

JORDAN ECONOMIC DEVELOPMENT AUTHORITY

MINUTES

January 20, 2010

Ray Sandey called the meeting to order at 7:05 p.m.

Roll Call: Present: Ray Sandey, Greg Sticha, Ron Jabs and Dave Wolf. Absent: Mike Shaw, Daryl Karsky and Tanya Velishek. Also Present: Ed Shukle, Executive Director/City Administrator.

Approve Minutes: It was moved by Sticha, seconded by Jabs, to approve the minutes of the December 15, 2009 meeting. Motion passed unanimously.

Election of Chair: The EDA continued this discussion until the next meeting.

Election of Vice-Chair: The EDA continued discussion until the next meeting.

Update on Ridgeview Medical Clinic/Pharmacy: Shukle reported Ridgeview is delaying their clinic project until Spring 2010. Community Asset Development Group (CADG) is working on behalf of Ridgeview and is still pursuing a senior housing option. The clinic is likely to open in fall 2010.

Update on St. Francis/Allina Medical Clinic: Shukle reported that St. Francis/Allina is abandoning the idea to purchase the former Tri-Mart site on Triangle Lane for a clinic and is considering other sites within the community.

Review EDA Goals/Mission Statement Draft: Ed Shukle reviewed the EDA's proposed primary goals, preliminary action plans and mission statement drafts. He wanted to make sure that the EDA was comfortable with these goals, preliminary action plans and mission statement drafts as it is intended that the EDA will meet with the City Council on March 15, 2010 during a work session, to review the goals and discuss how they match up with the city's strategic plan. The following primary goals were developed:

1. To revitalize downtown Jordan and the promotion of long-term success of downtown businesses.
2. To be proactive in retaining and attracting commercial businesses.
3. To be proactive in attracting industrial based businesses for the industrial park and light industrial areas.
4. To create a vision for highway commercial areas along the north and south sides of U.S. Hwy. 169.

5. To create a “business friendly” environment by developing and cultivating strong relationships with local businesses, Jordan Area Chamber of Commerce and other stakeholders.

The following possible preliminary action plans were also reviewed:

| Action Steps Action Status | Person Responsible | Target Date(s) |
|--|--|-----------------------|
| Devise strategies to Ongoing revitalize downtown Jordan; encourage business growth | EDA, City Council, Staff | Ongoing |
| Encourage and promote Ongoing the use of TCCCF | EDA, Staff | Ongoing |
| Work with Chamber of Ongoing Commerce to promote business development and growth ; solicit input from business property owners/operators | EDA, City Council, Chamber, Staff | Ongoing |
| Advertise and promote Ongoing downtown with informational materials; City and Chamber websites | EDA, Staff | Ongoing |
| Advertise in Mpls./St. Paul Ongoing Business Journal promoting commercial/industrial properties; maintain list of available properties | EDA, Staff | Ongoing |
| Improve communications Ongoing | EDA, Chamber, Staff | Ongoing |

between city, chamber and Industrial Park owners

| | | |
|---|---------------------|---------|
| Find ways to better market Ongoing and promote business development | EDA, Chamber, Staff | Ongoing |
|---|---------------------|---------|

| | | |
|--|---------------------|---------|
| Continue to analyze market Ongoing forces and determine types of business uses that are needed and fit our community; conduct surveys to determine community needs | EDA, Chamber, Staff | Ongoing |
|--|---------------------|---------|

| | | |
|---|------------|---------|
| Consult with real estate Ongoing brokers regarding industrial/commercial properties | EDA, Staff | Ongoing |
|---|------------|---------|

| | | |
|--------------------------------------|------------|---------|
| Develop incubator Ongoing businesses | EDA, Staff | Ongoing |
|--------------------------------------|------------|---------|

| | | |
|--|---------------------------------|------|
| Provide input to Current Planning Commission/staff as highway commercial zoning district standards are reviewed and possibly revised | EDA, Planning Commission, Staff | 2010 |
|--|---------------------------------|------|

| | | |
|--|--------------------------|---------|
| Conduct visioning sessions Ongoing on economic development | EDA, City Council, Staff | Ongoing |
|--|--------------------------|---------|

| | | |
|---|------------|---------|
| Determine ways to be more Ongoing “business friendly” | EDA, Staff | Ongoing |
|---|------------|---------|

| | | |
|--|------------|---------|
| Remain active in U.S. Ongoing Hwy. 169/TH 282/CR 9 | EDA, Staff | Ongoing |
|--|------------|---------|

Interchange issue

| | | |
|--|------------|---------|
| Research what other Ongoing communities are doing to strengthen existing businesses and attracting new businesses | EDA, Staff | Ongoing |
|--|------------|---------|

The following versions of a possible mission statement were also reviewed:

- To aggressively encourage and promote economic development by proactively attracting new businesses and retaining current businesses.
- To aggressively encourage and promote economic development by proactively attracting new businesses and strengthening existing businesses.
- To stimulate economic development utilizing available resources.
- To work toward making Jordan a better place to do business.

Consensus was to revise the primary goals to the following:

1. To be proactive in retaining and attracting commercial businesses.
2. To revitalize downtown Jordan and the promotion of long-term success of downtown business.
3. To enhance employment base in the city of Jordan.
4. To create a vision for highway commercial areas along the north and south sides of U.S. Highway 169.
5. To create a “business friendly” environment by developing and cultivating strong relationships with local businesses, Jordan Area Chamber of Commerce and other stakeholders.

Consensus was to revise the possible preliminary action plans by changing the term “Target Date(s) to “Target/Focus.” Under the “incubator business” item, change the term from “businesses” to “program.” Also, the EDA recognizes that the preliminary action plans are ongoing and realizes that they cannot all be achieved in one year. Therefore, they would like to prioritize these steps for 2010. Shukle will e-mail this information to the EDA prior to the next meeting asking for each member to vote on their top priority action steps for 2010. The results will be tallied for discussion at that the February 17 meeting.

Consensus was to create the following mission statement: “The Jordan EDA will proactively encourage and promote economic development by attracting new business, cultivate existing business, improve the business environment and strategically utilize resources to create jobs through commercial and industrial opportunities within the community.”

Other Items: Shukle indicated that he was directed to ask for feedback on the issue of sewer/water area and connection charges and how they relate to business development in Jordan. He explained the recent discussion at the city council level concerning water and sewer area and connection charges have caused some concern by local business owners/property owners who wish to develop and/or expand business in the downtown area. The Council understands the need for these fees as they are applied to the debt service of the water and sewer system infrastructure. However, in some instances, the Council believes that the fees may be exorbitant. They are looking for feedback from the EDA on this subject. The discussion focused on a balance between the need to cover debt service costs and the desire to encourage business to develop and/or expand. There was no real consensus as two members believed the fees are necessary while the other two members feel they ought to be reduced or eliminated.

Next Meeting: It was noted that the next EDA meeting is scheduled for Wednesday, February 17, 2010, 7 p.m., Jordan City Hall. The reason for the change for Wednesday is due to the President's Day holiday falling on Monday, February 15 thereby pushing the City Council meeting to Tuesday, February 16.

Adjournment: There being no further business, it was moved by Sticha seconded by Wolf, to adjourn the meeting. Motion passed unanimously. The meeting was adjourned at 9:12 p.m.

Respectfully submitted,

Ed Shukle
Executive Director/City Administrator