



MINUTES
ECONOMIC DEVELOPMENT AUTHORITY MEETING
April 19, 2010

Present: President: Randy Gilbert; Commissioners: Sharon Henderson, Liz Olson, Art Loosen, Tom Kvale, and Tom Skjaret

Others Present: Executive Director/City Administrator: Terry Post; Chamber of Commerce Board representatives

Absent: Commissioners: Brian Carpenter

CALL TO ORDER

President Gilbert called the meeting to order at 6:36 pm.

APPROVE AGENDA

A motion was made by Henderson, seconded by Skjaret, to approve the agenda as presented. Ayes: all.

BUSINESS ITEMS

Approve Minutes of March 16, 2010 EDA Meeting

A motion was made by Kvale, seconded by Olson, to approve the minutes as presented. Ayes: all.

Discussion of Future EDA Activities

Post briefed the Commissioners with an update on what had transpired at the City Council's April 6 work session and regular meetings with regard to consideration of the proposal from CEL Public Relations for Phase 1 and Phase 2 rebranding services and strategic plan development. The motion to approve the agreement failed for lack of a second. At issue was the need to clarify the City's commitment relative to the Phase 3 implementation recommendation which would follow CEL's completion of the first two work phases. Post suggested that the Commission discuss what the EDA's expectations are in moving forward with the proposal. On behalf of the Long Lake Area Chamber of Commerce, April Wysocki had made a presentation before the EDA at the March 16, 2010 meeting requesting the EDA allocate \$30,000 towards rebranding efforts. Post recommended the Commission discuss whether it is the EDA's intent to recommend funding Phase 1 and Phase 2, and then to evaluate support for Phase 3; or whether the EDA desires an alternative outcome. He advised that the EDA be as specific as possible in their recommendation for the Council's consideration of the CEL rebranding work proposal.

Much discussion ensued involving the EDA's commitment to a third implementation phase for the rebranding work. Commissioners debated the level of financial support to be allocated towards completion of a Phase 3; however it was emphasized that the cost to implement the consultant's final Phase 3 recommendations could not be anticipated until the first two logo/rebranding and strategy identification work phases were completed.

Chamber guests also participated and contributed to the discussion including asking what benchmarks have been identified for Phases I and II.

A motion was made by Skjaret, seconded by Kvale, to recommend the City Council accept the Proposal and approve a Contract for Services Agreement with C.E.L. Public Relations for delivery of Phase I Rebranding and Phase II Strategic Plan Development services for a fee not to exceed \$15,430.00 as well as consideration for future Phase III funding based upon specific implementation recommendations. Motion carried 5 to 1 (Henderson).

OTHER BUSINESS

None

ADJOURN

Hearing no objection, President Gilbert adjourned the April 19, 2010 EDA meeting at 7:47 pm.

Respectfully submitted,

Terrance Post
Executive Director