

WABASHA PORT AUTHORITY AND DEVELOPMENT AGENCY
City of Wabasha

Minutes of the January 20, 2015, meeting:

BOARD MEMBERS:	Vicki Moore	President
	Rolf Thompson	Vice President
	Atty. Mark Jarstad	Treasurer
	Mayor Rollin Hall	
	John Friedmeyer	
	Amy Gaedtke	
	Kirk Lineweaver	

STAFF:	Chad Springer	City Administrator
	Susan Schamaun	City Clerk
	Kristi Clarke	City Planner

The Regular Meeting of the Wabasha Port Authority and Development Agency was held on Tuesday, January 20, 2015, at City Hall and was called to order by Vicki Moore at 7:00 pm.

Roll call found all members present except John Friedmeyer.

ELECTION OF 2015 OFFICERS:

Victoria Moore announced that at the first meeting of the year, officers need to be elected.

Rolf Thompson and Amy Gaedtke moved to nominate Victoria Moore as 2015 Port Authority President. Adopted unanimously.

Attorney Mark Jarstad and Victoria Moore moved to nominate Rolf Thompson as 2015 Port Authority Vice President. Adopted unanimously.

Mayor Rollin Hall and Rolf Thompson moved to nominate Attorney Mark Jarstad as 2015 Port Authority Treasurer. Adopted unanimously.

APPROVAL OF MINUTES:

Mayor Rollin Hall and Attorney Mark Jarstad moved to approve the December 9, 2014, regular minutes as presented. Adopted unanimously.

TREASURER'S REPORT:

Financials were presented. City Administrator Chad Springer was absent. Victoria Moore gave an explanation of the financials.

Rolf Thompson and Mayor Rollin Hall moved to approve the financials as submitted. Adopted unanimously.

4. PAYMENT OF BILLS:

The following bills were presented for payment:

- 1) City of Wabasha - \$1,000.00 Staff Support
- 2) Rochester Women - \$895.50 – Resident Recruitment Program

- 3) Vision Design Group - \$105.00 – Wabasha Community Foundation Website Quarterly Hosting

Amy Gaedtke and Mayor Rollin Hall moved to approve payment of bills as presented. Adopted unanimously.

MEETING DAY & TIME:

Discussion was held on changing the date and time of the Port Authority meetings to be more convenient especially with new members. It was agreed that 7:00 pm was convenient for everyone.

Mayor Rollin Hall and Victoria Moore moved to amend the Port Authority meeting date to the third Tuesday of the month at 7:00 PM. Adopted unanimously.

RIVERFRONT TASKFORCE UPDATE ON WORKSHOP WITH CITY COUNCIL:

Victoria Moore gave a brief recap of the Riverfront Taskforce and why the committee was formed. She stated after the presentation on January 13th to the City Council, Council affirmed hiring a consultant with Port Authority funds. She stated they asked Council for endorsement on four things:

- Do you endorse a comprehensive plan for the river front land including expansion of the NEC?
- Do you endorse the four goals for the land as determined by the Port Authority and the Task Force?
 - Enhances Wabasha as a Tourist Destination
 - Contributes to the Economic Vitality of the Community
 - Honors the Relationship with the River as a Significant and Defining Asset
 - Synergistic with the NEC
- Do you endorse the Riverfront Task Force and its process?
- Do you endorse the use of an outside consultant?

Council endorsed all four concepts.

Rolf stated it was good discussion with Council and felt Council is now behind the process.

Discussion followed.

Kirk Lineweaver stated in reading the purpose of the Port Authority Section 1.2, he felt utilizing Port Authority funds for LandForm Consultants is justified. He asked what Port Authority has spent funds for in the past. Victoria stated the Port Authority has been putting together matching funds for a revolving loan program. Attorney Mark Jarstad added the Port Authority has also been trying to have enough funds saved up to be able to be of financial assistance to businesses.

Attorney Mark Jarstad stated he did not support paying for a consultant and felt utilizing the RFP process asking developers to incorporate the four goals would be do the same thing. Amy Gaedtke stated she agreed. She added brick and mortar stores are closing as they can't compete with internet sales.

Rolf Thompson stated the value of using LandForm Consultants is that they will bring developers to the table and there would be real input on what could be developed.

Victoria stated what she has heard from Kristi Clarke, the City's contracted City Planner, is that this parcel of land, although it is unique and sits on the river, it is also a small parcel of land and it's got some issues attached to it. She further stated that when this goes to an RFP, the City is going to have to sell it and it is going to have to get people excited, it won't sell itself. Also, by going to an RFP too soon, the RFP won't get broad enough distribution or broad enough excitement around it.

Mayor Hall and Rolf Thompson moved to approve contracting with Landform Consultants for deliverables on the Riverfront property per the amount quoted of \$19,200. The motion was adopted by the following vote:

Ayes: Rolf Thompson, Victoria Moore, Kirk Lineweaver, Mayor Hall

Nays: Amy Gaedtke, Attorney Mark Jarstad

RESIDENT RECRUITMENT UPDATE:

Victoria gave a brief update for new members on the Resident Recruitment Program. She stated as a part of strategic planning in 2014, the Port Authority wanted to focus on bringing new residents into Wabasha. She stated as they looked at the Destination Medical Center and growth in Rochester, it was felt a good strategy was to try to make Wabasha a possibility for living full-time and working or telecommuting at a distance. The Port Authority approved a budget of \$20,000 for the Resident Recruitment Program in the form of ongoing marketing and advertising in the Rochester community. There was also a print booklet highlighting Wabasha's assets in the areas of housing, health care, schools, recreation, etc. and are distributed all throughout Wabasha and Rochester. The booklet information is also available on-line on the City's website and we are able to track how many times people are looking at it. There are ads being run in Rochester Women Magazine and ads running on two Rochester Transit buses. The ads say "Wabasha: Home Naturally". There are also some radios ads running on Minnesota Public Radio. We will get a free ad in February in Minnesota Monthly.

K & C FISHERS UPDATE:

It was determined to have City Administrator, Chad Springer, follow up with Cate Bell for a K&C Fisheries report and also determine if Cate would or should attend the next Port Authority meeting.

JOURNEY TO GROWTH:

Rolf reported that Journey to Growth is a plan that is part of the Rochester Area Economic Development Corporation and the Rochester Chamber of Commerce. It essentially is a plan for regional economic diversification beyond having 40% of Rochester's economy based in Mayo Clinic. With all the development the Destination Medical Center is spurring, this is a proactive plan to create a regional identity and economy that is sustainable beyond the Mayo clinic. The head of RAEDI (Rochester Area Economic Development) met with a group from Wabasha and they are very eager to work with Wabasha and see Wabasha as an asset to the region.

OTHER BUSINESS:

Mayor Rollin Hall and Rolf Thompson moved to adjourn at 8:20 pm. Adopted unanimously.

Respectfully submitted:

Susan Schamaun, City Clerk