

**MINUTES OF THE PROCEEDINGS
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN
IN THE COUNTY OF SCOTT
JUNE 16, 2020**

1.0 CALL TO ORDER

Present: Ryan Dahnert, Amanda Schuh, Joe Thill, Tanya Velishek, Ray Sandey
Also Present: Thomas Nikunen, City Administrator, Nathan Fuerst, Planner/Economic Development Specialist, Megan Pavek, Planning Intern

Meeting called to order at 7:08 pm.

2.0 ADOPT AGENDA

Motion by Velishek, second Thill to adopt the agenda as presented. Vote all ayes. Motion carried.

3.0 APPROVAL OF MINUTES

A. January 22, 2020

Motion by Velishek, second Thill to approve the minutes as presented. Vote all ayes. Motion approved.

4.0 NEW BUSINESS

A. Downtown Matching Grant Amendment Request – 205 Broadway Street South

Planner Fuerst presented the original grant request that was submitted to the City by Joe Grannes of Granneset LLC for 205 Broadway St. S. otherwise known as the location of the Pickled Pig Bar and Restaurant. The Subject Property is located in the C-2 Zoning District within Historic Downtown Jordan. Located at the intersection of Broadway and First Street. The Subject Property is very prominent, and according to MnDOT, over 15,000 people pass by each day. A different façade design is proposed from what was approved in June 2019. While beginning improvements to the façade after the initial grant was awarded, the property owner discovered that extensive work was required which was not originally anticipated or financially feasible.

The proposed design has been changed after discussion with the Planning Commission last week. In June 2019, the EDA had approved and awarded a grant of \$16,250 to the applicant. Since then, the Applicant has requested an additional \$14,400 for a grand total of \$30,650 in city aid. The existing scope of the repairs included installing a garage door,

stabilizing the façade, painting the building, and installing awnings. The new scope of repairs includes adding a side door, side awnings, a patio and front step, and a steel railing. Staff recommended discussion on the grant amendment and a determination of how much additional funding should be awarded to the applicant.

Dahnert asked for clarification about whether the request was at a one-to-one match. Staff confirmed. Thill asked what the current EDA budget is. Administrator Nikunen responded that usually \$25,000 is set aside for grants. Thill asked how many applicants would normally utilize this funding. Fuerst responded that the City receives roughly 1-3 applications per year. Dahnert stated that if the EDA starts to match dollar for dollar on \$50,000 projects, this is vastly different than the original purpose and policies associated with the Downtown Façade Grant program. He thought the design proposal looked great, but would rather leave funding for other applicants.

Sandey inquired about the replacement of the red color that was originally proposed for the building exterior. Grannes responded that while it was approved last year, it wasn't received very well and the restaurant owners were not tied to that specific color. He believed the new proposed colors align better with the Central Business District Design Standards. Velishek reminded the commission that some of the historic buildings downtown require more work, and the EDA had previous discussions about approving larger projects and awarding larger grant funds. Nikunen added that the normal policy had been changed for this project because the EDA expressed desire to see significant improvements on this specific building.

Sandey inquired about the proposed exterior material of the building. Fuerst responded that the brick will be partially restored and then painted over. Grannes explained that painting the brick is ideal because it improves aesthetic, and is much cheaper than full restoration.

Thill inquired further about the recommendation made by the Planning Commission, and Fuerst responded that all of the outlined conditions had been implemented into the most recent version of the site plan. Dahnert inquired about the patio capacity for outdoor dining. Fuerst responded that capacity is 15 persons standing, or 8 persons seated, according to the City Building Inspector. Velishek verified that the applicant is asking for a \$30,000 grant and is proposing to match it. Thill asked if this would be feasible with the EDA's current budget. Nikunen answered yes to both questions.

Dahnert stated that he did not agree with dollar-to-dollar matching. He asked if this application had expired since it was approved over a year ago. Nikunen responded that technically yes, it had expired, but since excessive costs for this project had become an issue, staff had recommended an amendment versus an extension.

Grannes stated that from a landlord's perspective, he would use wood for these repairs and do the minimum in order to save money. If he is expected to put more time and money into this building and take the improvements to the next level, he will require significant investment. He added that it would be very rare for any landlords to willingly

spend \$30,000 on a building downtown. These funds are set aside specifically for projects like this- why not utilize them? Due to the age of the building, there are many other repairs that need to be made aside from the façade and design aspects, so he has already invested a significant amount.

Dahnert inquired about a building next door, owned by a different landlord who had received a Downtown Façade Grant over a year ago. Nikunen stated that this landlord had received around \$15,000. He added that if the EDA approved this grant, the City will enforce the grant policy.

Velishek asked Dahnert what he was thinking, and Dahnert responded that he would prefer the EDA continue to follow the policy as written. Nikunen stated that the EDA does have funding leftover from last year. Sandey stated that he agrees with Dahnert, but would also like to support this business because it survived all of the state mandated closures due to COVID-19. Dahnert also agreed.

Schuh reminded the EDA that this is only their second meeting of the year, and they have finally received an application. With all of the different proposals, conditions outlined, and discussions held by staff and multiple commissions, Schuh is supportive of the amendment. Schuh makes a motion to approve the amendment and award the full amount of funding requested. Velishek seconds.

Sandey inquired about whether this is even allowed since it goes against EDA policy. Fuerst responded that the EDA has the authority to review on a case to case basis. Velishek stated that this would be a great investment for the Downtown area. Sandey inquired about the timeline if approved. Nikunen responded that the recommendation will go to City Council at the July 6th meeting. He also added that the EDA policy states that dollar amounts are subject to change. Grannes stated that a large portion of the proposed changes could be made within a month of approval. City should see significant improvements to the building pretty quickly. Dahnert stated that this is a massive improvement, and that renewing what was approved last year makes more sense. He does not agree with the one-to-one matching. Sandey agreed, but expressed that he would like to see this building improved nonetheless.

Motion by Schuh, second Velishek, to approve the amendment to the Downtown Façade Grant contingent on all outlined conditions being met. Ayes: Schuh, Velishek, Thill. Nays: Dahnert, Sandey. Motion carried.

5.0 OLD BUSINESS

A. Discussion – Advertising Campaign

Fuerst presented this item on how to increase effective advertisement practices and strategies in Jordan. The “Progress in Jordan” was a notable campaign created by staff

last year in response to direction given by the EDA. Fuerst asked the following questions in order to get a better idea on how future campaigns should be shaped:

1. What is the City's brand?
2. How can advertising address the EDA's goal for economic development?
3. Who is the target audience?
4. What strategy will be most effective in reaching the target audience?

Dahnert expressed that it was critical for the City to create a new advertisement campaign within the next 6 months due to the road construction projects taking place, and the unpredictable circumstances surrounding COVID-19. Schuh asked for clarification on whether the "Progress in Jordan" campaign is based off all of the topics brainstormed by the EDA that should be highlighted on social media. Fuerst confirmed, and stated that COVID-19 had brought the campaign to a halt and changed City priorities. Nikunen stated that staff were able to make at least 6 or 7 related posts in 2019 and early 2020. Fuerst stated that this campaign was well-received in other communities. Nikunen added that the graphics made the posts stand out.

Dahnert stated that the EDA had previously discussed purchasing a banner to advertise small businesses in Jordan. Every few weeks the banner would be changed to highlight a new business until all who wished to participate were cycled through. Dahnert also wanted to focus on retail businesses since they have been hit the hardest during these times. Fuerst responded that there had been past discussions on updating the "Live, Shop, Dine" slogan, focusing on the improvements being made downtown, and highlighting the emerging retail and restaurant scene.

Nikunen asked if the commissioners wanted the city to hire a professional to make another promotional video. The last video that was made was 2.5 minutes long, and staff realized that they needed clips with different lengths in order to produce a diverse array of content for multiple social media platforms. Dahnert agreed and stated that now was the time to act and make new content to advertise businesses downtown. Nikunen asked if commissioners wanted staff to secure a few bids for the next EDA meeting. Fuerst added that it would be helpful to have a clear goal for these videos before contacting different agencies. Nikunen asked if the focus should continue to be on "Live, Shop, Dine." Sandey agreed and stated that it has been successful thus far. Dahnert added that it would be helpful to have an outside perspective in order to identify what draws people from the metro to Jordan. Nikunen responded that the city hired Spectrum in the past to complete a report that would identify target audiences.

Dahnert inquired about whether there was any existing footage of large city events such as Cinco de Mayo, or Heimatfest. Nikunen responded that there was drone footage on file, but he was unsure if people were in it. Fuerst asked the commissioners if there was a request for general video footage of the city. He added that at times, staff struggles to create social media content due to the lack of usable photos on file. There was a general consensus among the commission to create many different short videos that would focus on a different business each time. Nikunen stated this might become an issue because it's

hard to predict how long a business will stay or remain open. It would be ideal to create content that could be used in the long-term. Dahnert responded that the type of content created depended on how big the budget for this campaign was.

Nikunen stated that staff hopes to have the content for this campaign completed by the end of August, in order to be as effective as possible. Fuerst confirmed that the commission would like staff to move ahead and secure bids and campaign proposals to present for the next meeting. Dahnert was in favor of voting to give staff to pursue various options and secure services before the next meeting, with the tentative budget of \$5,000. The commission felt it necessary to act with a sense of urgency, seeing that the purpose of the advertising campaign would be to generate more foot traffic/tourism opportunities downtown and aid struggling businesses this summer and fall.

Motion by Dahnert, second Sandey, to allow staff to spend up to \$5,000 in order to pursue new video content and other creative advertising options. Vote all ayes. Motion carried.

6.0 MANAGEMENT REPORT

A. General Management Updates

Nikunen gave the EDA a brief summarization of the COVID-19 reimbursements that the city could choose to utilize from the state and federal government. Most information will be presented at the next meeting.

B. Next Meeting- July 21, 2020

7.0 CITY COUNCIL MEMBER UPDATE

City Council approved a resolution to allow adult sports at the Mini-Met and adopt an associated COVID-19 preparedness plan at last night's meeting.

8.0 COMMISSION MEMBER REPORT

9.0 ADJOURNMENT

Motion by Velishek, second Thill, to adjourn at 8:28 pm. Vote all ayes. Motion carried.

Tanya Velishek, Mayor

ATTEST:

Tom Nikunen, City Administrator