

Vergas EDA/HRA
Vergas EDA/HRA
Vergas Event Center and Zoom Id number 267-094-2170 (password 56587)
2:00 PM on Tuesday, April 4, 2023

1. **Call to Order**
2. **Agenda Additions and Deletions**
3. **Minutes**
March 7, 2023
4. **Status of Recommendations to City Council**
None.
5. **Financial Update**
2023 Income and Expenses Update
6. **Old Business**
 - a. 2023 Housing Goals Timeline
 - b. 2023 Economic Goals Timeline
 - c. CEDA (Community and Economic Development Associates)- Ron Zeigler, CEO/President of CEDA
 - d. Tax-Forfeited Land in Vergas
 - e. EDA/HRA Annual Meeting - Vergas - Impact of Change, April 25, 2023 5:30 pm. Vergas Event Center
7. **New Business**

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4. Minutes

March 7, 2023

Files Attached

- 03-07-2023 EDA_HRA Agenda and Minutes.pdf

**Vergas EDA/HRA
Vergas Event Center Council Chambers and Zoom
2:00 PM on Tuesday, February 7, 2023**

The City of Vergas Economic Development Authority (EDA) and Housing Redevelopment Authority (HRA) met on Tuesday, February 7, 2023 at 2:00 pm at the Vergas Event Center and Zoom with the following members present: Bruce Albright, Joy Summers, Duane Ditterich and Kevin Zitzow. Also Present: City Clerk-Treasurer Julie Lammers, Ron Zeigler, Community and Economic Development Associates (CEDA), Michael Monson (CEDA), Stacey (?), Robert Williams of the Frazee-Vergas Forum, and Amy Baldwin, Ottertail County. Absent: Vanessa Perry. Also present: Joe Clauson.

Call to Order

Meeting was called to order by Vice President Bruce Albright.

New Business

Tax-Forfeited Land in Vergas

Discussed Sunny Oaks Development with 11 lots that have been given back to the State of Mn. This development has city road, water and sewer. It is in the best interest of the City to have this area developed. Ottertail County has jurisdiction of these lots, and the city may get the lots for either public use or public purpose. If the City does not purchase these lots for public purpose or public use, they will go to a County auction. No date has been set for the next County Auction currently. The HRA needs to decide if they want to pursue this development or wait for the county to develop. They currently have 3 projects they are working on and will not be able to move forward with this project until they are completed. HRA will discuss again at next month's meeting.

Kevin Zitzow joined meeting by zoom.

Housing Incentives-Otter Tail County

Amy Baldwin discussed affordable housing programs currently in Otter Tail County. They have a single-family home project with developers or senior rental housing (senior tri-plex plans are being worked on by the County). They have the Big Build program and a gap financing program to help with developments in the county. Properties do not qualify for both programs. Gap financing may cover up to \$50,000 per house or \$100,000 per development. The County is working with one project with state financing which they applied for in July 2021 and were able to break ground in October 2022. If the city would like to initiate one of these programs or acquire the tax-forfeited land, they will need to prepare a letter to Otter Tail County. Baldwin stated she would be happy to review the letter before it is submitted and run it through the Community Development Agency for a recommendation of support. HRA members need to define what we are looking for. More research will need to be done on this before next months meeting. Discussed if the HRA could profit on the sale of lots, Baldwin will research this but currently it states it must be affordable housing.

Agenda Additions and Deletions

Motion by Summers, seconded by Ditterich to approve agenda with the following additions: Annual meeting. Motion carried.

Minutes

Motion by Summers, seconded by Ditterich to approve minutes for the February 7, 2023 meeting. Motion passed unanimously.

Status of Recommendations to City Council

None.

Financial Update

Lammers provided financial information for EDA/HRA-no change from last month.

Old Business

2023 Housing and Economic Goals.

Albright reviewed goals and timeline.

CEDA (Community and Economic Development Associates)

Ron Zeigler, CEO and President of the Community and Economic Development Associates (CEDA) introduced employee Michael Monson who works with the city of Cold Springs and reviewed the organization CEDA, regarding what they do for other communities. CEDA is a non-profit 501(3)c. CEDA works in the following areas: Grant Writing, Marketing, Planning, Mediator, the bottom line is they are here to help Cities. They either work as a per project basis or as a community support group. Most communities use the community support area of CEDA, they would provide a team member for a community for a minimum of 1 day a month to 5 days a week. Committee asked Zeigler to provide quote on doing a business retention plan. Ziegler stated he would provide an ala cart plan for the city. Discussed looking at sample work plans at the meeting in April. The largest concern for the committee is funding. There are grants for many community supports currently which they could assist us in receiving. Their bottom line is "We are here to help."

New Business

EDA/HRA Annual Meeting

Discussed meeting location and date. Proposed having the annual meeting on Tuesday, April 25, 2023 with a 5:30 pm social hour and 6:00 pm meal and program. The meeting will be held at the Vergas Event Center unless a caterer cannot be found, then we will move to Billy's. Lammers will talk to Vanessa Perry regarding location and meal.

Meeting adjourned at 3:50 p.m.

Julie Lammers
City Clerk-Treasurer
City of Vergas

Council Recommendations

None.

Follow up Actions.

Lammers to add Give to the Max Fundraiser to the August meeting agenda.

Lammer discuss with Perry Annual Meeting.

Lammers find speakers, catering and schedule for annual meeting.

Lammers talk to Sherri Hanson, President of the Vergas Community Club regarding shared event.

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5. Status of Recommendations to City Council

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6. Financial Update

2023 Income and Expenses Update

Files Attached

- 2023 EDA_HRA Revenue and Disbursements.pdf

2023 EDA-HRA Income-Expense Sheet

Beginning Balance			\$18,336.36	
Revenue:				
	City	7,000.00		
Total Revenue			<u>\$7,000.00</u>	
Expenses:				
Total Expenses:			<u>\$0.00</u>	
Balance of Checking Account as of 11/30/2022			<u>\$25,336.36</u>	
Savings Account				
	* West Central Initiative	15,306.40		
Veteran's Memorial	Total in HRA/EDA Account			<u>\$40,642.76</u>
Income				
Total Income			<u>0.00</u>	
Expenses				
Total Expenses			<u>0.00</u>	
Balance of Account				<u>\$0.00</u>
Pickle Ball				
Income				
Total Income			<u>\$0.00</u>	
Expense				
Total Expenses			<u>\$0.00</u>	
Balance of Account				<u>\$0.00</u>

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Files Attached

- 1 day per week - estimated work plan.pdf
- work plan - 2 day per month Hayfield PP - 2022.pdf
- 2023 CEDA Rate document.pdf
- Sample.pdf
- work plan - 2 day per week Lake Crystal PP - 2022.pdf
- work plan - 1 day per week Mapleton PP - 2022.pdf

ESTIMATED WORK PLAN – 1 DAY PER WEEK

Community Marketing – 40 hours

- Create/update community marketing plan(s): update data and information, produce new and/or updated handouts and materials.
- Implement marketing plan(s).

Community Outreach - 40 hours

- Meetings/presentations to and with community and regional organizations

Revolving Loan Fund/ Other Programs– 30 hours

- Review and update any applications, marketing materials and the like. Follow-up with current accounts and provide information for inquiries.
- Promote and educate the public on the availability and use of various economic development programs available to them.

Specific Projects – 90 hours

- Develop contacts, initial meeting, develop and assemble appropriate materials and project information for specific projects.
- Varies depending on the level of interest from prospective parties, minimal interest 15 (hours aprox.), low to moderate interest 15 – 50 hours (aprox.), moderate to high 50 hours +

Grant Research and Grant Writing – 65 hours

- Research, develop and assemble appropriate materials and project information.

Business Retention & Expansion (BR&E) Study – 50 hours

- Develop survey, interview individual businesses, analyze survey results, report, and follow-up.

Administrative/Meeting Time- 24 hours

- Approximately two hours per month are spent attending board meetings.
- In many communities CEDA also carries out the administrative functions of the EDA including setting the agenda, assembling agenda packets, taking minutes, etc... This would require additional hours.

Unexpected Work with Businesses and Prospects – 77 hours

- Assist individual businesses and prospects with EDA/City programs, research, business/marketing plan assistance, loan packaging, financial analysis, and other general business questions. On an as-needed basis.

Because of the fluid nature of economic development, perhaps a quarter of an economic developer's time gets utilized by work that develops organically on an "as-needed" basis. For example, a prospect calls and says they want to undertake a project, or after a meeting a business owner says they have X, Y, & Z issues they would like help with. Individually, time spent with each unexpected project is usually small, maybe 6-10 hours, but over the course of a year it can add up. Communities with mature economic development programs typically see even higher numbers of hours utilized by such unexpected projects with businesses as businesses in the community recognize and begin to more heavily use the EDA as a resource that can help with virtually any business question/issue that might arise, whether in good times and in tougher times. As immediate needs of prospects and/or existing businesses always take precedence over long-term projects, hours actually utilized by unexpected work generated by walk-ins are shifted to long term projects (planned or developing new) as time allows.

All projects are estimated at a standard level. Depending on specifics of each project, hours may decrease or increase. All projects are at the direction of the contracted Board.

Total Hours: 416

REVIEW OF EDA GOALS AND ACTION PLAN FOR 2021

1. **Safe Routes to School:** In 2021 the board will need to create a subcommittee dedicated to the Safe Routes to School program and trail planning. Some next steps for this project include:
 - a. Establish community buy-in through the identification of local leaders to form subcommittee. This should include not only members of the EDA and City Council. Representatives from the school, chamber of commerce, the religious community, etc.
 - b. Assemble team and establish first gathering time and location for meetings.
 - c. Begin application process for Safe Routes to School Planning Grant. Once this has been approved, a review of the results and recommendations will determine next steps.

COMMENTS: Following discussion with Bolton Menk, decision was made to pause on the full application for Safe Routes to School and instead pursue the Safe Routes to School Planning Grant which will pay for engineering fees and planning for trail development. State will provide staffers to assist with the planning process and facilitate community input events with students, parents and community members.

2. **Client Database:** A spreadsheet to house the information on all local businesses to ensure the board has the ability to reach out with special programming and information when needed. This will also allow the board to look at local trends and needs.
Providing a *Local Business Survey* will assist in collecting desired data.
 - a. Create Client Database
 - b. Create Business Survey
 - c. For all businesses possible, do surveys in person. For those that cannot be contacted in person, try to get on the phone or do online. Each business should be visited in person if possible.

COMMENTS: This project has largely been on hold this year due to the continuation of COVID-19 and some larger projects that did not allow sufficient time to be allocated to this project. This project will continue into 2022 and should remain ongoing for several years.

3. **Vacant & Underutilized Buildings (commercial & residential):** In an effort to address vacant and/or blighted buildings located within Hayfield, the board will continue to research and begin to assemble ordinances for both residential and commercial buildings located within city limits. Once prepared, a presentation to the City Council regarding potential programming in which the city can enforce ordinances both preventing blight and requiring the elimination of severe blight already present.

COMMENTS: The board went through a discussion on potential of implementing a program like this. The program concept has been presented to the City Council and will remain with them unless a request to pursue the program is received from the Council.

4. **Land Inventory:** Create a land inventory which lists all vacant properties and empty buildings within Hayfield along with parcel details. This information should be placed on the website along with links to local realtors.

COMMENTS: This list has been partially completed and is expected to be completed during the first half of 2022.

5. **Website Development:** When developing the EDA portion of the website the following recommendations should be considered.
 - a. Update Available Property Listings: Using the newly created land inventory, list all properties that are for sale along with contact information for the seller.
 - b. Update Business Listings.
 - c. Business Resources: Add a description of programming, contact information and web address for local, state and federal resources to the EDA portion of the city website.

COMMENTS: Website provides all of the above. Changes are always made when needed.

6. **Residential Development:**
 - a. Website Upgrades
 - b. Marketing Packages for area realtors
 - c. Local programming for incentivizing moving to Hayfield
 - d. Reach out to local developers and connect them with our land inventory.

COMMENTS: Many discussions were had this year and 2022 appears more promising than ever! Ready to keep moving forward with additional discussions on incentives and marketing.

7. **Community Marketing:**
 - a. Mission Statement
 - b. Design & Create Marketing Material
 - c. Identify marketing opportunities for both residential and commercial purposes.

COMMENTS: This area has not yet been addressed. Will need to place more focus here in 2022.

8. **Pedestrian Crossing Signs**: Seek information regarding the costs and requirements for installing solar powered flashing pedestrian crossings on the highways by the school. Seek out potential grant dollars to pay for the project. This project could potentially qualify for the SHIP (Statewide Health Improvement Partnership) grant due to the lack of sidewalks and pedestrian crossings which may be preventing students from walking and/or biking to school.

COMMENTS: This will be placed into our safe routes to school plan.

9. **REV Program**: Continue to monitor the program to ensure Hayfield can apply for the program once more local leaders have been activated.

COMMENTS: This program will remain on the radar. Decision was to postpone application for REV program until more Community Participation can be better harnessed. The hope is that the process of applying for the Safe Routes to School Program, additional local activists will emerge and be identified for future projects and discussions.

GOALS FOR 2022:

- Complete Safe Routes to School Planning Process
- Complete EAB 3-Year Plan & Begin Tree Removal/Treatment Process
- Complete Vacant Property List
 - Marketing of Properties
 - Property Owner Discussions
- Residential Development
 - New resident program
 - Incentives for Builders
 - Marketing to Developers
 - Multi-Family Development
- Client Database & Surveys will remain ongoing.
- Community Marketing
- Radar Feedback Signs – State Farm Grant
- Flashing Cross-Walk Signs – Dodge County SHIP (statewide health improvement program)



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Rate Schedule Economic/Community Development Staffing 2023

Per project hourly rate: \$93.50 per hour

Client in-house staffing:

One day every other week	\$14,475 annually
One day per week	\$29,150 annually
One day per week plus one additional day per month	\$34,750 annually
One day per week plus two additional days per month	\$41,025 annually
Two days per week	\$48,600 annually
Three days per week	\$65,830 annually
Four days per week	\$81,640 annually
Five days per week	\$94,120 annually

Other options available upon request

Benefits of contracting with CEDA:

- Professional, cost effective team members
- All team members are available to assist in projects that a community/county may encounter
- Results driven, non-profit organization
- Stable, 36 year-old company
- 30 day contract termination clause
- Ability for the community to meet with team member(s) prior to commitment to assist with team member decision making process.
- References available

Contract for Professional Services

This contract is made and entered into by Community and Economic Development Associates, a Minnesota nonprofit corporation exempt from income tax as an organization operated for charitable purposes within the meaning of Internal Revenue Code section 501(c)(3), hereafter “CEDA”, and the City of _____, a municipal corporation, hereafter “the City”, to define the terms by which CEDA shall provide technical and management expertise services to the City.

I. Agreement scope and purpose. The City hereby retains CEDA to perform to its benefit the services described in paragraph II, to the end of the City more effectively accomplishing:

- * Prevention and/or combat of community and neighborhood deterioration and revitalization of deteriorated neighborhoods;
- * Attraction and/or retention of businesses that would not, but for the assistance provided, choose to locate/remain in the area;
- * The securing of businesses who will be required to provide jobs for unemployed and underemployed residents of the community; and
- * The expansion of business opportunities for minority entrepreneurs and other entrepreneurs that are viable business opportunities to enhance the well being of the community and/or for businesses who are unable to obtain financing from conventional sources

II. Services to be provided by CEDA. CEDA agrees to provide technical and management expertise in the form of staff and materials to the City. Staff’s services, and associated materials, will be provided in order to facilitate and support the accomplishment of the City’s undertakings to the ends described in the preceding paragraph. CEDA’s staff and materials shall be made available toward efforts in the following specific arenas of the City’s needs and operations:

- * Accessing of grantor funding for the City’s economic development programming
- * Grant writing and/or grant administration for the different City’s departments and organizations.
- * Providing loan packaging services for the City’s business assistance programs
- * Providing business counseling for the City’s businesses
- * Administering local, regional and state revolving loan funds, if appropriate
- * Drafting the City’s Economic Development Annual Work Plan(s)
- * Planning, facilitating, and/or directly conducting the City’s community and business development projects, including as necessary, staffing those projects as directed by the City in consultation with CEDA. These efforts shall include (but are not limited to), the following:
 - * seeking city and county involvement
 - * developing relationships and partnerships to enhance the City’s goals
 - * preparing economic development guidelines
 - * promoting the use of local assets to support and promote value-added processes and unique based businesses
- * Assisting with local surveys related to business and industry, community, and land and buildings
- * Assisting with the City’s economic development marketing efforts and coordination through website development and maintenance
- * Coordinating and hosting forums in which the City’s economic development programming are open for the public’s review

III. Obligations of the City.

A. The City shall reimburse CEDA for staff time provided at the rate of \$ _____ not to exceed annually. This is based on an average of ____ hours per week.

- B. Materials, conferences, meetings and the like shall be paid for on a unit basis agreed to by the City in writing prior to the provision of the materials.
- C. The City shall be responsible to provide payment to CEDA within 30 days of the submission of each invoice provided by CEDA.

IV. Obligations of CEDA.

- A. CEDA is performing services as an independent contractor. Accordingly, the provision of staff by CEDA to provide technical and management expertise to the City under this Agreement neither creates a release of CEDA staff to employment at the City nor makes such staff subject to supervision by the City.
- B. CEDA has no authority or right, express or implied, to assume or create any obligation or responsibility on behalf of the City or to bind the City in any manner. CEDA will not represent the contrary, either expressly or implicitly, to anyone.
- C. CEDA is solely responsible for payroll tax responsibilities related to each of its staff persons whose time is provided under this Agreement and shall acquire and maintain necessary insurance related to their efforts under this Agreement, including carrying workers' compensation insurance coverage at all times. CEDA shall supply the City with certification of such coverage.
- D. CEDA shall be responsible to invoice the City for staff time and materials provided under this Agreement on a periodic basis, no less frequently than quarterly.

V. Period/Termination. The term of this Agreement is annual, commencing January 1, 2022. The Agreement may be terminated earlier in its term upon 30 days' written notice by CEDA to the City or by the City to CEDA. Upon termination, the City shall be liable to pay CEDA on a pro-rated basis for services performed at \$_____ per year and materials provided under this Agreement prior to and through the effective date of termination, unless otherwise specifically agreed by the parties in writing.

VI. Construction of Agreement. This Agreement is to be performed and construed under Minnesota law, and supersedes any and all prior agreements and contains the entire agreement of the parties.

CITY OF _____

By _____

Its _____

Date _____

By _____

Its _____

Date _____

COMMUNITY AND ECONOMIC DEVELOPMENT ASSOCIATES

By _____

Its CEO/President

Date _____

TO: Lake Crystal EDA

FROM: Angie Stier, EDA Specialist

DATE: April 11th, 2022

RE: 2022 Priority Plan Final



Priory Plan 2022	Priority Level
Support business owners looking to start/expand or purchase operations and make improvements.	High
Boost awareness of local job openings <ul style="list-style-type: none">• Work with CEDA workforce dev. Coordinator at school, Chamber, and regional educational institutions	High
Help identify ways to utilize MIF funds for matching grant funds.	High
Develop Marketing Materials <ul style="list-style-type: none">• Community Profile• Short booklet highlighting resources• Develop a video to showcase the community• Community Readiness Checklist	High
Identify incentives for housing developers to increase housing	High
Identify potential business relocation incentives <ul style="list-style-type: none">• Tax incentives, etc.• Business adding 50+ employees/ 5yrs commitment	High
Utilize USDA's Community Facilities Grant Program and other grant programs to lower upfront capital equipment purchases.	High
Enhance downtown Aesthetics Participate in Minnesota Main Street Network	Medium
Investigate opportunities to redevelop under-utilized sites.	Medium
Continue looking into coffee shop, barber dentist, etc. that fits the needs of Lake Crystal	Medium
Increase walkability/trails/sidewalks/signage Pursue funding opportunities to meet SRTS and ATP plans	Medium
Create plan for Manufacturing Week	Medium
Use social media and City website for Business Spotlight.	Medium
Implement a quarterly EDA newsletter <ul style="list-style-type: none">• Water bills, subscription, newspaper insert distribution method people can subscribe to.	Medium
Investigate Parking issues of Main Street businesses <ul style="list-style-type: none">• Create and hand distribute survey in spring for City use.	Low
Participate in GMG-One Million Cups (IMC) event	Low
Work with Chamber to have a business group that meets on a regular basis and alternating between speakers and fun activities, with one time fee for non-members to join.	Low

Mapleton 2022 Priority list

1. Required community meetings
 - a. Monthly EDA meetings
 - b. Quarterly City Council meetings
 - c. Quarter community collaboration check-ins - Action plan review
 - d. Annual community collaboration retreat - Comp plan review
2. First Impressions report with website review
 - a. Develop community profile
 - b. Review EDA programs, financials, and set annual goals
 - i. Facade improvement and signage
3. Business visits - Follow ups from survey and new engagement
 - a. Engage school in marketing project
 - b. Develop list of entrepreneurial resources
 - i. Social media training
4. Old school redevelopment
 - a. Research site parameters - zoning, set backs, etc.
 - b. Commercial needs?
 - c. Multifamily needs? Senior housing needs? Housing study?
5. Funeral home uses
 - a. Sale?
 - b. City offices?
 - c. Commercial uses?
6. Troendle House redevelopment
 - a. Investment and hospitality groups?
 - b. Local repurposing?
7. Community marketing and branding strategy
 - a. Community placemaking, Artists on Main
8. Shortage of daycare slots in the region
 - a. Meet with school district to understand the need
 - b. Pull together community partners to explore the construction of a center
9. Grant writing (depends on scope of application)