

DRAFT

**THE SPECIAL MEETING OF THE EDA BOARD HELD ON JANUARY 20, 2022 AT 6:00 P.M.,
AT THE PRINCETON CIYT HALL COUNCIL CHAMBERS**

The meeting was called to order at 6:00 P.M., by Genny Reynolds. Members present at City Hall were Charles Snustead, Carrie Peterson, Thom Walker, Nicolas Taylor, Sharon Sandberg and Victoria Hallin – per Zoom. Staff present were Michele McPherson (Administrator) and Mary Lou DeWitt (Dev. Zoning Specialist).

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

OATH OF OFFICE:

Sharon Sandberg took the Oath of Office.

ELECTION OF OFFICERS:

REYNOLDS MOVED, SECOND BY WALKER, TO NOMINATE CARRIE PETERSEN FOR EDA BOARD PRESIDENT. THERE BEING NO OBJECTIONS, THE EDA BOARD VOTED ON CARRIE PETERSEN FOR EDA BOARD PRESIDENT. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

PETERSEN MOVED, SECOND BY SANDBERG, TO NOMINATE GENNY REYNOLDS FOR EDA BOARD VICE PRESIDENT. THERE BEING NO OBJECTIONS, THE EDA BOARD VOTED ON GENNY REYNOLDS FOR EDA BOARD VICE PRESIDENT. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

WALKER MOVED, SECOND BY REYNOLDS, TO NOMINATE NICOLAS TAYLOR FOR EDA BOARD SECRETARY. THERE BEING NO OBJECTIONS, THE EDA BOARD VOTED ON NICOLAS TAYLOR FOR EDA BOARD SECRETARY. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

SNUSTEAD NOMINATED WALKER FOR TREASURER. THERE BEING NO SECOND, THE MOTION FAILED. TAYLOR MOVED, SECOND BY REYNOLDS, TO NOMINATE SHARON SANDBERG FOR EDA BOARD TREASURER. THERE BEING NO OBJECTIONS, THE EDA BOARD VOTED ON SHARON SANDBERG FOR EDA BOARD TREASURER. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

APPROVAL OF MINUTES FROM THE REGULAR MEETING ON DECEMBER 16, 2021

HALLIN MOVED, SECOND BY SNUSTEAD, TO APPROVE THE MINUTES OF DECEMBER 16, 2022. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

BILLS AND COMMUNICATIONS:

McPherson informed the EDA Board that Heather Brooks will be starting on Monday, January 24th for the Community Development Manager position. She will be present at the February

EDA meeting.

Petersen asked McPherson how her meeting with the person from the Initiative Foundation went.

McPherson said the guy was sick and had to reschedule for next week. She will update the EDA Board at the February meeting.

REPORTS: None

FORUM FOR IDEAS: None

UNFINISHED BUSINESS:

A. EDA Strategic Plan Update

McPherson, City Administrator Memo:

Background:

The EDA is currently undertaking steps to gather community input on the Authority's Strategic Plan. The "Pulse of Princeton" survey has been drafted and the poster with the QR code will be on display at the Chamber's work force event January 19, 2022. The survey has also been reformatted (see attached) to serve both as a means of collection at community meetings and ad in the Union-Times and Princeton Today papers.

Next Steps:

The next step is to determine what the time frame of the survey is, what community groups to collect data from, and determine who will reach out to the community groups and attend meetings.

Staff would suggest a time frame to collect data as January 19 to March 31. This is time for both electronic and paper collection of data and should give members sufficient time to attend various community group meetings to solicit input.

A preliminary list of groups include:

- * American Legion
- * VFW
- * Chamber of Commerce (maybe do an e-mail with a link to the survey)
- * Jaycee's
- * Fair Board
- * City Council
- * Churches, especially youth groups
- * Senior Dining

Results would be compiled and reviewed at the April EDA meeting.

Recommendation:

The EDA is asked to review and discuss the above items, add to the list, and identify members willing to attend or reach out to various groups for input.

*****End of Staff Memo*****

McPherson said her and Goenner have worked together on the request for feedback. It is a one page format with an QR code. This ad could go in the shopper and also Princeton Today paper. The Chamber has agreed to use their email blast to the members and she would forward it on to the businesses where they can share with their employees. McPherson is looking for direction from the EDA Board on the data collection date. She believes till the end of the March would be a good end date. The results could be at the April EDA meeting. She believes the paper version would be good to use when visiting the community groups and have them fill it out quickly. Facebook would be another site to put it on.

Petersen said the City of Princeton website would be a good source too. There could be a flyer for employee breakrooms for the businesses.

McPherson said she would share it with the Fair Board and have them fill it out at a meeting.

Petersen asked to have it on the next Council meeting where those watching Zoom will be aware of it and fill it out.

Walker said he would have it on the regular agenda for the Council and also it should be in the Public Utilities billing.

McPherson will do that.

Reynolds asked Goenner to add more youth groups like the 4H Group, and Boy Scouts, Girl Scouts, Kinship, and the Honor Society.

Goenner said she will contact the groups.

Reynolds said the sports groups with the school would be a good idea also.

Goenner asked with the groups is she just contacting them or hosting something.

McPherson said the members of the committee would take a group and just ask to be on the agenda and they go there with the survey and have them fill it out quick. Randy Hatch is a member of the Legion and VFW and she will ask him to have those members fill the survey out at the two meetings. The others could be an email and just personal contact with the leader of the groups.

Petersen asked if the counties could also fill it out.

McPherson said she would ask Dylan from Mille Lacs County if he would share the survey with the QR code for the county staff to fill it out.

Petersen said the hospital would be good also to reach out to.

McPherson said she will ask the Police Chief if he has a contact for the hospital.

Walker asked what the EDA Board is hoping for with the successful of the survey.

Taylor said 5-10% response would be good so that would be 200-500. He will put it on the two Facebook groups sites he has.

Walker will put it on his Mayor page.

Hallin said the Senior Dining site with hard copies of the survey would be good.

McPherson will get it to them.

Petersen commented that she is willing to bring her laptop to the Senior Dining site and input it in for them.

Sandberg suggest the AD building at the airport with hard copies and a box for them to put it in would be a good idea also.

Taylor said the Chamber event the younger kids did not have time for the QR code.

McPherson said she will get the ULR code to Taylor and Walker. It will be easier. She will also send it to the School District Superintendent and see if he will forward to his school staff.

Snustead mentioned getting it to the churches too.

McPherson said if they belong to a church she could have copies available for them to share at the church.

Hallin said she could share it with Kat at senior apartments and also the young kids she works with.

McPherson will check the budget and keep the ads at a reasonable price for the two papers.

DeWitt will put something on the Community Sign when it is available on the City website where they can look at the website for more information.



Walker would like the master email list available for use in the future for other projects.

McPherson will share data she has at the EDA Board meeting in February and the final data will be at the April meeting.

SNUSTEAD MOVED, SECOND BY TAYLOR, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 6:37 P.M.

ATTEST:

Carrie Petersen, President

Mary Lou DeWitt, Comm. Dev. Zoning Specialist