

JORDAN ECONOMIC DEVELOPMENT AUTHORITY

MINUTES

February 17, 2010

Ray Sandey called the meeting to order at 7:05 p.m. There was no quorum of members.

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

Approve Minutes: Minutes of January 20, 2010 could not be approved because there wasn't a quorum.

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. It is possible that Ridgeview and St. Francis will combine their clinics into one facility. More discussion is taking place on this idea.

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 as well as a combined facility with Ridgeview.

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 agreed upon:

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.

The following possible preliminary action plans were also reviewed and agreed upon:

Action Steps Action Status	Person Responsible	Target Date(s)
Devise strategies to revitalize downtown Jordan; encourage business growth	EDA, City Council, Staff	Ongoing
Encourage and promote the use of TCCCF	EDA, Staff	Ongoing
#3 - Work with Chamber of Commerce to promote business development and growth ; solicit input from business property owners/operators	EDA, City Council, Chamber, Staff	Ongoing (2010)
Advertise and promote downtown with informational materials; City and Chamber websites	EDA, Staff	Ongoing
Advertise in Mpls./St. Paul Business Journal promoting commercial/industrial properties; maintain list of available properties	EDA, Staff	Ongoing
Improve communications between city, chamber and Industrial Park owners	EDA, Chamber, Staff	Ongoing
Find ways to better market and promote business development	EDA, Chamber, Staff	Ongoing

#2 - Continue to analyze market forces and determine types of business uses that are needed and fit our community; conduct surveys to determine community needs	EDA, Chamber, Staff	Ongoing (2010)
Consult with real estate brokers regarding industrial/commercial properties	EDA, Staff	Ongoing
#1 - Develop incubator businesses	EDA, Staff	Ongoing (2010)
Provide input to Planning Commission/staff as highway commercial zoning district standards are reviewed and possibly revised	EDA, Planning Commission, Staff	2010
Conduct visioning sessions - economic development	EDA, City Council, Staff	Ongoing
Determine ways to be more "business friendly"	EDA, Staff	Ongoing
Remain active in U.S. Hwy. 169/TH 282/CR 9 Interchange issue	EDA, Staff	Ongoing
Research what other communities are doing to strengthen existing businesses and attracting new businesses	EDA, Staff	Ongoing
Research downtown parking needs/possible alternatives	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 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 has been contacted by the city of Clearwater, MN regarding participation in the “First Impressions” program. Members asked if this item could be put on the March 16 agenda for further discussion.

Shukle indicated that staff had met with a representative from Choice Hotels International regarding a franchise for Jordan. He stated that Choice is looking for investors who would locate a Sleep Inn franchise in Jordan.

Next Meeting: It was noted that the next EDA meeting is scheduled for Tuesday, March 16, 2010, 7 p.m., Jordan City Hall. Members were reminded to attend the March 15, 2010 City Council work session to discuss the mission statement, primary goals and action steps of the EDA with the city council.

Respectfully submitted,

Ed Shukle
Executive Director/City Administrator