

MINUTES EDAP BOARD

SEPTEMBER 18, 2012

Chris Stanley called the meeting to order at 7:00 a.m. Members present were Jean Soine, Don Pietsch, Gene Beavers, and Alan Habben. Also present were City Administrator, Renee Eckerly; Sheri Wegner, and Kay McDaniel. Don Wiese and Bruce Stang were absent.

Motion was made by Beavers to approve the minutes of the August 6, 2012 EDAP Meeting. Seconded by Soine and unanimously carried.

ADVERTISING THE PAYNESVILLE COMMUNITY

Sign funding - Eckerly reported that the four Welcome to Paynesville entry signs were purchased for \$10,000.00 each through EDAP. She would like to get feedback from the Board on putting money toward a new entry sign along the Hwy 23 Bypass which would have LED display. Wegner reported that the PEP Committee has met with various organizations and received verbal commitments to help financially. The cost at the high end would be \$30,000.00. The Board stated they would like to see the design and final costs and would be interested in supporting it financially.

Community billboard – Eckerly reported that Franklin Signs has offered to the community the west side of the A&W billboard along the Hwy. 23 Bypass for community service announcements. Due to the Stearns County sign ordinance, Franklin Signs can only utilize for sale 600 square feet which is only one side of each billboard, so currently the other sides have to stay blank. Pietsch reported on the Stearns County sign ordinance and the City's sign ordinance and the land use issues that the Joint Planning Board addressed on September 10, 2012. This sign is under a Conditional Use permit by the Township. Pietsch reported that the Township is holding a public hearing on September 24, 2012 at 8:15 p.m. to discuss the billboard and it may stay blank on the west side. Eckerly showed the sample from Franklin Signs and the PEP Committee. The EDAP Board discussed that leaving it blank would not be good for the community. The Board discussed that the Joint Planning Board does not have any funds, experience or duties to take care of the economic conditions of the community. The Joint Planning Board deals with land use issues in the orderly annexation area. Joint Planning is not the Board that should be dealing with these signs. The Board stated they are interested in putting money toward the cost of the advertising wraps but not interested in giving money to the Joint Planning Board. The wraps would last 1 – 3 years and cost \$300.00 - \$400.00 each. The Board discussed leaving one side more permanent and the other side change every 3 – 4 months otherwise you will lose peoples attention. Pietsch stated that the Joint Planning Board wants control of what is on the sign because of the Conditional Use Permit. Wegner asked if there will be a procedure put in place by the Joint Planning on how a new advertising wrap could be approved. Step 1 would be Joint Planning, Step 2 would be Joint Planning sending a recommendation to EDAP, and Step 3 would be the Township approving EDAP's recommendation. Council approval is not needed as the Conditional Use is in the Township.

Motion was made by Habben for EDAP to fund the first \$1,200 in advertising production costs from Franklin Sign's with EDAP having the final approval of content. Seconded by Stanley and passed 4:1 (Stanley, yes; Soine, yes; Pietsch, yes; Habben, yes; and Beavers, no).

Marketing Consultant – Eckerly reported that she meet with Tamara Swenson, Marketing Consultant regarding if she could help with selling the Paynesville Community, not the businesses. Swenson previously did the marketing for Jackpot Junction. The Board discussed that other professionals have been hired in the past and nothing done with those plans such as the Design Team. It was asked how will this be different and should the Chamber being doing this. Wegner stated that this is more of a global vision plan for the City. Eckerly stated this is not to promote the businesses, but to promote the community such as lakes, trails, and all the amenities. The Board recommended that Swenson come to the next meeting and to also look into other options to help stimulate the economics of the community.

INCUBATOR

This item was not discussed.

ECONOMIC STATUS

Eckerly reported on the City selling the land in the Opportunity Park Development to Land & Lease for a McDonalds and retail store.

PAST DUE LOANS

Eckerly reported that Bloom is one month late and Queen Bee's is in the process of signing the documents to reduce their interest rate.

BLIGHTED PROPERTY ON MINNIE STREET - UPDATE

Eckerly reported the Bill Spooner, City Attorney and herself are waiting on a report from Inspectron Inc regarding the poor condition of the LaPlant property so that a time line can be put in place to either repair or demolish. A letter has been sent to the conservator of the Schmidts property to give the City authorization to clean the property up and assess the costs to the property.

REVOLVING LOAN REPORT

The Revolving Loan Report was reviewed.

TRAIL

Pietsch gave the Board an update on the recreational trail. The construction on County Road 181, the final phase of the trail, has begun and is to be completed by October 15, 2012.

There being no further business the meeting was adjourned at 7:45 a.m.