

**MINUTES OF THE PROCEEDINGS  
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN  
IN THE COUNTY OF SCOTT  
January 20, 2021**

**1.0 CALL TO ORDER**

**Present:** Ryan Dahnert, Derek Nelson, Jeremiah Monyok, Dr. Amanda Schuh, Dr. Chuck Cook

**Also Present:** Nathan Fuerst, Planner/Economic Development Specialist; Tom Nikunen, City Administrator; Reeve Needham, Planning Intern; Tony Schmidt; Joe Spillman

**Absent:** Shane Ahlbrecht

Meeting called to order at 6:31 pm.

**2.0 ELECTION OF OFFICERS**

Fuerst presents that the Chair and Vice Chair need to be appointed annually and the City Code specifies that the Chair should have served for at least one year. Dahnert offers to continue as Chair. Monyok asks who was Vice Chair in the past and if you can nominate someone who isn't present. Dahnert replies that Vice Chair should be able to make most meetings, as he travels normally and can miss some.

**Motion by Schuh to elect Dahnert as Chair. Second Nelson. Vote: all ayes. Motion carried 3-0-1.**

Monyok asks if the Vice Chair needs to be on EDA for a year. Fuerst replies no. Dahnert says Cook isn't able to attend all meetings. Monyok asks if Ahlbrecht would be interested.

**Motion by Dahnert to elect Nelson as Vice Chair. Second Monyok. Vote: all ayes. Motion carried 3-0-1.**

**3.0 ADOPT AGENDA**

**Motion by Nelson, second Monyok to adopt the agenda. Vote all ayes. Motion carried 4-0.**

**4.0 APPROVAL OF MINUTES**

A. October 20, 2020

Nikunen clarifies that Commissioners can vote on the minutes even if they weren't present at that meeting.

**Motion by Schuh, second Monyok to approve the minutes as presented. Vote all ayes. Motion carried 4-0.**

**5.0 NEW BUSINESS**

A. Downtown Matching Grant Request – 209 Broadway St S.

*Dr. Chuck Cook joined at 6:39pm.*

Fuerst presents the grant request application for 209 Broadway St S owned by Tony Schmidt. Currently the property is vacant and Schmidt hopes for a restaurant or retail use. The Planning Commission processed a design review last week and appeared to meet the design standards for the C-2 District. Fuerst explains the intent of the grant program is to incentivize investment in facades for the downtown and protect historic structures. The estimated cost is about \$76k and the City's portion would be \$10k. There is \$50,000 in the EDA budget for building code and downtown matching grants each year.

Monyok asks when the funds are distributed. Nikunen replies after the final building inspection and typically the contractors are directly paid. Dahnert asks if the front façade of the building received a grant. Fuerst replied yes. Dahnert asks about the visibility of the back facade and the rear parking lot. Nikunen replies that the City is working on acquiring the rear parking lot and is intended to be included in the 2021 projects. Dahnert asks if it is visible from the side street only. Nikunen replies the parking lot will have 36 spaces and a plan for outdoor dining in the back. Dahnert asks about the grant policy for one grant per applicant per year and how applicant is defined. Nikunen replies it should be building. Dahnert proposes changing the language to be building. Dahnert asks if there is a lifetime maximum for the number of grants on one building. Nikunen replied that there was one building with 3 grants over 2 years. Nikunen says the alley will be paved as well. Monyok asks if the space will be rented out for retail or restaurant and if there are any prospective developers. Schmidt replies yes to renting and no formal marketing yet. Dahnert asks if there's anything preventing the kitchen loan grant being used in this space. Nikunen replies no and that Mousse Winery used all 3 types of grants.

**Motion by Dahnert to amend the Downtown Matching Grant Policy from “applicant” to “property.” Second Nelson. Vote: all ayes. Motion carried 5-0.**

**Motion by Monyok to approve the Downtown Matching Grant Request for 209 Broadway St S. Second Schuh. Vote: all ayes. Motion carried 5-0.**

Schuh confirms it is for the full grant request. Dahnert thanks the applicant for the investment in downtown.

#### B. New Member Application – Joseph Spillman

Fuerst presents the application for the opening the EDA and notes that Mr. Spillman is present tonight. Monyok knows Spillman personally and thinks he would bring a good perspective, creative mind, and business sense to EDA. Dahnert asks Spillman to explain his business. Spillman works in wholesale insurance and has run the business for the past 10 years with about 50 employees on site. He focuses on growing the business and reducing expenses and thinks his marketing experience translates nicely to what the City does. Dahnert notes that with zoom it helps to be able to still make meetings while traveling. Cook also recommends Spillman and thinks he would be a good addition to the team.

**Motion by Monyok to recommend Spillman's appointment to the EDA. Second Cook. Vote: all ayes. Motion carried 5-0.**

#### C. Takeout for Jordan and COVID Initiatives

Fuerst presents that Takeout For Jordan was implemented quickly to draw residents to the businesses impacted by the recent shutdowns. This was started in November and ran for 4 weeks using EDA funds to purchase the gift cards. In total, there were 210 entries representing almost every single restaurant still open at the time. In tracking the performance on social media, there was good success in sharing the program online. As a summary of COVID initiatives: in March, the City shared a lot of information on closures and executive orders, the PPP program and Facebook groups were created for businesses. Later on, temporary outdoor dining was allowed and the City had a Zoom call with elected officials. Then grants were distributed to impacted businesses using CARES Act funds. Finally, the Takeout for Jordan campaign took place and the County opened up funds for businesses. Nikunen emailed businesses personally to apply for the grants and

there was also a sales tax direct deposit from the State. Dahnert asks if there was good feedback from the restaurants. Fuerst says they shared the campaign.

#### D. 2020 Year In Review

Needham presents. There were 40 new homes built in 2020 including 28 single family, 6 townhomes, and 5 manufactured homes. The median value of single family homes was \$309,000. From 2015 to 2020, there has been a 100% increase in single family home building, however this is expected to decrease in 2021 as Stonebridge is fully built out. There were 295 total building permits issued totaling over \$14.9 million. Nine new businesses opened in Jordan. Two downtown matching grants were awarded in 2020 and the program was amended.

**Motion by Schuh to accept the report. Second Monyok. Vote: all ayes. Motion carried 5-0.**

#### E. EDA 2021 Strategic Plan

Fuerst presents that the Strategic Plan is largely the same as last year, with the change of adding “business recovery” from the pandemic. Dahnert asks if this is for checking in with businesses. Fuerst replies yes and if there are additional funding opportunities that become available to communicate that information. Dahnert asks for an update on the promotional video. Nikunen replies it has been paid for but we were waiting to fill after mask-mandates and the construction. Dahnert explains the goal is to incorporate a large festival like Heimafest or Cinco de Mayo in the video, as the last one received a large amount of impressions. Nikunen said it received about 93,000 on Facebook, 20-30,000 on the website and direct marketing, 21,000 website hits from the Parade of Homes ad. Dahnert asks about the sites for a hotel. Nikunen had been working with developers before COVID and the City is keeping that option open for the two lots on El Dorado. Monyok asks if there was a market study for the Caribou or what drew them to Jordan. Nikunen said they were working with a developer at the site and it fell through but through the connections it caught the eye of Dunn Brothers and Caribou. Dahnert suggests working with that developer again and is skeptical of the hotel feasibility in Jordan. Nikunen points out that there are plenty of weddings in the summer. Monyok says the additional traffic is helpful along 169. Nikunen says there is uncertainty with the interchange and that with its completion, there will be more development on the other side of the highway. Nelson asks where the new Total Health Advantage location will be. Fuerst replies they have a site on El Dorado and have applied for site plan review. Nelson asks if the swamp out west is buildable. Nikunen replies no, but the City wants to acquire it. Dahnert mentions he saw a reference to the Chamber of Commerce in the Plan and that should be removed. Monyok asks if the EDA reaches out to businesses to market why they should come to Jordan. Fuerst replies that last year they did a review of franchise business requirements for traffic, population etc. and reached out to those that met Jordan’s criteria. Monyok asks who did this. Nikunen said it was Nathan and he. Monyok asks how they have responded. Nikunen said with the hotel marketing, they sent out letters to franchises and received about 5-10 calls/emails and then got further along working with 1-2 developers. Monyok asks if the City was offering the land for the hotel. Nikunen said the City bought the land with the intent to give it to incentivize the hotel development. Nikunen said there were multiple developers interested in hotels but for various reasons, fell apart. Dahnert suggests using a broker to market the hotel site. Nikunen replies that it is listed on MNCAR. Dahnert mentions the visioning session with City Council in the past was a productive meeting and wants to see that again. Nikunen suggests bringing question to ask the City Council about their goals for TIF or what types of businesses they want etc. Dahnert suggests having EDA present when a large project is going before City Council to represent the project and push for it.

**Motion by Nelson to accept the 2021 Strategic Plan. Second Monyok. Vote: all ayes. Motion carried 5-0.**

6.0 OLD BUSINESS

7.0 MANAGEMENT REPORT

A. General Management Updates

Dahnert asks for an update on the Dakota. Nikunen says they are in negotiation for the ~400 lot development and it's possible to see a predevelopment agreement soon for the ~\$30 million project. Dahnert says this has huge ramifications from an EDA perspective. Nikunen says that just the building permits alone would be about \$6 million. Nelson asks when the development would be built out. Nikunen replies it depends on the phasing but about 10 years or so.

Dahnert asks if there was a bump in housing to coincide with the Brentwood apartments. Nikunen says it has been tough right now. Dahnert says that at the SCALE meeting, they talked about how after World War II, people hunkered down and didn't move and didn't switch jobs, and a similar thing could happen with COVID.

Schuh suggests talking about how the roundabout phasing and closures will impact businesses at the next EDA meeting. Monyok asks when the roundabout will be started. Nikunen says this year, and MNDOT is reviewing the plans now.

B. Next Meeting- Wednesday, February 17, 2021

8.0 CITY COUNCIL MEMBER UPDATE

Schuh reports that parkland dedication was discussed at City Council last night and the formula was changed to 10% for residential developments and 5% for commercial/industrial developments. Dahnert asks if this is to make development easier. Nikunen replies yes, using the Dakota as an example, the old formula would yield 18.5% for parkland. Monyok adds that there should decrease the difference between parkland dedication and cash in lieu. Nikunen says this should incentivize more parks in developments, as those who paid cash-in-lieu have later stated they wanted to have smaller neighborhood parks.

Schuh also states that City Council is giving a rebate for 2021 liquor licenses.

9.0 COMMISSION MEMBER REPORT

Dahnert thinks the EDA should aim to meet 12 times per year, and is willing to offer ideas even if the meeting is short. Dahnert also suggests diving deeper into a co-working space or incubator, as first mentioned by former Mayor Velishek. Monyok asks if this would be for professionals and City-owned. Dahnert thinks the EDA could facilitate the space, possibly lease or partner. Nikunen likes the idea of the City owning the building. Dahnert notes that Prior Lake has an incubator in City Hall. Nikunen suggests buying a building, rehabilitating it, and then selling it. Dahnert asks about what commercial lots the City owns. Nikunen replies the Brewery, two prospective hotel lots, and an apartment building.

10.0 ADJOURNMENT

**Motion by Schuh, second Nelson to adjourn at 7:55pm. Vote all ayes. Motion carried 5-0.**