

**MINUTES OF THE PROCEEDINGS
OF THE JORDAN ECONOMIC DEVELOPMENT AUTHORITY
March 21, 2017**

1. **Roll Call:** Ron Jabs, Ryan Dahnert, Ray Sandey, Dan Elke, Tanya Velishek, Mike Franklin. Absent: None.
Also Present: Tom Nikunen, Andrew Barbes, Jordan Independant, Nathan Fuerst
2. **Approve the minutes of the February 28, 2017 regular meeting**
Motion Mike Franklin second Tanya Velishek. Motion approved. Vote all ayes.
3. **Management Report**

A. Revolving Loan Fund Policy

Planner Barbes went over proposed edits to the draft, including the Repayment section, where an edit was requested for “two (2) years” from “one (1) year”. Commissioner Franklin noted that in a worst case scenario, the city would own kitchen equipment which it could resell. Manager Nikunen reiterated that the loan would address the issues of attracting startups to redevelop in Jordan due to lack of affordable funding for kitchen equipment. Increasing the number of restaurants will also accomplish a goal of the city’s comprehensive plan. Commissioners Franklin, Jabs, and Dahnert supported the policy as a creative way to support startups.

Commissioner Dahnert noted that transfer of ownership was potentially a problem and requested further clarification. Planner Barbes agreed that wording could stipulate either a repayment or complete transfer of equipment.

Motion Tanya Velishek second Mike Franklin to approve A. Revolving Loan Fund Policy

Commissioner Franklin requested “Repayment” section language be further clarified to include either transfer of equipment or repayment in full. The policy can be amended later and should remain flexible. The City Council can ratify the policy and finalize the language thereafter. Motion approved. Vote all ayes.

B. Expanding C-1 District Input

Planner Barbes asked the EDA questions to get feedback on expanding the current C-1 district to the blocks abutting the downtown C-2 zone. The city has been contacted by several parties interested in purchasing houses in the proposed C-1 zone for use as a small business.

Commissioners agreed that this change could improve the value and attractiveness of homes abutting the downtown area due to the increase in possible uses. The uses could include most light traffic small businesses much like Grand Ave in St. Paul, Minnesota. Commissioners discussed the effects such a change could have on existing homeowners,

and concluded that issues related to business traffic could potentially be solved by the planning commission. Commissioners Franklin and Sandey noted that such a change should be reviewed by insurance lenders and mortgage brokers for additional information on any impacts. Additionally, the commission requested visuals to understand exactly which areas will be effected by the proposed change. Commissioner Franklin noted that it would be beneficial to inform residents in the areas surrounding the existing C-2 zone and to get their feedback.

C. Marketing Plan Update

Manager Nikunen summarized the reach of the Live, Shop, Dine Jordan marketing video. It has around 50,000 views and has already attracted the attention of several prospective builders and developers.

Commissioners noted the positive reactions they have heard and concluded the video project has already seen some success. Attention was paid to how the commission would like to proceed with marketing. Moving forward, commissioners determined the remaining video footage could be used to recut the video in order to freshen it up, and to shorten it for use as a short internet promotional ad. Additionally, commissioners concluded that using a targeted method of marketing, such as Google Ads or Facebook, could provide them with the best return for advertising monies over other methods such as inclusion on cable channels or at theaters in surrounding communities.

4. Next Meeting -Tuesday April 18, 2017, 6:30 PM, Jordan Chambers

Motion Ron Jabs second Tanya Velishek to adjourn 4. Next Meeting -Tuesday April 18, 2017, 6:30 PM, Jordan Chambers. Motion approved. Vote all ayes.

5. Adjournment

Tanya Velishek, Mayor

ATTEST:

Tom Nikunen
City Administrator