

CITY OF COLUMBUS
ECONOMIC DEVELOPMENT AUTHORITY MEETING
March 19, 2014

The March 19, 2014 Economic Development Authority meeting for the City of Columbus was called to order at 6:05 p.m. by President Dave Povolny at the City Hall. Present were EDA Commissioners Tracie Wilson, Denny Peterson, Jessie Messina, Bill Krebs; and Jeff Duraine (6:50 p.m.), Executive Director Elizabeth Mursko; Attorney Bill Griffith, Jr., and Assistant Secretary Emmy Robinson.

Also in attendance: Jesse Preiner, Mary Preiner, Pat Preiner, Jody Krebs.

Absent: None.

APPROVAL – MINUTES February 10, 2014 Legislative Roundtable EDA minutes

Motion by Krebs to approve the Minutes of the February 10, 2014 Legislative Roundtable EDA meeting as written. Second by Peterson. Motion carried.

APPROVAL – MINUTES January 8, 2014 EDA minutes

Motion by Peterson to approve the Minutes of the January 8, 2014 EDA meeting as written. Second by Krebs. Motion carried.

AGENDA APPROVAL

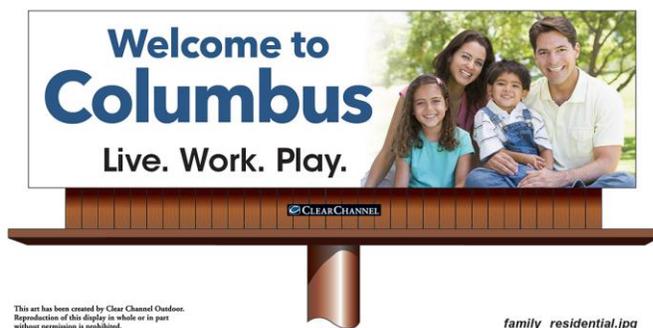
Motion by Krebs to approve the Agenda presented. Second by Peterson. Motion carried.

EDAB REPORT

NEW BUSINESS

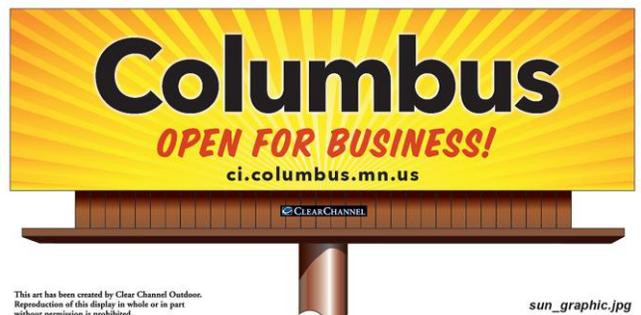
Motion - Billboard Final Selections (Pages 1-4)

The Executive Director said Clear Channel has agreed to print 2 vinyls for \$1700. Clear Channel will decide when and where to rotate the vinyl's on billboard signs along the freeway (one at a time). The City would store the alternate vinyl while it is not used. Four samples were included in the agenda packet. The action is selection of a commercial and residential vinyl design. The following designs were selected.



This art has been created by Clear Channel Outdoor. Reproduction of this display in whole or in part without permission is prohibited.

family_residential.jpg



This art has been created by Clear Channel Outdoor. Reproduction of this display in whole or in part without permission is prohibited.

sun_graphic.jpg

The sign on the left residential and sign on the right commercial.

Motion PER 03120 by Peterson to select the sun_graphic.jpg for the business vinyl and the family_residential.jpg for the residential vinyl as indicated above with changes to the picture for the residential vinyl to be made by President Povolny. Second by Wilson. Votes as follows: Wilson – aye, Peterson - aye; Messina - aye; Krebs - aye; Povolny - aye. Motion Carries.

There was discussion at this time regarding obtaining more picture selections for the residential sign. The direction was for the Executive Director to contact Clear Channel and bring back more options and the Mayor will select the picture at the next meeting with the Executive Director. (The Commissioners did not want to wait until the next EDA meeting.)

Motion - Clear Channel Outdoor Contract (Page 5)

The contract for 2 vinyls' was included in the agenda packet. The action is approval of the contract.

Motion CON 00050 by Krebs to approve the Commitment for Production Contract with Clear Channel Outdoor, Inc. as depicted on page 5 of the agenda packet. Second by Peterson. Votes as follows: Wilson - aye; Peterson - aye; Messina - aye; Krebs - aye; Povolny - aye. Motion Carries.

Motion - Hornsby Street - First Amendment Ground Lease (Pages 6-11)

A First Amendment to Ground Lease was included in the agenda packet. The action is approval of the document. The control of the land is with the EDA, there is plat that carved out Hornsby Street, and now it can be transferred from the EDA to the City.

Motion - Hornsby Street - Lease-Purchase Agreement (Pages 12-19)

A First Amendment to Lease-Purchase Agreement was included in the agenda packet. The action is approval of the document.

(One motion was made at this time for both Hornsby Street documents.)

Motion CON 00050 by Krebs to approve the First Amendment Ground Lease Agreement as depicted on pages 6 through 11 of the agenda packet and First Amendment to Lease-Purchase Agreement as depicted on pages 12 through 19 of the agenda packet. Second by Peterson. Votes as follows: Wilson – aye; Peterson - aye; Messina - aye; Krebs - aye; Povolny - aye. Motion Carries.

Direction - Senior Housing Concept (Care Suites & Memory Care)

The Executive Director met with the CEO of a Senior Housing Development Company and reviewed their new product in senior housing. This is a small market Senior Housing development having 30 units. The Executive Director reviewed the facility and its proposed uses which include home care staff. This company builds, manages and markets the property but does not own the facility. The facility is \$5.5 million dollars and they need \$1.2 million to build. The facility would be in the freeway district and Mr. Dean Bloemke has a location in mind.

The Attorney offered options for financing. The Executive Director explained that the

city would need to find investors for the project and would need to decide if there is support from the community for its use. The consensus was to ask Mr. Dean Bloemke to attend an EDA meeting.

OPEN BUSINESS

Review - ColumBIZ Event Program (Page 20)

A sample program was included in the agenda packet. The Executive Director reviewed the program. Bob Farinella, Manger Running Aces Harness Park will do a short presentation. ColumBiz is scheduled for April 3rd at 8:15 am.

Update - Business Retention & Expansion Program

The raw data was forwarded to the EDA members and will be given to the businesses. A plan will need to be developed by the EDA using this data to address the issues discovered. The consensus was to hold the discussion at the joint meeting with the Planning Commission, City Council, EDA, etc. on April 16th starting at 7:00 p.m.

Review - 2014 Goals (Page 21)

A 2014 EDA Goals list (below) was included in the agenda packet and reviewed at this time.

2014 ECONOMIC DEVELOPMENT AUTHORITY - GOALS

1. Legislative Roundtable (Completed)
2. Marketing
3. ColumBiz Event (April 3, 2014 8:15 – 10:00 a.m. – RAHP)
4. Advertise/Branding “Columbus”
 - New Billboard Vinyl
5. Attracting New Development & Businesses – Retaining Current Businesses
 - Business Retention & Expansion Program
 - Additional Fiber Access to Commercial & Residential Areas
 - Explore PUD Zoning Flexibility in Residential Areas
 - Explore different type of housing opportunities in the Commercial Areas
 - “Shovel Ready” Programs

The following goals were discussed.

2. Marketing – The EDA would like to see better visual marketing for the city’s land. The consensus was a large sign should be installed and the Executive Director should review the ordinance so it allows for this.

The suggestion included:

- The sign should be at least 8’ x 16’ (2 – 4’x8’ sheets of plywood)
- Use the proposed road map design and superimpose that on a sign of the city land for sale.
- Show starting numbers for pricing on the map.
- Produce one sign for each quadrant.
- Add a disclaimer on the sign regarding the general concept designs for the roads.
- The signs could be “slip/bag” style.

The direction was for staff to bring back suggestions.

5. Additional fiber access - The Executive Director said there is legislation regarding providing service to underserved areas being considered now. Neither MidContinent nor the City has the money to install the needed fiber to underserved areas. It was noted that the Franchise agreement is only for television. The city could help facilitate petitions. Commissioner Duraine attended the cable commission meeting and there was a resident at the meeting with a petition. The first step is to have the cable commission send a letter to the city regarding that request.

New goal #6 - Direction was given to add a 6th goal to the list, finding one new member for the EDA.

COMMITTEE OPEN DISCUSSION

Council Member Krebs suggested that the planned unit development (PUD) concept is something the city should explore soon.

EXECUTIVE DIRECTOR'S REPORT

Treasurer's Report

100 EDA General Fund Loan	\$829,031.82
240 EDA Fund	\$XXXX
480 EDA Quad 35 Project Fund	\$3,096,224.00 (Land Value)
481 EDA Quad 35 Bond Fund	\$XX
482 EDA Quad 35 RESERVE Fund	\$419,344.00

Set Next Meeting Date: Next regularly scheduled meeting

April 3, 2014 ColumBiz Event RAHP 8:15 a.m.

May 14, 2014 6:00 p.m.

ADJOURNMENT

Motion by Krebs to adjourn. Second by Peterson

Meeting adjourned at 7:02 p.m.

Respectfully Submitted:

Emilia S. Robinson
Assistant Secretary EDA