

CITY OF COLUMBUS  
ECONOMIC DEVELOPMENT AUTHORITY MEETING  
November 13, 2013

The November 13, 2013 Economic Development Authority meeting for the City of Columbus was called to order at 6:10 p.m. by President Dave Povolny at the City Hall. Present were EDA Commissioners Tracie Wilson, Denny Peterson, Jeff Duraine, Jessie Messina (6:25 p.m.), Bill Krebs (6:40 p.m.), Executive Director Elizabeth Mursko; Attorney Julie Perrus, and Assistant Secretary Emmy Robinson.

Also in attendance: Pat Preiner, Mary Preiner, Jesse Preiner, Sarah Chatwin, Maris Strautmanis.

Absent: None.

**APPROVAL – MINUTES September 11, 2013**

*Motion* by Peterson to approve the Minutes of the September 11, 2013 EDA meeting as written. Second by Duraine. Motion carried.

**AGENDA APPROVAL**

*Motion* by Duraine to approve the Agenda presented. Second by Peterson. Motion carried.

**EDAB REPORT**

**NEW BUSINESS**

**Review - Draft Billboard Proposals (Enclosure)**

The City Administrator contacted Clear Channel to find out if the previous offer would be honored for billboard use. Clear Channel said they would continue to provide graphics design work and placing the vinyl on various billboards in the city as long as the City would purchase the billboard vinyl.

The City Administrator worked with Clear Channel to develop draft concepts for the EDA to review. The suggestion was to select a tag line, and work artwork around the tag line.

Eight different billboard designs were displayed on the projector at this time.

There was discussion as to whether a phone number should be added, the City Administrator explained that Clear Channel does not recommend a phone number, but a website address could be added.

There was no consensus on the tag line or change to the designs.

The following comments were made:

- Purchase 2 vinyls's and ask Clear Channel to rotate them on the billboards. (To keep the message fresh)
- Put the website address on the billboard (ColumbusMN.com).
- Sample #2 was preferred with a picture similar to sample #7, as there are no bike trails in Columbus.
- Have one vinyl with a picture and one without.

- Use Bold colors.
- Have one vinyl geared toward residential and one commercial

The discussion will be continued to the next meeting.

Review - Website Production (Maris Strautmanis, FLCC)

Mauris Stratmanis and Sarah Chatwin, Forest Lake Cable Commission were in attendance and brought the video he recorded for the EDA to view. The video was played at this time.

Suggested changes:

- The road grader section could be shortened; stop at the point the grader begins to move forward.
- Add a view of Waldoch Sports, there is currently a picture of the Waldoch Crafts which should remain.
- Change the picture of the “green house” (on Loyola St) to one with a green lawn space if available.

The EDA commissioners thanked Mr. Strautmanis for his work and his help directing them during their filming sessions. Mr. Strautmanis will convert the video to a format that can be uploaded to the website. The consensus was to broadcast this video on the cable channel 10. The changes will be made and sent to the City Administrator.

**OPEN BUSINESS**

Update - Business Retention & Expansion Program

Two focus group meetings have been held with Columbus Businesses. There were seven people from five businesses at the first meeting, and seven people from six businesses at the second meeting. The feedback from the U of M was very positive from businesses about the meetings. Two more meetings are scheduled, the next meeting is full.

Review - 2013 Goals & 2014 Goals (Pages 1-2)

An EDA 2013 Goal List with the status of each goal and a 2014 Goals sheets were included in the agenda packet. No changes were proposed.

**ECONOMIC DEVELOPMENT AUTHORITY  
2014 GOALS**

1. Legislative Roundtable (?? Columbus Initiatives)
2. Marketing
3. ColumBiz Event (April 3, 2014 8:00 – 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

A question was asked if the EDA was going to work on a shovel ready program. The City Administrator will investigate what is required.

Will there be any changes for marketing the city land.

The idea is to have a bigger sign that could show the outline of lots. The City Administrator explained that the EDA gave direction previously to look for new brokers, the City Administrator said realtors have been contacted but several have declined interview as the market for vacant land is not good at this time.

This topic will be continued to the next meeting.

**COMMITTEE OPEN DISCUSSION**

No other topics were raised.

**EXECUTIVE DIRECTOR'S REPORT**

Treasurer's Report

100 EDA General Fund Loan	\$829,031.82
240 EDA Fund	\$21,087.22
480 EDA Quad 35 Project Fund	\$3,096,224.00 (Land Value)
481 EDA Quad 35 Bond Fund	\$7.47
482 EDA Quad 35 RESERVE Fund	\$419,344.00

Set Next Meeting Date: Next regularly scheduled meeting January 8, 2014 6:00 p.m.

**ADJOURNMENT**

*Motion* by Krebs to adjourn. Second by Peterson.

Meeting adjourned at 7:05 p.m.

Respectfully Submitted:

Emilia S. Robinson  
Assistant Secretary EDA