

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF
JORDAN
IN THE COUNTY OF SCOTT
September 3, 2024**

1.0 CALL TO ORDER

Present: Shane Ahlbrecht, Alisha Broden, Clint Mack, Jeremiah Monyok, Dr. Amanda Schuh. Derek Nelsen and Eric Shaughnessy were absent.

Chairman Ahlbrecht called the meeting to order at 6:33 p.m.

2.0 ADOPT AGENDA

Motion by Mack to adopt the agenda. Seconded by Monyok. All Commissioners present voted aye, and the motion was declared carried 5-0.

3.0 APPROVAL OF MINUTES

A. Economic Development Agency (EDA) Meeting Minutes, August 5, 2024

Motion by Monyok to adopt the August 5, 2024 Minutes. Seconded by Schuh. All Commissioners present voted aye, and the motion was declared carried 5-0.

4.0 NEW BUSINESS

A. Minnesota Main Street Membership Update

Sahni Moore, City Planner/Economic Development Specialist, presented information on Minnesota Main Street membership updates. Moore stated that Minnesota Main Street offered an open house presentation, which would require a fee of \$250 and the tentative date would be in October or November.

Mack suggested it would be preferable to occur during a regular EDA meeting time for their first choice.

B. Message Boards and Dine in Jordan Update

Moore presented information on the two message boards recommended by the EDA in 2023 that were installed at Grassmann Park and Lagoon Park in early 2024. Moore presented Dine in Jordan maps and brochures stating staff dropped them off to local businesses and given out during the baseball tournament.

Albrecht asked if there was a way to see how many people clicked the QR code and Moore responded saying staff could possibly look at how many people go to the landing page on the City of Jordan's website. Schuh suggested adding the Snack Shack at Lagoon Park.

C. Placer.ai Update

Moore presented information on how staff has been becoming more familiar with Placer.ai and presented insights on many people come downtown during a baseball tournament compared to a non-baseball tournament weekend. Moore stated the tournament looks to bring in an additional 5,000 people into the downtown during a baseball weekend according to Placer.ai data.

Albrecht stated it is good to know this information, but how can it be used to provide a return on value, such as actionable things instead of just informational? Albrecht stated getting the stats for the average number of visitors at certain times and days of the week may be beneficial for businesses for helping them determine hours of operation. Monyock suggested letting business know we have this technology to help them possibly optimize their business hours and that we support our businesses, and this is one of the ways we are doing that. Albrecht stated that it might spark discussion or provide feedback for the city to make better decisions on topics.

5.0 OLD BUSINESS

6.0 MANAGEMENT REPORT

A. General Management Updates

No Updates.

B. Next Meeting – Monday, October 7, 2024

7.0 CITY COUNCIL MEMBER UPDATE

Schuh stated Heimatfest and Movie in the Park was happening that weekend and that Pauly Park was opening soon.

8.0 COMMISSION MEMBER UPDATE

No updates.

9.0 ADJOURNMENT

Motion by Monyok to adjourn. Seconded by Schuh. The meeting was adjourned at 7:22 p.m.