



**MINUTES
ECONOMIC DEVELOPMENT AUTHORITY MEETING
October 19, 2010**

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

Others Present: Executive Director/City Administrator: Terry Post; Chamber of Commerce Board representatives; and C.E.L. Public Relations representative Cindy Leines

Absent: Commissioner Tom Skjaret (with prior notice)

CALL TO ORDER

President Gilbert called the meeting to order at 5:41 pm.

APPROVE AGENDA

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

BUSINESS ITEMS

Approve Minutes of September 28, 2010 EDA Meeting

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

C.E.L. Public Relations Project Phase II Discussion

Cindy Leines made a presentation of final Phase II strategy recommendations based upon EDA input of the draft recommendations presented at the September 28, 2010 EDA meeting. Limited discussion ensued regarding the final Phase II recommendations including emphasizing the need to have a future unified meeting discussion of Phase III implementation options among all of the players (Chamber, City, school, other fraternal organizations), the need for the EDA to have more direct contact with the Chamber, and the philosophical point about the return to the city being dependent upon the level of investment.

Commissioner Henderson made a motion, seconded by Commissioner Kvale, to accept and recommend approval of the C.E.L. Public Relations Phase II Strategic Marketing Plan to the Long Lake City Council at their next meeting. Ayes: all.

Tax Increment Financing Districts Overview

Commissioners discussed a request to review the status all TIF Districts on a scheduled annual basis and directed Executive Director to arrange for an educational content agenda at the next EDA meeting scheduled for November 16, 2010. The educational content would include a "TIF 101" primer by the City's independent financial consultant as well as a dissemination of the Long Lake EDA's entity bylaws

OTHER BUSINESS

None

ADJOURN

Hearing no objection, Commissioner Olson adjourned the September 28, 2010 EDA meeting at 6:27 pm.

Respectfully submitted,

Terrance Post
Executive Director