

City of Jordan

Economic Development Authority Commission

July 16, 2002 Minutes

Members present: Chair Joe Benko, Barry Ullman, Howard Senske, John Mulcahy, Scott Schoenike

Members absent: Vice Chair Steve Radermacher, Dave Wolf, Dale Oldenberg

Staff present: Troy Bonkowske- Economic Development / Planning Director

Visitors present: Ron Jabs- Jordan Mayor, Bill Jaffa- Scott County HRA Director, Tom O'Neill- Dahlgren, Shardlow & Uban, Mary Bujold- Maxfield Research

I. *Call to Order-* Chair Benko called the meeting to order at 6:06 p.m.

II. *Approval of Past Meeting Minutes-*

Member Schoenike made a Motion, Senske second, to approve June 18, 2002 minutes. Motion approved unanimously.

III. *Bill Jaffa, Scott County HRA-*

Mr. Jaffa thanked the Authority for the invitation to speak tonight and handed out packets of HRA information to the members. Mr. Jaffa mentioned the HRA has recently undertaken several projects in the County, such as River City in Shakopee and Hamilton in Savage, for redevelopment projects. These projects were of a mixed use nature- providing affordable housing units with commercial businesses. While acknowledging there have been no recent ventures in the City of Jordan, Mr. Jaffa said the HRA is eager to start strategic planning here and be funds could be available for (re)development projects.

One such example would be the Schule House, which is currently provides affordable housing for seniors. Mr. Jaffa expects this development will be listed on the market in the near future and the HRA can help with funding when the building is up for sale.

Mr. Jaffa also explained the County, in conjunction with the HRA, has recently completed the Comprehensive Plan for future housing and commercial uses. Maxfield Research was the consulting firm hired to conduct the research and they will be making the Plan available for cities soon.

Members asked Mr. Jaffa about possible development projects in the City of Jordan. Director Bonkowske mentioned there have been preliminary discussions about the downtown Terwedo project. Mr. Jaffa said the HRA could help the City purchase Mr.

Terwedo's property if his development plans aren't successful. If this were to happen, the City of Jordan could enter into a joint powers agreement and develop the property into a mixed-use, similar to what Mr. Terwedo originally intended.

Chair Benko said there were impending presentations and asked Mr. Jaffa back for more discussions next month. Mr. Jaffa welcomed the invitation to speak with the EDA again.

IV. *Dahlgren, Shardlow and Uban Interview for Market Analysis/ Business Potential Study-*

Tom O'Neill from DSU gave a presentation to conduct a market analysis/ business potential study for the EDA. Mr. O'Neill started with his educational background and his experience in the market research profession.

Mr. O'Neill provided an outline of the study's program, what expected research outcomes Jordan could expect and recommend what interchange design would be best for the Highway 169/282 interchange. Based on a previous municipal study, Tom thought the vision of a "gateway" concept could also be adopted by the downtown.

Member Mulcahy questioned what Mr. O'Neill's definition of a "regional area" meant. Mr. O'Neill replied that a regional area meant a market string of nearby cities and relevant demographic data could be used from these cities.

Member Mulcahy also questioned if there would be additional costs to review and provide conclusions from a survey that would be developed by the City. Mr. O'Neill said there would be no additional cost to review the survey, but he wouldn't necessarily develop the survey for the City.

Director Bonkowske said the City, could develop these surveys with possible help from the Scott County, and mailed out with the utility bills to residents.

V. *Highway 169 Interchange Study Update-*

Member Mulcahy mentioned a recent discussion with Brad Larsen, Scott County Engineer, who said he was afraid Jordan could lose Interchange priority and funding if both parties do not agree to a design in the near future. Member Mulcahy felt that this would be a huge loss for the City and urged that an interchange design could be worked out soon.

Chair Benko replied that the Interchange project was a large project that could have tremendous impacts upon city businesses. Chair Benko also said this project needed time to be worked out and big mistakes could be made if the City rushed into it.

VI. *Maxfield Research Interview for Market Analysis/ Business Potential Study-*

Mary Bujold from Maxfield Research gave a presentation to conduct a market analysis/business potential study for the EDA. Ms. Bujold highlighted her experience in the market research profession and other studies she has worked on for other cities.

Ms. Bujold said the market research study would support grant funding or lending from different sources, if needed. Ms. Bujold would use secondary research, or published data, and primary research that is more of a “hands on” approach. This primary research would be a personal gathering of data that could include a “community workshop”.

The market analysis would focus on the supply and demand forces and what can be supported in Jordan. Ms. Bujold emphasized her report would also include ways of how to implement recommendations to recruit commercial, industrial businesses, and completing grants.

Member Mulcahy also questioned Ms. Bujold what her definition of a “regional area” meant. Ms. Bujold responded that she refers a regional area to a MCD- Municipal Civil Division- similar to a string of nearby cities and relevant demographic data could be used from these cities.

Member Mulcahy also questioned if there would be additional costs to review and provide conclusions from a survey that would be developed by the City. Ms. Bujold said there would be no additional cost to review the survey, but mentioned that the “community workshop” could replace a survey as a tool to gather research. Ms. Bujold also said that the study’s useful life could extend to the year 2010-12.

VII. *Market Analysis/Business Potential Study Awarded to Maxfield Research-*

After brief discussion, Member Schoenike made a Motion, Mulcahy second, to award the study to Maxfield Research, with recommendations to the City Council. Motion approved unanimously.

Member Mulcahy made a Motion, Ullman second, recommending the EDA pay the first \$5,000 immediately to begin the study and the City could reimburse the EDA for this cost eventually.

VIII. *Adjournment-*

Member Ullman made a Motion, Mulcahy second, to adjourn at 8:05 p.m. Motion approved unanimously.

Respectfully submitted,

Troy Bonkowske
Economic Development / Planning Director