

**Vergas EDA/HRA  
Vergas EDA/HRA  
Government Services Center & Zoom Id 267-094-2170 password 56587  
2:00 PM on Wednesday, September 4, 2024**

**1. Call to Order**

**2. Agenda Additions and Deletions**

**3. Status of Recommendations to City Council**

- A. Bylaws
- B. Bookmobile

**4. Minutes**

August 7, 2024

**5. Financial Update**

2024 Income and Expenses Update

**6. New Business**

A. Ian Carlstrom, West Central MN SBDC

Value Statement (attached) is a short summary of what we've been up to since the beginning of 2023, featuring a few highlights, overview of events/workshops, client successes & measurable outcomes, and more. Here's our website for more information too - <https://westcentralmnsbdc.com/>

Business Builders Workshops – We collaborate to produce these FREE monthly virtual workshops on various topics for small business owners across MN and ND [https://und.edu/dakotasvboc/business\\_builders\\_workshops.html](https://und.edu/dakotasvboc/business_builders_workshops.html) please promote these to your local businesses, they can get recordings of past workshops too! There are more “resources” on our website, and we're working to build out more on-demand trainings and other resources as well.

Tailored Workshops & other Special Initiatives – as a Federal grant funded program, we submit proposals for the funds that we receive which ultimately commit us to delivering x-amount of 1-on-1 time, x-number of workshops, serving x-number of individuals, everything very detailed – we effectively promise how we'll spend every dollar of our funds a year in advance. Local support provides the budget and flexibility needed to respond to community requests and deliver tailored workshops for example. (Since we provide 1-on-1 technical assistance as requested, when we receive workshop requests, our local partners are instrumental in ensuring we reach the right audience and achieve strong participation.)

1-on-1 confidential no-cost consulting – this is really the core deliverable of our program. Our program serves every county of every state, plus US territories, serving a million entrepreneurs per year nationally. Here in our region, we have 13 (part time, contracted) professional business consultants who live and work throughout our 9-county region, they provide individualized technical assistance both in general and specialized areas (many different words for this such as coaching/mentoring, advising) and we're also very well connected with other govt, public and private resources as well.

Supporting Vergas-area entrepreneurs – we aim to support your local entrepreneurs directly and be as visible as possible, some towns for example want workshops, some want “open office hours” with a consultant, some want us to partner on certain chamber events, you might even want to share some SBDC info and resources on your website... it's my goal to maintain a relationship Vergas that is right-sized and ongoing in serving the small businesses.

Looking forward to sharing more with you all on September 4th and answering any questions.

**7. Old Business**

- A. CEDA Update - Jordan Grossman
- B. Zoning Map
- C. Vergas HRA lots of Eva and Diane

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**4. Minutes**

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August 7, 2024

**Files Attached**

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- 08.07.2024 EDA\_HRA Agenda Minutes.pdf

**Vergas EDA/HRA  
Government Services Center & Zoom  
2:00 PM on Wednesday, July 10, 2024**

*EDA/HRA Mission:* Retain and promote business in our community, adding housing so that we prosper and increase our tax base, keeping Vergas a vital community.

The City of Vergas Economic Development Authority (EDA) and Housing Redevelopment Authority (HRA) met on Wednesday, August 9, 2024, at 2:00 pm in a hybrid meeting at the Vergas Government Services building and on zoom with the following members: DuWayne Ditterich, Paul Sonnenberg, Joy Summers, and Bruce Albright. Absent: Vanessa Perry. Also Present: City Clerk-Treasurer Julie Lammers; Planning Commission Member Alex Ohman; CEDA Representative Jordan Grossman and Editor Bob Williams of the Frazee-Vergas Forum.

### **Call to Order**

The meeting was called to order by Chair DuWayne Ditterich at 2:00 pm.

### **Agenda Additions and Deletions**

Motion by Summers, seconded by Albright to approve agenda with the following additions: Bookmobile and Otter Tail County Information. Motion passed unanimously.

### **Status of Recommendations to City Council**

None.

### **Minutes**

Motion by Summers, seconded by Sonnenberg to approve the minutes of July 10, 2024. Motion passed unanimously.

### **Financial Update**

2024 income and expenses were reviewed. Motion by Albright, seconded by Sonnenberg to approve treasurers report as presented. Discussed 2025 budget. Discussed replenishing funds as they were spent on assessments on the Sunny Oaks Development Lots. Discussed needed funds to put house on one of the lots. Motion by Sonnenberg, seconded by Albright to request \$15,000 for 2025 budget to replenish funds. Motion passed unanimously.

### **New Business**

#### Bookmobile

Lammers explained that she has received a complaint regarding the bookmobile being parked in the alley between Ditterich Mercantile and the Liquor Store. Members discussed other locations it could meet with patrons: event center parking lot, Summers Reality, Assisted Living parking lot and the new city parking lot. Motion by Summers, seconded by Sonnenberg to recommend to Council for Bookmobile to be relocated to the new city parking lot. Motion passed unanimously.

#### Otter Tail County Check In

Lammers reviewed the following meetings coming up regarding housing and Economic Development: August 15 at 1 pm an Otter Tail County Housing Convening to be held on Microsoft teams, West Central Initiative's Economic Development Professionals meeting to be held August 22 from 1-3 in Fergus Falls and Otter Tail Lakes Country Marketing Summit at Lakeside Gulf Course in Perham on Wednesday, September 25 from 9-2.

### **Old Business**

#### CEDA First Impression Report

CEDA Representative Jordan Grossman presented workshop series for Vergas Businesses and suggested a donation of \$1,500.00. Motion by Summers, seconded by Sonnenberg to have Grossman schedule quarterly workshops and board would discuss donation at next month's meeting. Motion passed unanimously.

#### Ordinance Update

Albright reviewed changes in ordinances if City adopts updated ordinance book. Main difference is the removal of tattoo and piercing section. Ditterich stated what is in current ordinance is state law, so it is unnecessary. The new ordinance does change the wording for peddlers and solicitors and the council will need to look at setting a fee for permit. Summers thanked Albright for reviewing ordinances for the group.

#### Vergas Zoning Map

Alex Ohman, Planning Commission member requested zoning changes from the EDA/HRA members. Discussed the proposed zoning map in the comprehensive plan and reviewed the different areas for R-1, R-2, C-1 and C-2 for our community. Ohman will bring back recommendations to the Planning Commission.

Vergas EDA lots on Eva and Diane

Summers looked into tiny homes and park models, but the price would still be over \$100,000. Ditterich questioned if we could get the \$25,000 from the county to build a home. Summers will finalize house plans and Lammers will contact county about \$25,000 grant to build home.

**Adjourn**

Motion by Sonnenberg, seconded by Summers to adjourn the meeting at 3:35 p.m. Motion passed unanimously.

Julie Lammers, CMC

City Clerk-Treasurer

City of Vergas

**Council Recommendations:**

Request the Bookmobile park in the new parking lot to meet with patrons.

**Follow up Actions**

Change zoning map to future map as Comprehensive Plan suggests with the following changes: change all conditional use lots for commercial to commercial and add public use for lots owned by the city.

Summers to design and provide pricing for tiny home.

Lammers to look into a grant for building a house in Sunney Oaks.

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**5. Financial Update**

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2024 Income and Expenses Update

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- 2024 EDA\_HRA Revenue and Disbursements.pdf

# 2024 EDA-HRA Income-Expense Sheet

Beginning Balance			\$24,331.42
Revenue:			
	City	5,000.00	
Total Revenue		<u>\$5,000.00</u>	
Expenses:			
	Loon's Nest (annual meeting)	325.00	
	Otter Tail County Auditor-Treasurer (Assessments)	7,469.36	
	Frazeo-Vergas Forum (Annual Meeting)	114.66	
Total Expenses:		<u>\$7,909.02</u>	
<b>Balance of Checking Account as of 07/31/2024</b>			<u>\$21,422.40</u>
Savings Account			
	* West Central Initiative	16,105.60	
<b>Veteran's Memorial</b>	<b>Total in HRA/EDA Account</b>		<u><b>\$37,528.00</b></u>
Income			
	West Central Initiative	3,843.75	
	West Central Initiative	19,875.04	
	West Central Initiative		
	West Central Initiative		
Total Income		<u>23,718.79</u>	
Expenses			
	Loren Menz	3,843.75	
	Lyle Krieg	178.65	
	John Lotzer	63.49	
	Hough, Inc	595.25	
	Express Edging	1,100.00	
	The Freedom Rock Tour	8,000.00	
	West Central Initiative	9,937.65	
Total Expenses		<u>23,718.79</u>	
Balance of Account			<u><u>\$0.00</u></u>
<b>Pickle Ball</b>			
Income			
	West Central Initiative		
	West Central Initiative		
	West Central Initiative		
Total Income		<u>0.00</u>	
Expense			
Total Expenses		<u>\$0.00</u>	
Balance of Account			<u><u>\$0.00</u></u>

City of Vergas budgeted \$5,000.00 for 2024 EDA/HRA transfer.

EDA/HRA requested \$15,000.00 for 2025 transfer from City.



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- West Central MN SBDC Value Statement 2024.pdf

# WEST CENTRAL MN SBDC

Helping local economies grow,  
one small business at a time.

## Our Story

Since moving to Minnesota State Community and Technical College in January of 2023 we've ramped up our efforts to provide technical assistance to entrepreneurs in Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin Counties in West Central MN so they can start, grow and plan the legacy of their businesses. Here's our story.

## Highlights from 2023 & 2024

- Grew from 6 person consultant team to 12
- Grew number of Certified Exit Planning Advisers from 1 to 3
- 5 Consultants received training to become FastTrac Certified Facilitators
- 3 from our team became Cybersecurity Certified
- 1 consultant received training to help veterans become Veteran Small Business Certified
- Opened 2 consultant meeting spaces on Moorhead M-State Campus
- Opened 1 consultant meeting space on Fergus Falls M-State Campus
- Hosted the MN SBDC Knowledge Exchange Program in Fergus Falls to help MN SBDC consultant network receive key professional development opportunities
- Received critical grants to fund our standard operations through October of 2025

## Over 30 Events/Workshops

Exit Strategy • Quarterly Planning and Issue Management • SBDC Day Road Tour 2023 • Thrive During Construction • Buying a Business • Entrepreneurship Startup Class • Otter Tail Child Care Resource Fair • Atomic Marketing • Greater MN Marketing Summit • eCommerce Essentials - Digital Marketing, Unlocking the Power of Online Advertising • MNwest CEO Forum & Entrepreneur Summit • The Seasonal Impact • eCommerce Essentials - Social Strategy • Corporate Transparency Act Info Session • eCommerce Essentials - Intro to Cybersecurity • eCommerce Essentials - Website Basics • eCommerce Essentials - Protect Your Data • SBDC Day Open House in Moorhead 2024 • SBDC Day at the Capitol in St. Paul 2024 • FastTrac with MMCDC in Becker County • FastTrac•Plan It! Entrepreneurship Course with Cultural Diversity Resources in Moorhead • Women Thrive - Sips, Skills and Solutions to Transform your Entrepreneurial Spirit • many info sessions and more!



FastTrac Plan It!  
with Cultural Diversity Resources



SBDC Day at the Capitol



Women Thrive - Moorhead



SBDC Consultant/SVEDA Executive Director  
Justin Neppel

# OUR CLIENTS

## Metrics from January 1, 2023 - July 31, 2024

- Unique Clients Served: 532
  - Hours of Assistance Provided: 4,627
  - Total Capital Accessed by Clients: \$22,700,000
  - Business Started or Bought: 66
- 
- Women-Owned Businesses/Entrepreneurs Served: 272
  - Veteran-Owned Businesses/Entrepreneurs Served: 29
  - BIPOC-Owned Businesses/Entrepreneurs Served: 88
  - LGBTQIA+ Owned Businesses/Entrepreneurs Served: 9
  - Business Owners with Disabilities Served: 32
  - Rural Businesses Served: 295

## Our Client Stories

**Aziza's Residential Care, LLC** is a residential 24-hour care home in Fergus Falls, MN that provides assistance to individuals with disabilities and to elderly individuals to help with daily living.

Calvin is driven by passion to make a difference in the lives of his residents to help them to live as independently as possible.

Calvin took an entrepreneur class with Cultural Diversity Resources and worked with SBDC Consultant Bill Schalow to fine tune his business plan and financial projections.

**Rolling Blue Logistics LLC** is a transportation management company in Herman, MN. Brooke got into this work while earning her accounting degree.

Brooke's husband is in the trucking industry and she did much of the back-end work for him. She realized that trucking companies were hiring out for many different types of services. Brooke thought that it would be helpful to provide all of the needed services together in one.

Brooke reached out to the SBDC for marketing assistance. Deb McGregor helped Brooke tell her story so that all of the services Rolling Blue Logistics LLC provides fall under one umbrella.

## Contact Us

[westcentralmnsbdc.com](http://westcentralmnsbdc.com)

**Ian Carlstrom** • Regional Director • (218) 299-6606 •  
[ian.carlstrom@minnesota.edu](mailto:ian.carlstrom@minnesota.edu)

**Amy Anderson** • Associate Regional Director • (218) 299-6605 •  
[amy.anderson@minnesota.edu](mailto:amy.anderson@minnesota.edu)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and regional support partners. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the program sponsors. Programs are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance at 218.299.6605.



2024 MN SBDC Knowledge Exchange Program



Aziza's Residential Care



Rolling Blue Logistics



FastTrac in Becker County



# YOUR PART IN THE STORY

## How our services are funded

Federal funds are allocated to the MN SBDC based on a statutory formula that takes state population into account. By law, these federal funds must be matched 100 percent.

This collaborative funding structure ensures that we can provide essential services to small businesses, including consulting, training, and access to critical business information.

MN Department of Employment and Economic Development provides a small portion of that match to each of the nine MN SBDCs. Our regional center is grateful to have received grants from MN DEED and the MN Women's Foundation that will cover our match requirements through October of 2025 providing funding for basic operations of our program.

The West Central MN SBDC is actively seeking reliable and repeatable sources of matching dollars by partnering with local entities to provide consulting services. Those consulting services are paid for by matching our Federal funding to their donations.

Your help is also needed to provide West Central MN small businesses with informed projections and other critical information and guidance from an SBDC consultant to help their businesses thrive.



SBDC Consultant Ryan Tungseth



SBDC Consultant Josh Sowl



SBDC Consultant Beth Priddy

## Cost Breakdown

- \$500 pays to successfully assist one client seeking capital
- \$1,000 pays for consulting work to assist a small business start
- \$1,500 pays for consulting work to assist a small business expansion
- \$3,500 pays for a consultant to provide FastTrac cohort (30+ hours)

### Our Donation to West Central Minnesota Small Business Development Center, hosted by M State

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

We want to support the economic impact to small business in West Central Minnesota by giving

☐ \$500    ☐ \$1,000    ☐ \$1,500    ☐ \$3,500    ☐ \$ \_\_\_\_\_

to the annual M-State SBDC Matching Funds Campaign.

Checks should be made out to "SBDC at M-State Foundation" and can be sent to "M-State Foundation, SBDC at M-State" in the self-addressed envelope provided.

**Vergas EDA/HRA**

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**7. Old Business**

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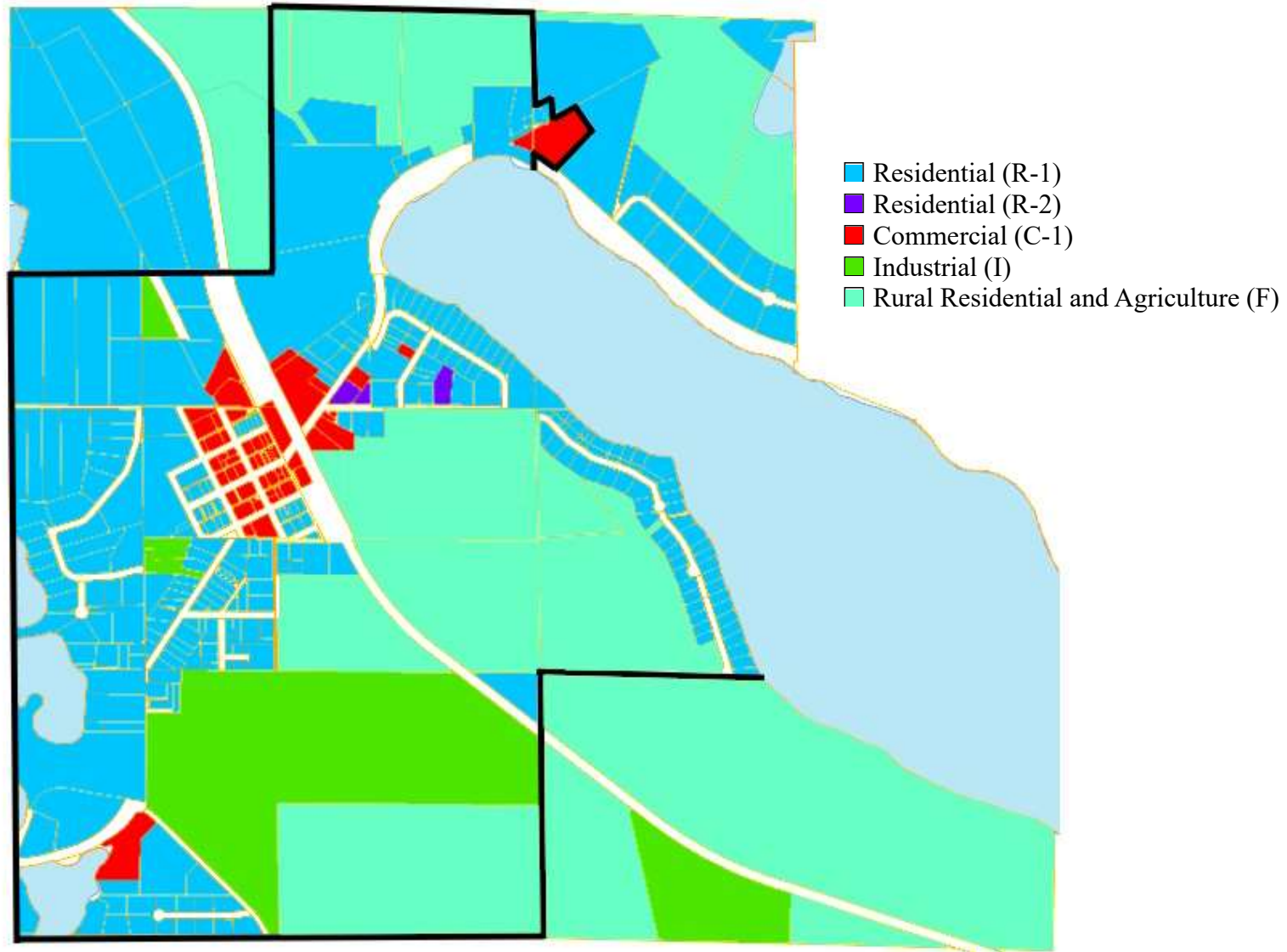
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**Files Attached**

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- DRAFT - Vergas Updated Zones.pdf
- 2024 Proposed zoning map question.pdf

## Draft Update to City of Vergas Zoning



See attached PDF draft update. Two things to note, I did not include any C2 zones, should anything be zoned as C2? Also, in the strategic plan the parcel to the right of the railroad tracks, which is zoned F, is broken into two zones. However, closer inspection shows that the left part of that parcel is primarily wetland, so I think it would be exceedingly difficult to build commercial there. What do you and the EDA think?