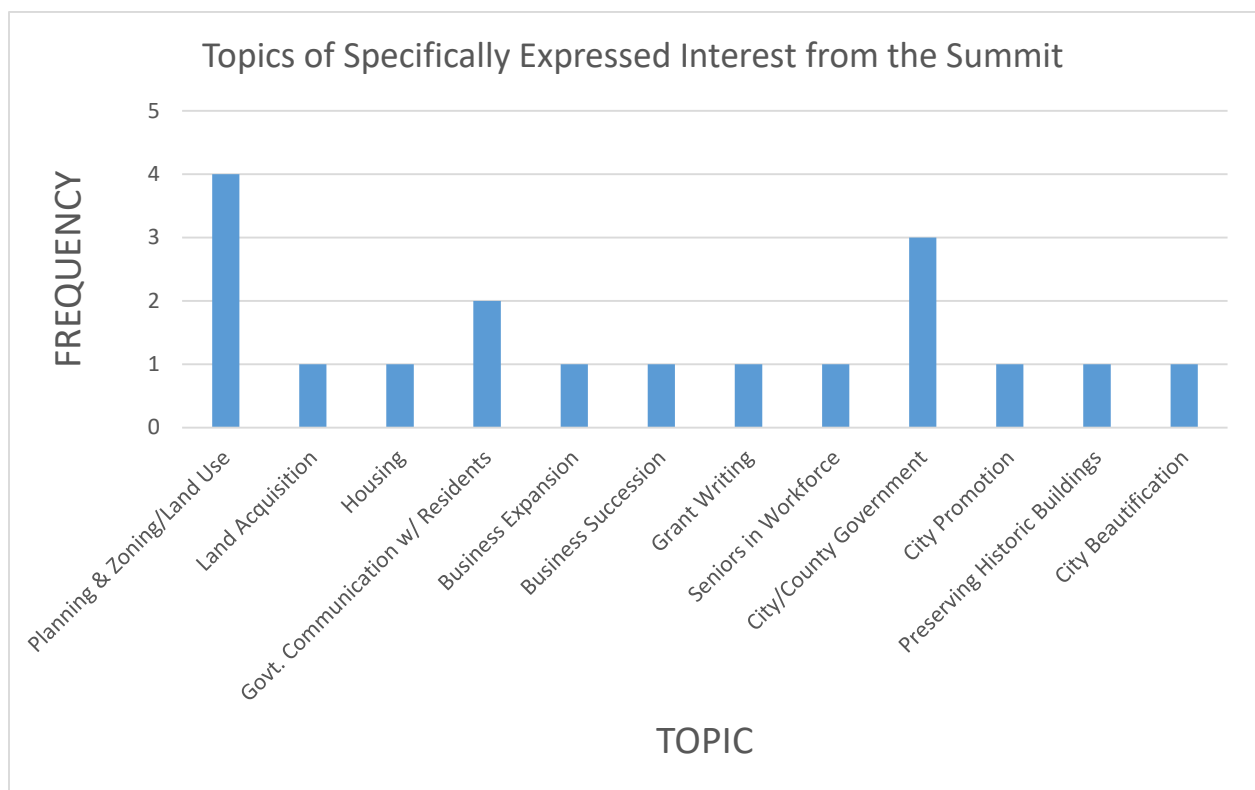


OPTIONS TO IMPROVE PROMOTION AND PUBLICITY FOR FUTURE SUMMITS:

1. Return to promoting the event in person at EDA/Council/Chamber Meetings.
2. While in a Community, personally place event posters in high profile locations.
3. Send a photo of this year's event with press release to newspaper outlets to demonstrate success of the program and inspire future attendance.
4. Find a way to reach out to farming businesses to attend the event.

TOPICS OF INTEREST

Participants listed topics that they would like to see at the next Summit. Topics included Planning & Zoning, Land Use, Land Acquisition, Grant Writing, Preservation of Historic Buildings, Business Succession, Business Expansion, City/County Communication with Residents. A theme regarding land development was fairly popular with this year's attendees.



WORKSHOP TIME/DATE/DURATION

All respondents but one stated that the day of the week and time worked well. The only other suggested days were Monday and/or Thursday.

All respondents but one stated that the event length was appropriate. One attendee thought the event was too long and would do better from 9:00 AM to Noon.

IMPROVEMENT

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

- A. There were a large number of respondents that stated how much they liked the breakout sessions, however there were several attendees that were not happy with the volume level when they were occurring. Finding a solution to this problem will more than likely increase participation and event satisfaction.
- B. One respondent stated that they would like to see attendees do individual introductions at the start of the event.
- C. Several respondents stated that they would like to receive an update from each community in the county at the event. One suggestion would be to have each community send in a community update to the event planner. These updates can be assembled into an annual newsletter which would be included in the event programs.

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

