



**Agenda**  
**Lake City Economic Development Authority Meeting**  
**February 18, 2021**  
**7:00 AM**  
**Zoom meeting: 992 4105 6511**  
**[https://zoom.us/j/99241056511?](https://zoom.us/j/99241056511?pwd=UTl4OURSNk1xUUN4K0dobWQ0VmVKZz09)**  
**pwd=UTl4OURSNk1xUUN4K0dobWQ0VmVKZz09**  
**Meeting ID: 992 4105 6511 Passcode: lakecity**

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1. Call to Order/Introductions/Disclose conflicts
2. Review and adopt/amend agenda
3. Public Forum
4. Consent Agenda
  - a. Meeting Minutes
  - b. Small Cities Development Program
  - c. Monthly Invoices
  - d. Monthly Financials
5. Informational Reports
  - a. Housing Project
  - b. Pop-Up Food Distribution Events
  - c. Report from Marketing Subcommittee
  - d. change in Lodging Tax allocation
6. New Business
  - a. Business support programming with Cindy Ebert
7. Unfinished Business
  - a. Transition to Port Authority
  - b. discussion and recommendation regarding Waiver of Fees for Low-Income Tax-Credit Housing Project
  - c. discussion and direction for property at 303 South Lakeshore Drive
  - d. 2021 Work Plan
  - e. 2020 Annual Report
8. Future Meeting Dates
  - a. 7am, Thursday, March 18, 2021
  - b. 7am, Thursday, March 18, 2021

9. Communication Updates

10. Adjourn

## Lake City EDA Meeting Minutes DRAFT

January 7, 2021, 7am

ZOOM meeting #986 5433 3616

<https://zoom.us/j/9865433616?pwd=S2U5VVoxKogwRkJ5UzNyRnpUZlZQTog>

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### Attendees

EDA Board: Cheryl Key, Faye Brown, Tom Dwelle, Mark Fayette, Michelle Larson,  
Gregg Moyer, Mark Nichols

EDA Staff: Kjellgren Alkire, Katie Yoder

CEDA: Ron Zeigler

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Call to Order, 7:01 am.

Unanimous **Adoption of Agenda** with a motion from **Cheryl Key** and second from **Mark Fayette** (5-0-0).

Without any attendees, the **Public Forum** was opened and closed.

Unanimous approval of the **Consent Agenda** with a motion from **Michelle Larson** and second from **Gregg Moyer** (7-0-0), including Meeting Agenda, Invoice Approval, Small Cities Development Program report and Monthly Financials.

Staff provided a quick informational report on the **Pop Up Food Distribution Events** organized in collaboration with Lake City Food Shelf, Susan Draves of UMN Extension and Channel One Food Bank.

Staff is working on the **2021 Work Plan**. This document is drafted and will be ready for board review in February.

Staff is updating content for the EDA website and needs **Board Member Biographies**.

Representative Barb Haley is willing to carry a bill on behalf of Lake City to allow for a **Legal Transition to Port Authority status**. We anticipate that this will be a very simple, nonpartisan legislative action for both MN House and Senate.

Staff reported on conversations exploring **downtown murals**.

### **Nomination of Officers**

Unanimous approval of the following slate of officers as a continuation of the 2020 officers: motion was made by **Cheryl Key** and seconded by **Mark Fayette** (7-0-0).

**Tom Dwelle** Chairperson

**Faye Brown** ViceChairperson

**Cheryl Key** Treasurer

**Michelle Larson** Secretary

**Gregg Moyer** graciously volunteered to serve on behalf of the **Design Review Committee**. This as-needed committee is administered by the City's Planning Department.

Mayor Nichols reported on conversations related to the MDOT-owned building by the LC Sportsmans Club. We understand that this property has been appraised and we are looking forward to the results of an environmental study.

The Board voted with unanimous approval to **move the 2021 regular meetings to the Third Thursday of each month**. This motion was made by **Gregg Moyer** and seconded by **Mark Nichols** (7-0-0).

Our collaboration with Three Rivers towards an application for Low-Income Tax-Credits to fund a **workforce housing project** is moving along on schedule.

**Tom Dwelle** encouraged implementing the **Marketing Plans** begun before the COVID quarantine.

Mayor Nichols reported on the **Banner Program for Downtown Lightposts**.

The Board voted with unanimous approval to **adjourn at 8:42 am**. This motion was made by Mark Nichols and seconded by Mark Fayette (7-0-0).

**Motion to adjourn** was made at 8:27am by **Faye Brown** and seconded by **Mark Nichols**. (7-0-0)

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Respectfully submitted,  
Kjellgren Alkire, Executive Director, Lake City EDA

These Minutes are scheduled for approval on the consent agenda of the regular meeting of the Lake City EDA Board at 7am on Thursday, February 18, 2021.

# CITY OF LAKE CITY SCDP

Progress Report

January 1, 2021

September 30, 2021

## Residential Rehabilitation

Goal: 17

Current  
Months #'s

Last  
Months #'s

## Commercial Rehabilitation

Goal: 12

Current  
Months #'s

Last  
Months #'s

Number of Applications Received	28	28	11	11
Number of Applications being Processed	0	0	1	1
Full Application Pending Verification	2	2	0	0
Apps. Pending Initial Property Inspection	0	0	0	0
Applicants Pending Contractor Estimates	0	0	1	1
Units in Construction	1	4	2	3
Units Completed and Closed	7	4	2	1
Applicants Over Income	4	4	0	0
Applicants Not Interested/Eligible	9	9	4	4
Applicants Located in Target Area "B"	0	0	0	0
Applicants Not in Target Area	5	5	1	1

	SCDP Funds	City Revolving Loan Funds	Private Funds	Total Funds	SCDP Funds	City Revolving Loan Funds	Private Funds	Total Funds
Obligated	188,298.00	10,496.00	\$ 11,483.00	210,277.00	80,000.00	72,051.00	10,715.00	162,766.00
Estimated	50,000.00	6,000.00	0.00	56,000.00	240,000.00	48,000.00	0.00	288,000.00
Total	238,298.00	16,496.00	11,483.00	254,828.00	320,000.00	120,051.00	10,715.00	450,766.00
Program Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Allocation	374,000.00	51,000.00	4,907.00	425,034.00	336,000.00	200,000.00	10,715.00	546,715.00
Balance	135,702.00	34,504.00	-6,576.00	170,240.00	16,000.00	79,949.00	0.00	95,949.00
Unit Average	29,787.25	2,062.00	1,435.38	33,284.63	64,000.00	24,010.20	2,143.00	90,153.20
Unit Goal	22,000.00	3,000.00	288.65	25,288.65	28,000.00	16,666.67	892.92	45,559.58

## Monthly Invoices & Financial Transactions

Meeting date: February 18, 2021, 7am

Report Period: January 2021

Prepared by: Kjellgren Alkire

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### Invoices

Date	Vendor	Description	Amount	Account #	Account
2/1/2021	CEDA	monthly contract	\$7202.67	575-45575-39 0	EDA contract

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<b>Total</b>	<b>\$7202.67</b>
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2/16/2021

2/16/2021

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Kjellgren Alkire  
Lake City EDA  
Executive Director

Date

Tom Dwelle  
Lake City EDA  
Board President

Date

# CITY OF LAKE CITY

## EDA Balance Sheet December 31, 2020

### ASSETS

575-11012	Cash & Investments	78,032.89	
575-11013	Investments-CD	51,563.36	
575-11080	Money Market	8,071.88	
575-11140	Taxes Receivable-Delinquent	284.16	
575-11220	Due from Other Funds	66,890.00	
575-11230	Due from Other Governments	484.43	
575-11505	Land Held for Resale	235,000.00	
Total Assets			440,326.72

### LIABILITIES AND EQUITY

#### LIABILITIES

575-22210	Due to Other Funds	2,264.00	
575-22220	Development Deposit	6,681.00	
575-22550	Unavailable Revenue	235,284.16	
Total Liabilities			244,229.16

#### FUND EQUITY

#### Unappropriated Fund Balance:

575-22600	Restricted Fund Balance-EDA	183,333.21	
	Revenue over Expenditures - YTD	12,764.35	
Balance - Current Date		196,097.56	
Total Fund Equity			196,097.56
Total Liabilities and Equity			440,326.72

CITY OF LAKE CITY  
Revenues with Comparison to Budget  
For the 12 Months Ending December 31, 2020

EDA

		Period Actual	YTD Actual	Budget	Unearned	Pcnt
	<u>EDA REVENUES</u>					
575-35750-33011	Property Taxes-Current	25,781.43	64,388.45	71,713.00	7,324.55	89.8
575-35750-33012	Property Taxes-Delinquent	7,513.51	7,895.19	.00	( 7,895.19)	.0
575-35750-33091	Transfers In	.00	40,000.00	40,000.00	.00	100.0
575-35750-33130	Interest on Investments	32.62	356.03	.00	( 356.03)	.0
575-35750-33163	EDA Federal Grants	76.65	13,027.15	13,027.15	.00	100.0
575-35750-33180	Miscellaneous Refund/Reimb	.00	.00	1,950.00	1,950.00	.0
	Total EDA REVENUES	33,404.21	125,666.82	126,690.15	1,023.33	99.2
	Total Fund Revenue	33,404.21	125,666.82	126,690.15	1,023.33	99.2



CITY OF LAKE CITY  
Expenditures with Comparison to Budget  
For the 12 Months Ending December 31, 2020

EDA

		Period Actual	YTD Actual	Budget	Unexpended	Pcnt
	<u>EDA EXPENDITURES</u>					
575-45575-120	EDA Salaries-Regular	1,245.00	1,245.00	1,500.00	255.00	83.0
575-45575-200	EDA Office Supplies	.00	22.58	25.00	2.42	90.3
575-45575-210	EDA Operating Supplies	.00	7,235.58	7,318.69	83.11	98.9
575-45575-240	EDA Books/Periodicals	.00	239.88	250.00	10.12	96.0
575-45575-300	EDA Professional Services	600.00	4,219.95	8,725.00	4,505.05	48.4
575-45575-310	EDA Communication	.00	.00	2,000.00	2,000.00	.0
575-45575-320	EDA Travel, Conf, School	.00	283.10	2,000.00	1,716.90	14.2
575-45575-390	EDA Contractual-CEDA Contract	6,992.92	83,915.04	84,000.00	84.96	99.9
575-45575-395	EDA Contractual-Other Projects	.00	1,500.00	49,000.00	47,500.00	3.1
575-45575-397	EDA Conoco Project	1,619.77	6,887.88	5,000.00	( 1,887.88)	137.8
575-45575-400	EDA Miscellaneous	.00	6,708.46	6,708.46	.00	100.0
575-45575-430	EDA General Liability	426.00	645.00	163.00	( 482.00)	395.7
	<u>Total EDA EXPENDITURES</u>	<u>10,883.69</u>	<u>112,902.47</u>	<u>166,690.15</u>	<u>53,787.68</u>	<u>67.7</u>
	 <u>Total Fund Expenditures</u>	 <u>10,883.69</u>	 <u>112,902.47</u>	 <u>166,690.15</u>	 <u>53,787.68</u>	 <u>67.7</u>
	  <u>Net Revenue Over Expenditures</u>	  <u>22,520.52</u>	  <u>12,764.35</u>	  <u>( 40,000.00)</u>	  <u>( 52,764.35)</u>	  <u>31.9</u>



# MARKETING STRATEGY GUIDE

SIEVERS CREATIVE

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**07** **TIPS & TRICKS**



# BRANDING

Branding is far more complex than just a logo - it's the sum total of all the ways people see and interact with you. It's the messaging you use, how you speak on social media, what your advertising looks like, what type of photos you use, what your website says, and so much more. Your brand is a complex representation of who you are.

## **STRONG COMPANIES, HAVE STRONG BRANDS.**

A pivotal part of branding is your visual identity, this is the bare minimum that a company needs to really nail down. This is your logo, your colors, fonts, and general aesthetic. People make snap decisions based on how they see you representing yourself, and you want to be sure you're making conscious decisions on how you're being evaluated.

## **5 REASONS WHY BRANDING MATTERS**

1. Increases Brand Recognition
2. Consistency Builds Trust
3. Creates Customer Loyalty
4. Helps You Stand Out From Competitors
5. Can Bring In New Business



**DESIGN IS THE  
SILENT  
AMBASSADOR  
OF YOUR  
BRAND.**

**PAUL RAND**

# ESTABLISH A BUDGET

We've all heard the adage that you need to spend money to make money. While there are plenty of things you can do that simply require time and talents to grow your business, every business should establish a marketing budget. Whether it is a few hundred dollars a month or six digits per month, each business should intentionally allocate that which they can invest in growing their business. Many companies tend to under invest on marketing, thinking that by not investing they are saving. But by not investing on marketing, they are missing out on an enormous amount of business!!!

## HOW MUCH SHOULD I SPEND?



U.S. Small Business  
Administration

REPORTS THAT

The U.S. Small Business Administration reports that businesses spend anywhere from 1.08% to 11.8% of your total revenue on advertising costs. It varies depending on industry and target audience - but every business should be spending something. However, the most important part is to decide what your organization can invest and then stick to it!

\* Source: <https://www.sba.gov/blog/how-get-most-your-marketing-budget>



## TOP 5 REASONS A MARKETING BUDGET HELPS YOUR BUSINESS' OVERALL SUCCESS

1

Establishes a clear and intentional direction for your marketing dollars.



2

Creates a system by which to establish benchmarks and measure ROI for ad dollars spent.



3

Creates a long-term success mindset vs short term gain.



4

Drives revenue. More eyeballs, means more customers, which means more revenue.



5

Creates consistency. Sporadic budgets showcase your business inconsistently. A steady growth pattern should have a consistent advertising / marketing plan alongside it.



# CHOOSING THE RIGHT CHANNELS

One of the challenges in today's advertising world is that consumers are fragmented across many media channels. Gone are the days where you get a TV ad, a newspaper ad, a radio ad, and you're set. In today's world, it is essential to find the best channels for your specific audience. Whether your target market is B2B or B2C, there are a handful of channels that are almost universal for businesses to be on.

**SEARCH ENGINE EXPOSURE** – Almost every business should be focused on a search engine strategy.

**SOCIAL MEDIA** – Though your business may not need a direct connection to consumers, not having a profile on some of the prominent social media channels can have a negative impact on your perceived credibility.

**WEBSITE** – Your website should be the cornerstone of your online marketing efforts. A center for informing your customer, lead generation, and data collection.

**EMAIL** – Email isn't going away anytime soon, and building an email list can give you a solid way of connecting with your existing customers.

*There are many channels out there, and making sure you aren't trying to over-extend your marketing efforts by being everything to everyone is important to keep in mind.*

# USING DATA WISELY

One thing is absolutely clear. With the tools available to you through digital or online marketing - you should be using data to inform your marketing decisions. Digital marketing allows you the ability to specifically track what is working and what is not. Through the use of website analytics, conversion tracking on advertising, as well as third party data available from advertising companies, you can be sure you are targeting the right customers at the right time with the right message. That kind of targeting makes all the difference.

## DATA POINTS YOU HAVE AVAILABLE TO YOU AT NO COST:

**Google Analytics** – Track your website visitors, how they found you, where they are located, and what pages of your website are they are interested in.

**Facebook Insights** – Get detailed data about the demographics of people who follow you on facebook as well as ongoing data about which of your posts are popular with your followers



# TIPS & TRICKS

Below are a handful of things that every business should do to help manage their online presence. Some are free, some are at a minimal cost, but they are all items that should be considered.

## CLAIM 'GOOGLE MY BUSINESS' LISTING

[google.com/business](https://google.com/business)

This will ensure your business' information is accurate and consumers can find you.

## ENCOURAGE GOOGLE REVIEWS

Reviews on your Google listing have many benefits from local search to consumer perception.

## DIRECT LISTING MANAGEMENT

[moz.com/products/local](https://moz.com/products/local)

This helps ensure your business information is consistent across many of the main website directories that are commonly searched. If you don't want to spend the time yourself, Sievers Creative offers this as a service to our clients.

## CHOOSE YOUR SOCIAL MEDIA CHANNELS AND KEEP THEM UPDATED

Choose the Social Media channels that are best suited to help you reach new customers or engage current ones. If you are a B2B business, claim your LinkedIn page. And channels you choose, keep them updated, current and relevant.

## CONSISTENT BRANDING

Wherever your business is shown, make sure that your branding and messaging is consistent. Consumers will see you brand in hundreds of places online and offline, make sure they get the consistent message you are trying to deliver.

## INSTALL AN INSTANT CHAT / MESSAGE SYSTEM ON YOUR WEBSITE

Companies like [drift.com](https://drift.com) offer you a free chat box that you can engage with website visitors when they visit your website and provide instant answers to their questions. You can even answer them via your smartphone or tablet.

# SIEVERS CREATIVE



WEBSITES • MARKETING • DESIGN • VIDEO • PHOTO

**WE'RE NOT JUST YOUR AGENCY,  
WE'RE YOUR PARTNERS.**

**AND WE'RE HERE WHEN YOU NEED US.**

We do things a little differently - our relationships with our clients are more important than our transactions with them, we value quality and integrity, and we never think that just ok - is ok.

As a full-service marketing agency, we can handle all of your marketing, design, media, and advertising needs. Yes - all of the things. We specialize in being a marketing partner that will help you form a year-long strategy and then help fulfill that for you. We never try to sell you anything we don't actually believe will help you, and we always work within your budget to ensure that you get the most bang for your buck...no matter how many bucks you've got.

**IT'S A  
GREAT DAY AT  
SIEVERS CREATIVE**





# Office of the Revisor of Statutes

HF 738

as introduced - 92nd Legislature (2021 - 2021) Posted on 02/04/2021 03:07pm

KEY: ~~stricken~~ = removed, old language.     underscoring = added, new language.

[Version List](#)   [Authors and Status](#)

 [Pdf](#)    [Rtf](#)

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- A bill for an act
- relating to local government; permitting the city of Lake City to establish a port
- authority commission; proposing coding for new law in Minnesota Statutes, chapter
469.
- BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
- Section 1. **[469.0773] LAKE CITY.**
- Subdivision 1. **Establishment.** The city of Lake City may establish a port authority
- commission that has the same powers as a port authority established under section 469.049
- or other law. If the city establishes a port authority commission, the city shall exercise all
- the powers relating to the port authority granted to a city by sections 469.048 to 469.068 or
- other law. Notwithstanding any law to the contrary, the city may choose the name of the
- commission.
- Subd. 2. **Municipal housing and redevelopment authority.** If the city of Lake City
- establishes a port authority commission under subdivision 1, the commission may exercise
- the same powers as a municipal housing and redevelopment authority established under
- sections 469.001 to 469.047 or other law. The city shall then exercise all the powers relating
- to the municipal housing and redevelopment authority granted to a city by sections 469.001
- to 469.047 or other law.
- EFFECTIVE DATE.** This section is effective the day after the governing body of the
- city of Lake City and its chief clerical officer comply with Minnesota Statutes, section
- 645.021, subdivisions 2 and 3.



HF 738

Status in the House for the 92nd Legislature (2021 - 2021)

Current bill text: <a href="#">As Introduced</a> <a href="#">Add HF 738 to MyBills</a> <a href="#">Version List</a>	Companion: None <a href="#">Senate Search</a>	Revisor number: 21-02387
<a href="#">Long Description</a>	<a href="#">Further Committee Actions</a>	<a href="#">House Research Summary</a> <a href="#">Fiscal Notes</a>

Description

Lake City; port authority commission establishment permitted.

Authors (1)

[Haley](#).

Actions

Separated	<a href="#">Chronological</a>
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House

02/04/2021	Introduction and first reading, referred to <a href="#">State Government Finance and Elections</a>	pg. <a href="#">312</a>  <a href="#">Intro</a>
02/09/2021	Referred by Chair to <a href="#">Local Government Division</a>	

## State Government Finance and Elections Committee

Chair: Rep. Michael Nelson

Vice-Chair: Rep. Andrew Carlson

**Friday, February 26, 2021**

**8:30 a.m. - 10 a.m.**

**Remote Hearing**

### **AGENDA\***

1. Call to order.
2. Approval of minutes for February 25, 2021.
3. [HF810](#) (Huot) Coroner and medical examiner annual review by county board required, and report required.
4. [HF820](#) (Koegel) Open Meeting Law; public body member allowed to attend meetings from a private location more than three times in 2021.
5. [HF738](#) (Haley) Lake City; port authority commission establishment permitted.
6. Adjournment.

**Next Meeting:** Tuesday, March 2, 2021.

\*Agenda items may be added or removed.

- **TESTIFYING:** If you would like to testify or submit written testimony, please email the committee administrator at [amanda.rudolph@house.mn](mailto:amanda.rudolph@house.mn) no later than **5 p.m. the business day before** the hearing. Testimony will be limited and as time permits, therefore written testimony is encouraged. Please plan accordingly.
- **HANDOUTS:** Handouts must be in **PDF format with Optical Character Recognition ability** and emailed to the committee administrator at [amanda.rudolph@house.mn](mailto:amanda.rudolph@house.mn) no later than **5 p.m. the business day before** the hearing.
- **VIEW HEARING:** <https://www.house.leg.state.mn.us/htv/schedule.asp>.
- **DOCUMENTS:** Meeting documents may be found on the [State Government Finance and Policy Committee](#) webpage (<https://www.house.leg.state.mn.us/committees/home/92009>).
- **ACCESSIBILITY:** HTV 1 and HTV 2 will provide live closed captioning. Video archives of meetings streamed on HTV 3, 4, and 5 will have closed captions added. Other reasonable accessibility accommodations may be made with advance notice.
- **RULE 10.01:** Meetings are held in accordance with [House Rule 10.01](#), <https://www.house.leg.state.mn.us/ccr/rules/permrule/1001.htm>.



EXTRACTS FROM THE MINUTES OF A REGULAR  
MEETING OF THE COMMON COUNCIL OF THE  
CITY OF LAKE CITY, MINNESOTA

On the 8th day of ~~June, 1987,~~ 20, the Common Council of the City of Lake City, Minnesota, met in regular session at the City Hall in Lake City, Minnesota. The meeting was called to order at 7:05 o'clock \_\_.m. by the Mayor and on the roll call the following members were found to be present, constituting a quorum:

Present: ~~Mayor Mary Lou Beckman, Councilmembers Robert Haase, Willard Bremer, Paul Meyers, Frank Sievers, D.F. Larson, Dinah Marking~~

Absent: ~~None.~~

The City Administrator reported that pursuant to action of the City Council on the 18th day of May, ~~1987,~~20, the notice directed to be published in the Lake City Graphic was published in that newspaper on ~~May 28 & June 4, 1987.~~ & 20. The City Administrator submitted proof of publication of said notice, which was ordered filed.

Pursuant to the notice, a full opportunity to be heard on the questions set forth therein was granted to all residents of the City and to all other interested persons; witnesses and evidence were examined and testimony was heard.

At the conclusion of the hearing, the following resolution was ~~intro-duced by~~ Councilmember Larson introduced by \_\_\_\_\_, who moved its adoption.

RESOLUTION NO. \_\_\_\_\_

RESOLUTION ENABLING THE CREATION OF

~~AN ECONOMIC DEVELOPMENT~~ A PORT AUTHORITY IN THE CITY:

BE IT RESOLVED By the City Council of the City of Lake City, Minnesota (City) as follows:

Section 1. Background: Findings.

1.01. The ~~City is authorized by Minnesota Statutes, Chapter 458C (Act) to establish an Economic Development Authority (EDA) to coordinate and administer economic development and redevelopment plans and programs of the City~~Minnesota State Legislature has enacted Minnesota Statutes Section 469.\_\_\_\_, authorizing the City of Lake City to establish a port authority with the same powers as a port authority established under Minnesota Statutes Sections 469.048 to 469.068, as it may be amended from time to time and a housing and redevelopment authority established under Minnesota Statutes Section 469.001 through 469.047, as it may be amended from time to time.

1.02. ~~The City has heretofore established Development Districts Nos. 1, 2 and 3 under Minnesota Statutes, Chapter 427A, and has established various programs for the economic development and redevelopment of the City.~~ 1.03. It is found and determined by the City Council that the encouragement and financial support of industrial and economic development in the City is vital to the orderly development and financing of the City and in the best interests of the health, safety, prosperity and general welfare of the citizens of the City.

~~1.04.~~ 1.03. It is further found and determined that the industrial and economic ~~development~~development and redevelopment of the City can best be accomplished by the establishment of ~~an EDA~~a port authority as authorized by ~~the Act~~Minnesota Statutes Section 469.\_\_\_\_.

~~1.05.1.04.~~ The City Council has ~~in accordance with the Act~~ conducted a public hearing, pursuant to published notice on the establishment of ~~an EDA~~a Port Authority at which all persons wishing to be heard expressed their views.

Sec. 2. Enabling Authority.

2.01. The ~~Economic Development~~Port Authority of the City of Lake City (~~EDA~~Port Authority) is established effective ~~July 1, 1987.~~\_\_\_\_\_.

2.02. The ~~EDA~~Port Authority consists of a governing body of seven commissioners appointed by the Council of whom four are members of the city council and three are citizens appointed at large. The ~~EDA~~Port Authority has the powers and duties given to it by ~~the Act~~Minnesota Statutes Sections 469.048 through 469.068, as it may be amended from time to time, 469.001 through 469.047, as it may be amended from time to time, and as limited by this resolution.

2.03. The following rules apply to the ~~EDA~~Port Authority and its operation.

- a) The ~~EDA~~Port Authority has and may exercise all of the powers conferred by law upon a Housing and Redevelopment Authority of the City.
- b) The ~~EDA~~Port Authority may not exercise any of the powers conferred upon the City by Minnesota Statutes, ~~Chapter 472A~~Sections 469.124 through 469.133, as it may be amended from time to time, the Municipal Development District Act.
- c) The sale of bonds or other obligations of the ~~EDA~~Port Authority must be approved by the City Council prior to the issuance by the Port Authority.



- d) The ~~EDA~~Port Authority must follow the budget process for City departments in accordance with City ~~policy, ordinance, resolution~~policies, ordinances, resolutions, and the City ~~charter~~Charter.
- e) Development and redevelopment actions of the ~~EDA~~Port Authority must be in conformance with the City comprehensive plan and official ~~control~~controls implementing the comprehensive plan.
- f) The ~~EDA~~Port Authority must submit its plans for development and redevelopment to the City Council for approval in accordance with City planning procedures and law.
- g) The administrative structure and management practices and policies of the ~~EDA~~Port Authority must be approved by the City Council.

2.04. ~~As provided in the Act it~~It is the ~~intention~~intent of the City Council that nothing in this resolution or any activities of the ~~EDA~~Port Authority are to be construed to impair the obligations of the City under any of its ~~con-tracts~~contracts or to affect in any detrimental manner the rights and privileges of a holder of a bond or other obligation heretofore issued by the City.

### Sec. 3. Implementation.

3.02. The Mayor, City Administrator, City Clerk-, Finance Director, and ~~Attorney of the City~~Attorney are authorized and directed to take the actions and execute and deliver the documents necessary to give full effect to this resolution.

The motion to adopt this resolution was seconded by ~~Councilmember~~Bremer\_\_\_\_\_, and upon roll call the following voted:

YEAS: ~~Councilmember Haase, Bremer, Myers, Sievers, Larson, Marking, Mayor Beekman~~

NAYS: ~~None~~

Thereupon the Mayor declared said resolution duly adopted and passed.

PASSED:

(SEAL)

\_\_\_\_\_  
Mayor

Attest:

\_\_\_\_\_  
~~City Clerk~~ ~~Finance Director~~

Published:

~~L2: 0570RE01.F16~~

Document comparison by Workshare Compare on Wednesday, October 24, 2018  
11:26:01 AM

Input:	
Document 1 ID	PowerDocs://DOCSOPEN/541764/1
Description	DOCSOPEN-#541764-v1-EDA_Enabling_Resolution_(Word)
Document 2 ID	PowerDocs://DOCSOPEN/541775/1
Description	DOCSOPEN-#541775-v1-Port_Authority_Enabling_Resolution
Rendering set	Standard

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Format change	
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Deleted cell	
Moved cell	
Split/Merged cell	
Padding cell	

Statistics:	
	Count
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Moved from	0
Moved to	0
Style change	0
Format changed	0
Total changes	105

## **2021 EDA Strategic Plan – Workplan Items**

Housing

**Key objective: Ongoing strategic, safe residential development for current population**

Strategies:

1. Well-organized partnerships with housing developers
  - a. Build active relationships with nonprofit and for profit builders/developers
  - b. Work with regional organizations to develop a structure for attracting talent in the trades
  - c. Document successful previous housing projects in and outside Lake City on which future success can be expanded
2. Strong relationships with Three Rivers and SEH to successfully apply for Low-Income Housing Tax Credits in 2021
  - a. Regular project management for application in June
  - b. Plan for positive response in advance of announcement in October
3. Emphasis on collaboration
  - a. Communicate the actions of and the individuals involved in the subcommittees created to implement this plan
  - b. Identify project partnerships as a key component of assistance requests

Role of the EDA: To drive the establishment or lay the foundation

Justification: We are actively committed to this phase of the project and hope that the long-term benefits of this development in Cemstone will launch future success.

Subcommittees:

Stakeholders:

## Communication

### **Key objective: An efficient, effective communication network**

#### Strategies:

4. Well organized community groups and civic organizations
  - a. Create a directory of Lake City membership organizations
  - b. Work with organizations to develop a structure for submitting info. (community calendar)
  - c. Review organization's annual workplan objectives & key initiatives for partnership opportunities
5. Strong relationships among different entities
  - a. Establish an outlet to give and receive quarterly updates
  - b. Promote positive partnerships (annual award/public recognition)
6. Emphasis on collaboration
  - a. Communicate the actions of and the individuals involved in the subcommittees created to implement this plan
  - b. Identify project partnerships as a key component of assistance requests

Role of the EDA: To drive the establishment or lay the foundation

Justification: An efficient & effective communication network is an invaluable community asset as well as an economic development tool. Being able to mobilize quickly to respond to inquiries or issues that arise is key in leading successful business retention & recruitment projects.

Subcommittees:

Stakeholders:

## Infrastructure

**Key objective: Adequate infrastructure for business development, retention & expansion**

### Strategies:

1. Available space
  - a. Current inventory of available space
  - b. Adequate shovel-ready land for development
  - c. Affordable commercial/industrial space for lease/purchase (available space is priced competitively)
2. Technology
  - a. Ensure competitive high-speed internet connectivity for all Lake City businesses and residents
  - b. Facilitate meetings with technology-based service providers to drive development in Lake City
  - c. Host classes on technology solutions available to local businesses
3. Transportation
  - a. Improve transportation plan through additional traffic calming measures
  - b. Investigate opportunities for alternative transportation and multi-modal transit options
  - c. Create a management plan to address downtown parking needs/concerns
  - d. Adopt the Minnesota Statewide Transportation Plan

Role of the EDA: Lead

Justification: In order to grow our local economy we must possess infrastructure adequate to not only accommodate existing business expansion and new business start-ups within the community, but also entice outside businesses considering relocation.

Subcommittees:

Stakeholders:

## Downtown Business District

### **Key objective: An appealing & successful downtown business district**

#### Strategies:

- 1) Attractive façades
  - a. Develop a downtown façade improvement funding program
  - b. Identify & plan for redevelopment of blighted properties
  - c. Create a program to "spotlight" businesses with attractive facades
- 2) Variety of appealing housing options
  - a. Promote downtown housing options
  - b. Complete an inventory of downtown housing units (rental & owner occupied)
  - c. Identify funding sources to "fill the gaps"
- 3) Regular activities and events
  - a. Create public gathering spaces downtown
  - b. Support the creation of downtown activities (Retail Action Committee, Alive after 5, Wednesdays on Washington, etc.)
  - c. Incorporate communication strategy for promotion of downtown activities & events

#### Role of the EDA: Facilitator

Justification: Residents and outsiders alike define communities as a whole by the community's downtown. A successful downtown is perceived to reflect a successful city, etc. As any good marketer will tell you, perception is reality, so be aware of how you are perceived.

#### Subcommittees:

#### Stakeholders:

## Social Capital

### **Key objective: Strong marketing to develop community champions**

#### Strategies:

- 1) Projects
  - a. Leverage resources both within & outside the community to support the development of locally-defined projects, programs and activities
  - b. Identify local assets (time & talent letter in utility bill)
  - c. Group individuals based on areas of expertise & match with relevant projects
- 2) Leaders
  - a. Assist with leadership development activities
  - b. Identify barriers for involvement (meeting times, child care, etc.)
  - c. Annual recognition program for local leaders
- 3) Engagement
  - a. Incubate emerging projects
  - b. Catalogue local resources available to assist with project development
  - c. Identify pet projects

#### Role of the EDA: Facilitator

Justification: Strong leadership & community champions are needed to drive many of the projects and initiatives set forth in this plan. Successful implementation of these projects and initiatives will advance economic and community development efforts and strengthen the community as a whole.

#### Subcommittees:

#### Stakeholders:



## Quality of Life

**Key objective: Abundant community amenities to attract new businesses and residents**

### Strategies:

- 1) Education
  - a. Additional community education options
  - b. Partnership with higher education institution
  - c. Better utilize the school's assets to further community and economic development efforts
- 2) Recreation & entertainment
  - a. Increase access to the lake
  - b. Additional activities and events
  - c. Community Center
- 3) Human services
  - a. Better promotion of available services
  - b. Identify affordable and market rate housing needs of the local labor force based on info. from employers (wages, hiring & recruitment efforts, etc.)

### Role of the EDA: Facilitator

Justification: Quality of life plays a huge role in economic development. Financial incentives alone are not enough to sway most businesses today. Communities must focus on creating a place where businesses, and the people who run them, want to be in order to set themselves apart.

### Subcommittees:

### Stakeholders:

Local economy

**Key objective: A diverse economic base**

Strategies:

- 1) Retention of existing businesses
  - a. Develop a formal business retention and expansion program
  - b. Engage the necessary components to ensure the ability of the local labor force to develop and adapt to changing business needs.
  - c. Identify workforce shortages (positions historically difficult to fill or keep workers in, etc.)
- 2) Expansion of business operations within the community
  - a. Ensure that the City is "tech friendly"
  - b. Form partnerships with organizations for workforce training to meet the needs of existing, targeted and new business start-ups
  - c. Increase access to capital for expansion projects and new business ventures
- 3) Attraction of outside businesses
  - a. Identify "desired" businesses for targeted attraction efforts
  - b. Identify businesses providing service or support for existing manufacturers
  - c. Develop a targeted marketing campaign to attract desired businesses
  - d. Research opportunities for industrial or occupational cluster development in Lake City
  - e. Establish a welcome committee to interface with business prospects during site visits

Role of the EDA: Lead

Justification: This objective builds on the EDA's mission of fostering the development of a strong, diversified and balanced economic base, and creating a favorable climate for ongoing business activities that bring jobs and industry to the Lake City area.

Subcommittees:

Stakeholders: