

JORDAN ECONOMIC DEVELOPMENT AUTHORITY

MINUTES

APRIL 18, 2006

Chair Ray Sandey called the meeting to order at 7:03 p.m.

Roll Call: Present: Ray Sandey, Greg Sticha, Ron Jabs and Dave Wolf. Absent: John Mulcahy, Barry Ullmann and Paul Carey. Also Present: Joe Janish, Senior Planner; and Ed Shukle, Executive Director/City Administrator.

Approve Minutes: It was moved by Sticha, seconded by Wolf to approve the minutes of the March 21, 2006 meeting. Motion passed unanimously.

Educational opportunities for businesses: Shukle reported that there would be a seminar offered through Community Education this summer entitled "How to Rank at the Top of Your Customer's Search Engine." Chris Anne Johnson, who taught the class on marketing in January, will be teaching the class. Shukle indicated that it is being offered primarily to those businesses that already have their own web sites. It was suggested to promote this training opportunity through the Chamber of Commerce. Further research will be done on other training opportunities for Jordan businesses.

Discussion occurred on other topic areas and how to promote the Twin Cities Community Capital Fund (TCCCF). Also discussed was how to promote Jordan business through the use of billboards and economic development publications.

Community Survey – Shoppers: The EDA and staff discussed the proposed shoppers' survey. The goal of the survey is to be able to obtain information for existing businesses regarding shoppers, what those shoppers seek in services/amenities and to determine basic shopping habits. The remainder of the meeting was spent on reviewing a sample questionnaire that could be adapted for use by the City of Jordan. Staff was then directed to bring back to the next meeting a revised draft of the survey. Sticha volunteered to assist staff with the revised draft and indicated that John Mulcahy would also probably want to assist as he has had experience working on these types of surveys previously when he worked at Scott County.

REMINDER: TH 169/TH 282 Interchange Information/Update: Shukle reminded the EDA that Lisa Freese, MnDOT, will be present at the May 1, 2006 City Council meeting to have a dialogue with the City Council regarding the TH 169/TH 282 Interchange Project. He invited the EDA to attend.

Adjournment: Dave Wolf had to leave at 8:25 p.m. which left the EDA without a quorum. Therefore, it was moved by Wolf, seconded by Jabs to officially adjourn the

meeting at 8:25 p.m. but to continue the discussion on the survey until that item was completed. The meeting then ended at 9:00 p.m.

Respectfully submitted,

Ed Shukle
Executive Director/City Administrator