

 **DRAFT**

**THE MEETING OF THE EDA BOARD HELD ON APRIL 21ST, 2022 AT 6:00 P.M.,
AT THE PRINCETON CITY HALL COUNCIL CHAMBERS**

The meeting was called to order at 6:00 P.M., by Carrie Petersen. Members present at City Hall were Charles Snustead, Genny Reynolds, Victoria Hallin, Thom Walker, and Nicholas Taylor – per zoom. Staff present were Michele McPherson (Administrator), Heather Brooks (Comm. Dev. Manager), and Mary Lou DeWitt (Comm. Dev. Zoning Specialist).

Absent: Sharon Sandberg came in at 6:08 P.M.

Faith Goenner (Goenner Consulting) was present at the meeting.

APPROVAL OF MINUTES FROM THE MEETING ON FEBRUARY 17, 2022

REYNOLDS MOVED, SECOND BY HALLIN, TO APPROVE THE MINUTES OF FEBRUARY 17, 2022 WITH A CHANGE TO A WORD SPELLING ON PAGE TWO UNDER BUDGET INFORMATION, THE FIRST PARAGRAPH WHERE THE WORD SHOULD BE PERSONNEL, NOT PERSONAL. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED.

BILLS AND COMMUNICATIONS:

A. Presentation by Connexus Energy Representatives

Brian Brandt, Vice President introduced himself to the EDA Board and thanked them for allowing him to give a presentation tonight. Connexus Energy believes their rates, reliability, renewables, and retention. In the last five years up to 2022, Connexus has not had rate increases. In 2021 there was a rate decrease. Connexus serves Princeton Industrial Park and they have made investments to upgrade the substation out there and provide safety. They pay the City of Princeton property taxes on that substation. They provide reliability to the Industrial Park. All the power stays local in the substation area. They do twice a year visits to their key accounts. They also have a survey at the end of the year to make sure their service is good. They also have rebates, but with covid it made it difficult for businesses. The rebates are there to help businesses be more sustainable. Prairie Restoration has installed a solar garden and they plan to plant shade plants under them.

Hallin asked how long Connexus Energy has been servicing the Industrial Park.

Brandt said since the Industrial Park started.

Walker asked where they get their traditional power from.

Brandt said all power comes from the market. Great River Energy is their current wholesale power provider. It is an electron that comes from the grid. 25% of the energy is from wind power. Brandt said they enjoy serving Princeton.

REPORTS:

A. Budget Information

McPherson said the information is year to date on the budget.

Walker questioned when property taxes show up.

McPherson said it depends on if the property taxes are paid in one installment or two. If two the second half is in October.

Petersen asked if she has an update on the Initiative Fund.

McPherson said they received a quarterly report, and need to follow-up with someone from there to get a better understanding on it. She will report back to the EDA Board when she has more information.

FORUM FOR IDEAS: None

UNFINISHED BUSINESS

A. EDA Strategic Planning Process

Faith Goenner, Goenner Consulting said this is the results from the Pulse of Princeton survey.

Main Themes in the survey were:

- * Tourism
- * Manufacturing and Industrial
- * Retail, Restaurants and Service Industries
- * Transportation
- * Housing
- * Age-Friendly
- * Private and Public Sector Relations

Goenner said this survey was not reinventing the one from ten years ago. How the survey was disturbed in the community was through the City website, community groups on Facebook, Community Sign, HR listservs, groups, and posters around town.

Petersen asked how many paper copies did we get.

McPherson said approximately 49 and the Flight School had a lot.

Goenner said the total responses were 349.

The breakdown is:

16 – I am a visitor

130 – I live within the Princeton ISD#477 School District

93 – I live within the City of Princeton (non-townships)

84 – I work for a Princeton-area business

26 - Other

Survey Comment Assumptions:

* Airport comments – Transportation

* All community comments from (children, elderly, etc) – Age Friendly

* Recreation comments – Tourism

The survey then broke down to what is your favorite part of Princeton and there were ten different results with a graph. There were also graphs for the age of those completing the survey, if they live in the City of Princeton or outside areas, and what areas should the City invest time in and resources.

Goenner said she took the comments that were on the survey and put them in categories. The favorite part of Princeton was the community

Petersen liked that in the young kids category that the community was important.

Goenner said the largest demographic was within the School District. She broke down their age groups in that demographic. The survey was open for three months and from the response, hopefully the EDA Board can develop some goals for the June meeting.

Brooks said the word SMART breaks down to specific measured, attainable, relevant, and timeframe.

McPherson said the EDA should take a look at the information and brainstorm on what we can work towards and come back with two or three of them for the next meeting and narrow those down and with a time frame. Have short term goal and then long term goals. Put what you would like to see and make comments for brainstorming where it can go in a plan. If there is a different way of a different theme of displaying them or grouping them.

Petersen said there are a lot of comments on the parks and she believes the parks look good.

Goenner said marketing might be better on what is going on in town.

Sandberg said restaurants and stuff she understands we need it. Like a supper club.

McPherson said 75% of restaurants fail the first year. We are doing a road connection with the

Industrial Park and that stuff could bring more in commercial in.

Snustead asked if the runway will be extended

~~McPherson said no, and the crosswind runway will be removed.~~

Goenner said Hallin has more surveys and those will be updated in the data and she will provide those at the June meeting.

NEW BUSINESS: None

HALLIN MOVED, SECOND BY SANDBERG, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 7:21 P.M.

ATTEST:

Carrie Petersen, President

Mary Lou DeWitt, Comm. Dev. Zoning Specialist