

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN
IN THE COUNTY OF SCOTT
JUNE 19, 2018**

Present: Ron Jabs, Tanya Velishek, Mike Franklin, Dr. Chuck Cook, Ray Sandey

Absent: Ryan Dahnert, Dan Elke

Also Present: Addison Lewis, Planner/Economic Development Specialist

1.0 CALL TO ORDER

Chair Jabs called the meeting to order at 6:30 p.m.

2.0 ADOPT AGENDA

Motion by Franklin, Second by Velishek to approve the agenda. All ayes, motion approved.

3.0 APPROVAL OF MINUTES

A. May 15, 2018

Motion by Franklin, Second by Velishek to approve the minutes. All ayes, motion approved.

4.0 NEW BUSINESS

A. City of Jordan Promotional Video

Planner Lewis introduced the agenda topic stating that the EDA had previously discussed ways to promote the recently approved residential developments in Bridle Creek and Stonebridge. One of the ideas discussed was to use the City's promotional video in nearby theaters. Staff conducted research on the costs associated with this type of marketing which was presented to the EDA. There are two companies that work with most of the nearby theaters: Screen Vision Media and Focus Screen Media. Screen Vision Media represents Apple Valley AMC, Lakeville 21, Odyssey 15 in Burnsville, Shakopee Cinema, Southbridge Crossing in Shakopee, and Mall of America in Bloomington. Staff provided an overview of the costs for each company and noted that it is best to look at the average cost per patron to compare which theaters offer the best value. Staff is looking for direction on whether to move forward with marketing at local theaters.

Jabs asked where our new residents are coming from now. It would be good to know what is drawing people to Jordan, whether it be cost, small town living, schools, or other factors.

Franklin stated that those are all things that drew his family to Jordan. He said that he has neighbors that came to Jordan from all over.

Velishek added that she knows of people that come to Jordan from all over, including Prior Lake, Lakeville, and Rosemount. A lot of times it's from cities that are growing rapidly and people want something smaller.

Cook stated that Welcome Wagon is a company that tracks where people are moving from and said that he has a contact.

The EDA watched the city's promotional video and the video done by the School District. The EDA commented on how the videos are both very well done.

Cook asked what the rates are for running an ad on cable TV. Planner Lewis stated that staff has not looked into that yet but we can.

Franklin stated that he is not opposed to paying to have the video run in the theaters but would want to know more info about what other communities do and what the results are to make sure we're getting good value.

Cook stated that he believes it is important to define a goal. Is it getting people to move to town or just come spend a day here as a visitor? We don't have to just focus on housing.

Sandey asked what kind of social media outreach we could do for the same amount of money as what the theaters would cost. Franklin said he believed that for that price, we could have a significant reach on social media. Cook noted that in the theater, you can't just close out of the ad and said that he doesn't even look at the ads that pop up on Facebook.

Franklin said that with social media, if they don't look at the ad, we don't pay for it. He said he thought that 30 seconds might be too long for an online video.

Sandey asked how many views our video has. Velishek stated that it has 55,000 views on the Facebook post, 539 shares, 501 likes and believes that other cities did videos after seeing ours.

Franklin said he would just like to be more confident that we're reaching the audience we want. It seems like social media or maybe even cable might be better for that. Franklin agreed with Cook that we need to define our goal.

Velishek said that Pete Holzer would be a good person to talk to about marketing.

Franklin said we should also talk to realtors, and our developers to ask them where we should advertise. Maybe it's Zillow or Google AdWords where if someone types in "good schools south metro" or something like that, our video pops up.

Chair Jabs stated that he doesn't think just a couple weeks running in a theater is going to serve us that well. If we're going to invest that kind of money, he said he would want to know that it's being spent well and thinks it is a good idea to reach out to other cities.

Planner Lewis stated that the direction to staff is to research what some other cities are doing and report back at the next meeting with some other options.

Cook asked if a budget number for marketing could also be provided for the next meeting.

5.0 OLD BUSINESS

6.0 MANAGEMENT REPORT

- A. General Management Updates
- B. Next Meeting- July 17, 2018

7.0 CITY COUNCIL MEMBER UPDATE

Velishek stated that she was contacted about interest in starting a new chamber in Jordan since we do not have one anymore.

Cook asked if there is any update on new businesses in Jordan. Lewis stated that there is a new nutrition shop called Swager Nutrition going in next to the post office. Bluff Creek Boutique and Sassy Kat Boutique are both relatively new. Sacred Waters Yoga also recently opened downtown.

Cook asked if there has been any interest in the Commercial Kitchen Loan Program. Planner Lewis said that staff met with a woman that owns a bakery in a nearby community. She was interested in doing a restaurant at the Jack's Bar location but decided not to move forward.

Velishek updated the EDA that the City Council approved the Comprehensive Plan amendment request from the Scott County CDA for a new senior building next to Brentwood Court.

Cook asked if there is any update with the Catholic Church. Velishek said they are planning to demolish the old school building because it is unusable. Franklin added that they will be getting a new priest and noted that he is on the Welcoming Committee.

Sandey asked about the boat shop on Broadway moving to a property just outside the city limits. Planner Lewis said he was aware that the shop owner was interested in moving and that he had identified a property in St. Lawrence Township. The owner had contacted the County about getting zoning approval to run his business from that site but no permit had been issued yet. Sandey stated that he hates to see an existing business leave town. Velishek asked staff to reach out to him to see if there is anything we could do to help him.

8.0 COMMISSIONER MEMBER REPORT

9.0 ADJOURNMENT

Motion by Franklin to adjourn, second by Velishek. All ayes. Motion approved. Meeting adjourned at 7:55

Tanya Velishek, Mayor

ATTEST:

Tom Nikunen
City Administrator