

WABASHA PORT AUTHORITY AND DEVELOPMENT AGENCY
City of Wabasha

Minutes of the August 9, 2011, meeting:

BOARD MEMBERS:	Jon Lineweaver	
	Marty Wilson	President
	Atty. Mark Jarstad	Treasurer
	Mayor Rollin Hall	
	Vicki Moore	
	Don Jacoby	
	Charles Bricher	Vice-President
STAFF:	David Schmidt	City Administrator
	Susan Schamaun	City Clerk
	Molly Patterson-Lundgren	City Planner

The Regular Meeting of the Wabasha Port Authority and Development Agency was held on Tuesday, August 9, 2011, at City Hall and was called to order by Charles Bricher at 4:00 pm.

Roll call found Jon Lineweaver, Charles Bricher, Don Jacoby, Mayor Hall and Vicki Moore present. Attorney Mark Jarstad and Marty Wilson were absent.

Also present: Keith Bell, K & C Fisheries

APPROVAL OF MINUTES:

Don Jacoby and Jon Lineweaver moved to approve the July 12, 2011, minutes. Adopted unanimously.

TREASURERS REPORT:

Jon Lineweaver and Mayor Rollin Hall moved to receive and file the July 31, 2011, Treasurer's Report. Adopted unanimously.

PAYMENT OF BILLS:

Charles Bricher stated the bill from Trane for \$6,000.00 is for Chiller Blankets for the National Eagle Center (NEC). Jon Lineweaver stated this bill will be applied for reimbursement through the USDA grant.

Jon Lineweaver and Don Jacoby moved to approve paying the invoice from Trane for Chiller Blankets to the National Eagle Center and submitting the paid invoice for reimbursement through the USDA Grant. Adopted unanimously.

MARKETING DISCUSSION – VICKI MOORE:

Vicki stated she has a personal interest in consumer marketing and feels Wabasha has a significant untapped potential for marketing Wabasha as a consumer destination. She stated if you look at how Wabasha is branded for tourism purposes currently, there are several different aspects such as the indian heritage, Minnesota's oldest city, Grumpy Old Men, leisure living, etc. There are many different messaging going on for what the City stands for as a tourist destination but because of the many different ideas and confusion and probably a lack of effectiveness because of it. She stated she thinks the City has aspects that could differentiate itself from other river towns. She stated she talked with Brian and Rachel Yenter due to their ties to the Chamber of Commerce and the CVB

Board and also spoke with Veronica Hemmingsen, Director of the Chamber of Commerce, about more focused branding for the community.

After further presentation and discussion, Vicki Moore volunteered to be a point person on the Chamber of Commerce and CVB Boards in an effort to bring all necessary entities together to concentrate on branding Wabasha in a more targeted way.

Mayor Hall and Jon Lineweaver moved to appoint Vicki Moore as the point person to attend Chamber of Commerce and CVB meetings to collaborate and develop branding ideas for Wabasha. Adopted unanimously.

Vicki concluded she would follow-up with Veronica to determine what the next steps should be for all three organizations to collaborate.

DOUBLE G TAX FORFEITURE:

David Schmidt reported the City received a letter from the Wabasha County Auditor, Denise Anderson, which reported the Double G tax parcel was forfeited to the State of Minnesota for non-payment of property taxes. This parcel had \$327,000 of special assessments to pay for the infrastructure which will be cancelled unless the County Auditor receives a resolution reinstating the assessment. The City Council has to pass by motion that the City does not want to take the parcel. If the City would opt to take the land, it could only be used for public purpose which would be park land. The County requires a certified copy of a Resolution authorizing any action taken.

David Schmidt suggested the Port Authority recommend to City Council to reinstate the assessments and to pass a resolution stating the City does not want to take the parcel.

After discussion, Jon Lineweaver and Don Jacoby moved to recommend Council pass a resolution stating the City does not want to take the parcel and to also reinstate assessments at the original values. Adopted unanimously.

Don Jacoby stated if the assessments were reinstated, it gives the Port Authority and the City some bargaining power by being able to take some of it off and show the City is able to make a commitment to whoever is considering purchasing the parcel. This would show goodwill and good faith on behalf of the City.

ANDERSON HOUSE PROGRESS:

David Schmidt reported the RBEG Grant was approved. He stated Chuck Paton reported the last key was financing and the final paperwork for USDA funding was being finalized. They are anticipating an October closing date. There will be a public announcement when the project is ready to go. Vicki Moore stressed the importance of keeping the Chamber of Commerce and CVB informed of the processes and also to include in the public announcement the names of the local contractors that will be employed in reopening of the Anderson House.

K & C FISHERIES UPDATE:

Keith Bell announced they are anticipating a September closing and as soon as that happens they will order the concrete. He thanked everyone for their support and without the support, this project wouldn't have happened. He stated for them as a family company, they are pleased to be able to be a part of a grant that will put something back into the community.

David Schmidt stated Molly Patterson-Lundgren and Keith Bell did a wonderful job on the MIF (Minnesota Investment Fund). By Friday the City should know if this project has been recommended for funding. Keith Bell stated Molly has done exceptional work.

BUSINESS VISITS: None.

COMMUNITY FOUNDATION:

David Schmidt reported he feels the leadership for a Community Foundation should come from the Port Authority and further stated there are local agencies that would like to take advantage of being under the umbrella of the foundation. He stated he would like to develop guidelines by the beginning of 2012.

OTHER BUSINESS:

Don Jacoby stated the Capital Campaign has approximately \$33,000 in their account.

Don Jacoby and Jon Lineweaver moved to pay \$25,000 from the Capital Campaign fund to the City of Wabasha for the NEC Loan. Adopted unanimously.

Jon Lineweaver reported he heard the American Cruise Line will start cruises on the Mississippi River in 2012 and they will be having scheduled stops in Winona and Red Wing. He stated he will contact the company and lobby for a stop in Wabasha also.

Jon Lineweaver and Don Jacoby moved to adjourn at 5:30 p.m. Adopted unanimously.

Respectfully Submitted:

Susan Schamaun, City Clerk

Date Approved:
