

City of Columbus
Regular Economic Development Authority (EDA) Meeting
Alternative Meeting Format
MN Statute, Section 13D.021
10.11.2023

The 10.11.23 meeting of the City of Columbus Economic Development Authority was called to order at 5:02 p.m. by President Jesse Preiner at City Hall. Present were Commissioners Rob Busch, Karen Fleming, Ron Hanegraaf, Janet Hegland, Judy Huntosh and Sue Wagamon; Assistant Secretary Connor Keith, City Attorney Bill Griffith, Executive Director Elizabeth Mursko and Public Works Director Jim Windingstad.

Also in attendance: Planning Commissioner Barb Bobick

1. Call to Order Regular Meeting – 5:02 p.m.
2. Pledge of Allegiance
3. Approval of Agenda

Motion by Hegland to approve the agenda. Seconded by Fleming. Roll call vote: Hanegraaf – aye; Wagamon – aye; Hegland – aye; Busch – aye; Fleming – aye; Huntosh – aye; Preiner – aye. Motion carries.

4. Approval of the 08-09-2023 EDA Meeting Minutes

Hegland submitted edits to the minutes, suggesting replacing “The EDA agreed to continue moving forward with a study researching how Columbus would lose its status as a ‘net loser’ under the current fiscal disparities formula,” on page 2 with “...Columbus would *change* its status...”; replacing “Turning to the EDA’s marketing initiative, Hegland asked Keith for an update to billboard ideas for covers used on static billboards in between contracts. Keith suggested the City promote either its own brand, lots owned by the City for sale or events,” on page 2 with “...an update *of* billboard ideas for covers used on static billboards *to display* between *paid* contracts...”; and adding notations that items on the agenda were not discussed due to running out of time in the meeting.

Motion by Hegland to approve the August 9, 2023, EDA Meeting Minutes with the changes listed. Seconded by Wagamon. Roll call vote: Hanegraaf – aye; Wagamon – aye; Hegland – aye; Busch – aye; Fleming – aye; Huntosh – abstain; Preiner – aye. Motion carries.

5. New Business
 - i) Review 2024 Goals

Mursko reminded the EDA of logistics concerning static billboard covers (usually 2-3 year investments that are only posted during periods a sign is not under contract) and digital signs (regular messaging that can be frequently edited, but only displayed once every four cycles of advertising) and that Clear Channel Outdoor’s creative team can design for either medium when provided with messaging from the City.

Mursko informed the EDA that Gregory Frahm-Gilles, the Anoka County Director of Economic Development, advised the City not to invest in retail plans for its remaining owned parcels for fear it may have a short shelf life.

ii) Review ColumBiz Event October 19, 2023

Mursko previewed the upcoming ColumBiz event on October 19, 2023, including the invite list, the open house, social hour format and an icebreaker designed to encourage mingling between businesses. The event will be held at Running Aces, charging the City \$225 for beverage service and \$1,500 for catering.

Hanegraaf suggested shuffling which businesses each EDA member hand-delivered invites to so members could see all the different businesses in the City. Preiner reminded the EDA to keep in mind MEA and hunting season when scheduling these events in the future.

Motion by Fleming to approve the ColumBiz Event budget up to \$2,500. Seconded by Huntosh. Roll call vote: Hanegraaf – aye; Wagamon – aye; Hegland – aye; Busch – aye; Fleming – aye; Huntosh – aye; Preiner – aye. Motion carries.

6. Open Business

i) Updated Business List

Fleming, Hegland and Wagamon informed Keith they had updates for the business list they would supply to him after the meeting.

7. Commission Open Discussion

No participation.

8. Executive Director's Report

i) November Workshop Meeting Agenda

Mursko resolved an error on the agenda, clarifying that the next EDA workshop meeting would take place November 14, 2023, at 5:30 p.m.

ii) Treasurer's Report

No report.

9. Next Meeting Date: January 10, 2024, at 5 p.m.

Next Workshop Date: November 14, 2023, 5:30 p.m.

10. Adjournment

Motion by Hegland to adjourn. Seconded by Wagamon. Roll call vote: Hanegraaf – aye; Wagamon – aye; Hegland – aye; Busch – absent; Fleming – aye; Huntosh – aye; Preiner – aye. Motion carries.

Meeting adjourned at 5:53 p.m.

Respectively submitted:

Connor Keith

Connor Keith, Assistant Secretary