



Economic Development Authority

Monday, April 21, 2025

5:30 PM

Elk River City Hall

Regular Meeting Agenda

- Regular meeting in Council Chambers

1. CALL MEETING TO ORDER

2. PLEDGE OF ALLEGIANCE

3. CONSIDER AGENDA

4. CONSENT AGENDA

Considered to be routine and noncontroversial and will be approved by one motion. There will be no separate discussion of these items unless there is a request to remove the item from the consent agenda to the regular agenda.

4.1 Draft Minutes - March 17, 2025

4.2 Check Register

4.3 Balance Sheet

4.4 Revenue/Expenditure Reports

5. OPEN FORUM

An opportunity to provide comments and feedback regarding items not on the agenda. Information provided in Open Forum will not be discussed at this meeting; rather, the information will be referred to staff and/or scheduled for discussion at a future meeting.

6. PUBLIC HEARINGS

An opportunity for the public to express their opinions and raise questions pertaining to the agenda item. All comments become part of the official public record. For this reason, all comments must be made at the podium so they can be heard and recorded. Comments may also be provided in writing. There will not be deliberations, discussions, or answers to questions until the hearing is closed. It is important to be courteous and allow each presenter to comment before adding additional testimony.

7. GENERAL BUSINESS

Items in which the information is presented by city staff or consultants, then deliberation and action occur. General Business items are not opportunities to receive or provide public input. However, the presiding officer may, at its sole discretion, solicit public feedback.

7.1 Consider Elk River Garden Gem Awards

7.2 Marketing Committee

7.3 General Updates

8. MOTION TO ADJOURN REGULAR MEETING



**Meeting of the Economic Development
Authority
Held at the Elk River City Hall
Monday, March 17, 2025**

Members Present: President Matt Westgaard, Commissioners Cory Grupa, Jeff Hartwig, Mike Beyer, Jennifer Wagner, and Charlie Blesener

Members Absent: Commissioner J. Brian Calva

Staff Present: Economic Development Director Brent O'Neil, Economic Development Specialist Joshua Mollan, and City Clerk Tina Allard

1. CALL MEETING TO ORDER

Pursuant to due call and notice thereof, the meeting was called to order at 5:30 p.m.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

3. CONSIDER AGENDA

Moved by Commissioner Charlie Blesener and seconded by Commissioner Jennifer Wagner to approve the agenda. Motion Carried 6-0.

4. CONSENT AGENDA

Moved by Commissioner Mike Beyer and seconded by Commissioner Cory Grupa to approve the following consent items as outlined in their respective staff reports. Motion Carried 6-0.

4.1 Draft EDA Minutes from 01-21-2025

4.2 Check Register

4.3 Balance Sheet

4.4 Revenue/Expenditure Reports

5. OPEN FORUM

No one appeared for Open Forum.

6. PUBLIC HEARINGS

There were no public hearings.

7. GENERAL BUSINESS

7.1 Consent of Sale of Fox Haven Properties to Kwik Trip

The staff report was presented.

Moved by Commissioner Jennifer Wagner and seconded by Commissioner Charlie Blesener to consent to the transfer of property between Java Elk River Retail, LLC and Kwik Trip, Inc. Motion Carried 6-0.

7.2 Committee Updates

Mr. Mollan provided the following updates:

Beautification and Public Art Committee

The committee is discussing new programs. One is a landscape garden award to highlight neighborhoods; the other for commercial business gardens/landscaping. For public art they are considering grant awards to create new or maintain current artwork. There would be two award periods a year at \$2,000 each. This would leave \$6,000 in the budget for other activities. It would be a pilot program for one year.

Together Elk River

This committee is wrapping up the Highway 169 project with three last posts to address comments heard from the public on speed limits, highway access striping, and Westbound Highway 101 to the Highway 10 connection. They are discussing a mobile marketing campaign this summer to promote the charm of Elk River with fun activities and visiting local businesses.

The Authority inquired as to the status of the blue business signage along Highway 169.

Debbie Rydberg, Elk River Area Chamber of Commerce, stated she will reach out MnDOT to find out the status of this program.

7.3 General Updates

Mr. O'Neil provided the following updates:

- Working on creating a marketing committee for destination marketing.
- Received inquiries about the Tyler Avenue property.
- Reviewing programs for handling vacant spaces. Initial work will start with the Joint Finance Committee.
- Update on J&J Machine expansion, which is still moving forward, but they are not looking to pursue any incentives at this time.

8. MOTION TO ADJOURN REGULAR MEETING

Moved by Commissioner Mike Beyer and seconded by Commissioner Jennifer Wagner to adjourn the meeting. Motion Carried 6-0.

The meeting adjourned at 5:47 p.m.

Minutes prepared by City Clerk Tina Allard.

Matt Westgaard, EDA President

Tina Allard, City Clerk

DRAFT

Report Criteria:

Vendor.Vendor number = {<>} 17420
Invoice Detail.GL account = {>=} "920"

Invoice Number	Sequence Number	Description	Type	Invoice Date	Due Date	Invoice Amount	Net Invoice Check Amount	GL Account Number
CITY OF ELK RIVER								
920								
3-2025 EDA	1	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	9,979.11	9,979.11	920-4-6210-4101
3-2025 EDA	2	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	1,050.00	1,050.00	920-4-6210-4103
3-2025 EDA	3	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	763.44	763.44	920-4-6210-4104
3-2025 EDA	4	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	610.99	610.99	920-4-6210-4105
3-2025 EDA	5	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	147.21	147.21	920-4-6210-4107
3-2025 EDA	6	EDA SALARIES - MAR 25	Invoice	04/14/2025	04/21/2025	1,445.40	1,445.40	920-4-6210-4108
3-2025 EDA	7	EDA REIMB - WC APR/JUN	Invoice	04/14/2025	04/21/2025	133.00	133.00	920-4-6210-4109
3-2025 EDA	8	EDA REIMB - SUPPLIES/STAPLES	Invoice	04/14/2025	04/21/2025	12.11	12.11	920-4-6210-4201
3-2025 EDA	9	EDA REIMB - INS APR/JUN	Invoice	04/14/2025	04/21/2025	27.00	27.00	920-4-6210-4361
Total 17440 CITY OF ELK RIVER:						14,168.26	14,168.26	
Total 920:						14,168.26	14,168.26	
JOSHUA MOLLAN								
920								
JM04112025	1	BENCH PLAQUE - LAZER PLATE	Invoice	04/11/2025	05/11/2025	20.00	20.00	920-4-6210-4349
Total 14730 JOSHUA MOLLAN:						20.00	20.00	
Total 920:						20.00	20.00	
MID-AMERICA E D C								
920								
04112025	3	JOSH MOLLAN CONFERENCE REGI	Invoice	04/11/2025	05/11/2025	695.00	695.00	920-4-6210-4331
04112025	4	BRENT O'NEIL CONFERENCE REGIS	Invoice	04/11/2025	05/11/2025	695.00	695.00	920-4-6210-4331
04112025	1	JOSH MOLLAN MEMBERSHIP	Invoice	04/11/2025	05/11/2025	125.00	125.00	920-4-6210-4433
04112025	2	BRENT O'NEIL MEMBERSHIP	Invoice	04/11/2025	05/11/2025	62.50	62.50	920-4-6210-4433
Total 12561 MID-AMERICA E D C:						1,577.50	1,577.50	
Total 920:						1,577.50	1,577.50	
REDICOMPS								
920								
162814	1	ANNUAL DATA FEED	Invoice	03/03/2025	04/01/2025	1,800.00	1,800.00	920-4-6210-4349
Total 30896 REDICOMPS:						1,800.00	1,800.00	
Total 920:						1,800.00	1,800.00	
E C M PUBLISHERS INC								
920								
1041048	1	2025 PROGRESS ADDITION	Invoice	03/23/2025	04/30/2025	565.00	565.00	920-4-6210-4349
Total 14130 E C M PUBLISHERS INC:						565.00	565.00	
Total 920:						565.00	565.00	

Invoice Number	Sequence Number	Description	Type	Invoice Date	Due Date	Invoice Amount	Net Invoice Check Amount	GL Account Number
GOLDEN SHOVEL AGENCY LLC								
920								
INV-2025102	1	GATEKEEPER SERVICE-EDA	Invoice	01/19/2025	02/19/2025	6,047.00	6,047.00	920-4-6210-4349
Total 12878 GOLDEN SHOVEL AGENCY LLC:						6,047.00	6,047.00	
Total 920:						6,047.00	6,047.00	
PLANTS AND THINGS, USA								
920								
4092025	1	GARDEN BENCH - EDA	Invoice	04/09/2025	05/09/2025	500.00	500.00	920-4-6210-4349
Total 14363 PLANTS AND THINGS, USA:						500.00	500.00	
Total 920:						500.00	500.00	
Total :						24,677.76	24,677.76	
Grand Totals:						24,677.76	24,677.76	

Summary by General Ledger Account Number

GL Account Number	Debit	Credit	Net
920-4-6210-4101	9,979.11	.00	9,979.11
920-4-6210-4103	1,050.00	.00	1,050.00
920-4-6210-4104	763.44	.00	763.44
920-4-6210-4105	610.99	.00	610.99
920-4-6210-4107	147.21	.00	147.21
920-4-6210-4108	1,445.40	.00	1,445.40
920-4-6210-4109	133.00	.00	133.00
920-4-6210-4201	12.11	.00	12.11
920-4-6210-4331	1,390.00	.00	1,390.00
920-4-6210-4349	8,932.00	.00	8,932.00
920-4-6210-4361	27.00	.00	27.00
920-4-6210-4433	187.50	.00	187.50
Grand Totals:	24,677.76	.00	24,677.76

Summary by General Ledger Posting Period

GL Posting Period	Debit	Credit	Net
00/00	24,677.76	.00	24,677.76
Grand Totals:	24,677.76	.00	24,677.76

Summary by General Ledger Posting Period

GL Posting Period	Debit	Credit	Net
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Report Criteria:

Vendor.Vendor number = {<>} 17420

Invoice Detail.GL account = {>=} "920"

EDA

Report Criteria:

Report type: Invoice detail

Vendor: Vendor number = 35099

Check: Type = (<=>) "Adjustment"

Bank: Bank number = 2

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Invoice Number	Invoice GL Account	Discount Taken	Invoice Amount	Check Amount	Bank Number
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998030725

03/25 03/07/2025 998030725 35099 US BANK

02252025 ED

920-4-6210-4331

.00

123.00

123.00

2

Total 998030725:

.00

123.00

998040725

04/25 04/07/2025 998040725 35099 US BANK

03252025 ED

920-4-6210-4349

.00

6.99

6.99

2

Total 998040725:

.00

6.99

Grand Totals:

.00

129.99

Summary by General Ledger Account Number

GL Account	Debit	Credit	Proof
920-2020	.00	129.99-	129.99-
920-4-6210-4331	80.00	.00	80.00
920-4-6210-4349	49.99	.00	49.99
Grand Totals:	129.99	129.99-	.00

CITY OF ELK RIVER

Balance Sheet
March 31, 2025

Fund 920 - EDA

<u>Assets</u>		
920-1010	Cash - EDA	<u>2,398,980.83</u>
	Total Assets	<u><u>2,398,980.83</u></u>
<u>Fund Equity</u>		
920-2400	Fund Balance	2,418,623.64
	Revenues over Expenditures - YTD	<u>(19,642.81)</u>
	Total Fund Equity	<u>2,398,980.83</u>
	Total Liabilities & Equity	<u><u>2,398,980.83</u></u>

CITY OF ELK RIVER
Revenues with Comparison to Budget
For the Months Ending March 31, 2025

Fund 920 - EDA

		Period Actual	YTD Actual	Budget	Unexpended	PCNT
920-3-0000-3111	Property Taxes	-	-	427,000.00	(427,000.00)	-100%
920-3-0000-3342	Other Local Grants	-	1,600.00	-	1,600.00	0%
920-3-0000-3621	Interest Income	7,406.39	22,130.39	25,000.00	(2,869.61)	-11%
920-3-0000-3949	Transfer-HRA	-	-	4,000.00	(4,000.00)	-100%
	Total Fund Revenue	7,406.39	23,730.39	456,000.00	(432,269.61)	-95%

CITY OF ELK RIVER
Expenditures with Comparison to Budget
For the Months Ending March 31, 2025

Fund 920 - EDA

		Period Actual	YTD Actual	Budget	Unexpended	PCNT
920-4-6210-4101	Regular Pay	9,979.10	18,960.29	130,800.00	(111,839.71)	-86%
920-4-6210-4103	Part-time Pay	900.00	2,100.00	12,600.00	(10,500.00)	-83%
920-4-6210-4104	PERA	763.43	1,467.01	10,000.00	(8,532.99)	-85%
920-4-6210-4105	FICA	635.79	1,204.68	8,800.00	(7,595.32)	-86%
920-4-6210-4107	Medicare	153.04	294.79	2,100.00	(1,805.21)	-86%
920-4-6210-4108	Insurance	1,445.40	3,970.80	25,500.00	(21,529.20)	-84%
920-4-6210-4109	Workers Comp	133.00	133.00	650.00	(517.00)	-80%
920-4-6210-4201	Office Supplies	14.99	73.93	3,000.00	(2,926.07)	-98%
920-4-6210-4212	Fuels & Lubes	-	-	50.00	(50.00)	-100%
920-4-6210-4304	Legal Fees	-	-	10,000.00	(10,000.00)	-100%
920-4-6210-4319	Professional Services	-	-	25,000.00	(25,000.00)	-100%
920-4-6210-4321	Telephone	-	-	400.00	(400.00)	-100%
920-4-6210-4322	Postage	-	-	100.00	(100.00)	-100%
920-4-6210-4331	Travel, Conferences & Schools	1,586.44	1,631.77	11,000.00	(9,368.23)	-85%
920-4-6210-4349	Advertising/Marketing	2,543.00	2,543.00	73,600.00	(71,057.00)	-97%
920-4-6210-4359	Publishing	-	77.40	1,000.00	(922.60)	-92%
920-4-6210-4361	Insurance	27.00	27.00	250.00	(223.00)	-89%
920-4-6210-4404	Software Services	-	3,600.00	15,000.00	(11,400.00)	-76%
920-4-6210-4433	Dues & Subscriptions	500.00	4,289.53	4,650.00	(360.47)	-8%
920-4-6210-4440	Miscellaneous	-	3,000.00	73,500.00	(70,500.00)	-96%
920-4-6210-4721	Transfer-General Fund	-	-	48,000.00	(48,000.00)	-100%
Total Fund Expenditures		18,681.19	43,373.20	456,000.00	(412,626.80)	-90%
Net Revenue Over Expenditures		(11,274.80)	(19,642.81)	-	(19,642.81)	0%



Request for Action

To
Economic Development Authority

Item Number
7.1

Meeting Date
April 21, 2025

Prepared By
Joshua Mollan, Economic Development Specialist

Item Description
Consider Elk River Garden Gem Awards

Reviewed by
Brent O'Neil
Cal Portner

Action Requested

Approve, by motion, the creation of Elk River Garden Gem Awards, a new landscape and garden recognition program, in partnership with the Housing and Redevelopment Authority.

Background/Discussion

The Beautification and Public Art Committee has been working on an initiative to highlight and recognize exceptional landscapes in Elk River. The Committee recommends adopting a new annual program to highlight properties with significant landscape enhancements. This program is anticipated to be in partnership with the Housing and Redevelopment Authority (HRA). While the Economic Development Authority would be responsible for the recognition and awards for commercial property recognition, it is proposed that the partnership with the HRA would provide the recognition and awards for non-commercial properties, including single-family, townhome, and neighborhood categories.

Annual awards are proposed to be given to the winning gardens/landscapes in each category: a personalized garden keepsake, a temporary yard sign, and an additional award/stipend as determined by the respective Authorities at a later date.

While this is a proposed annual program, it should be noted that the Beautification and Public Art Committee will plan on reviewing program guidelines after the first year to determine any changes that would be necessary to better align with participation levels and feedback from the community.

If approved, staff will finalize marketing materials and be prepared to launch the program on May 1.

This program is inspired by Brooklyn Park's Summer Blossom Awards, which have been supported by the community for over 25 years.

Financial Impact

Annual expense should be less than \$500 drawn from the existing advertising and marketing budget.

The Elk River Vision

A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity



Mission/Policy/Goal

Support Elk River's existing businesses through relationship building, programmatic offerings, and high-quality city services. Attract new business development to Elk River to build the City's economic vibrancy, job offerings, and tax base.

Attachments

- I. Draft Elk River Garden Gem Awards Program Guidelines



Elk River Garden Gem Awards Program Guidelines

Program Overview

Established in 2025, the Elk River Garden Gem Awards highlights exceptional gardens and landscaping in Elk River. Each year the Elk River Economic Development Authority (EDA) and Housing and Redevelopment Authority (HRA), with recommendations from the Beautification and Public Art Committee, recognizes residents, neighborhoods, and businesses who have maintained beautiful gardens or landscapes, therefore adding to the overall beauty and attractiveness of the city.

Nominations may be submitted by anyone including neighbors, contractors, friends, or the gardeners themselves.

Eligible Categories

- Single Family built before 2000
- Single Family built in 2000 or later
- Townhome
- Neighborhood – Resident/volunteer managed monument sign landscape, cul-de-sac landscape, or community garden
- Commercial – Professionally managed business, or retail/business park monument sign landscape

Requirements

- Garden/landscape must be located in Elk River
- Garden/landscape must primarily feature flowering plants, trees, shrubs, ground cover, perennials, retaining walls, arbors, or water features to create a visually significant summer long display
- Garden/landscape must be well maintained through the growing season
- Garden/landscape must have a positive visual impact on the neighborhood by being substantially visible from the right-of-way
- Previous winners are ineligible to win in the subsequent two years

Program Timeline

- Nomination period: May 1 to July 31
- Judges tour and evaluate gardens: August
- EDA and HRA formally recognizes winning gardens: September

Judging Criteria

Each garden/landscape nominated is visited and judged based on the following criteria:

- Overall attractiveness
- Design
- Plant variety
- Environmental impact
- Creativity
- Appropriate maintenance

Awards

Winners in each category receive:

- A personalized garden keepsake
- An additional award as determined by the EDA and HRA
- Formal recognition at an Authority meeting
- Award yard sign in garden/property for six weeks

DRAFT



Request for Action

To
Economic Development Authority

Item Number
7.2

Meeting Date
April 21, 2025

Prepared By
Brent O'Neil, Economic Development Director

Item Description
Marketing Committee

Reviewed by
Cal Portner

Action Requested

Designate, by motion, a temporary marketing committee and assign 2–3 members to the committee.

Background/Discussion

For 2025, the EDA budgeted \$10,000 to explore and plan more targeted destination marketing efforts, with the potential of developing a bona fide Destination Marketing Organization (DMO) in 2026. DMOs generally take on marketing efforts to attract daytime and overnight visitors and consumers to a community. DMOs may be likened to a convention and visitors bureau; however, they may have varying missions, and DMOs are often a subset of a government unit, rather than an outside organization. A main role of this committee would be to work through research, benefits, costs, and implementation of a more structured destination marketing effort and whether the pursuit of a formal DMO is desirable.

In addition, it is anticipated that the committee will look at the marketing program in general for the EDA ahead of the 2026 budget planning cycle and make recommendations on marketing strategy.

Financial Impact
N/A

Mission/Policy/Goal
Support commercial growth.

Attachments
None

The Elk River Vision

A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity





Request for Action

To
Economic Development Authority

Item Number
7.3

Meeting Date
April 21, 2025

Prepared By
Brent O'Neil, Economic Development Director

Item Description
General Updates

Reviewed by
Cal Portner

Action Requested
This item is presented for information and discussion purposes.

Background/Discussion
This item is an opportunity to discuss relevant topics and other non-action items of the board.

Financial Impact
N/A

Mission/Policy/Goal
Support growth and development of the community.

Attachments
I. Q1 2025 Website Analytics

The Elk River Vision

A welcoming community with revolutionary and spirited resourcefulness, exceptional service, and community engagement that encourages and inspires prosperity

QUARTERLY ANALYTICS REPORT:

Q1 2025

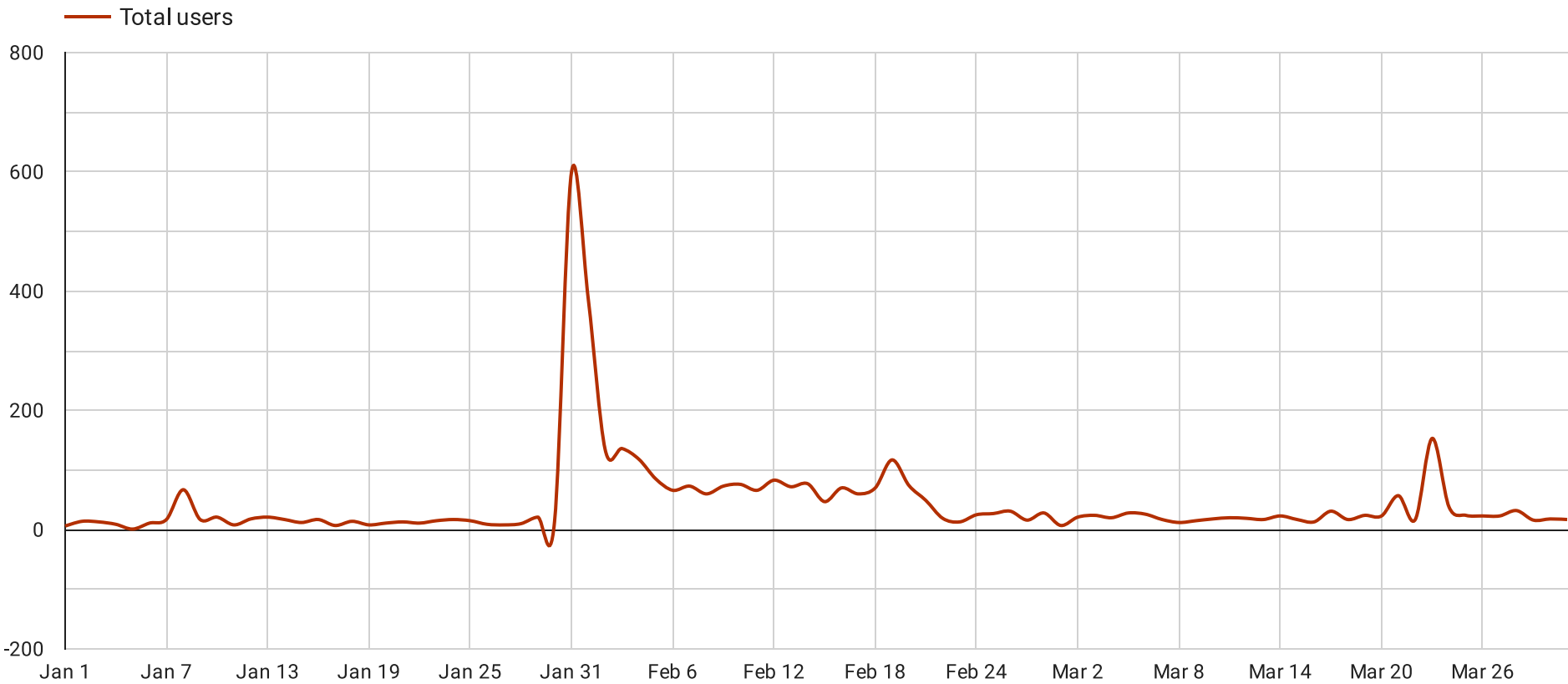


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Your audience at a glance!



Total users

3,681

New users

3,606

Sessions

4,292

Sessions per user

1.17

Engagement rate

41.85%

Views

6,398

Engaged sessions

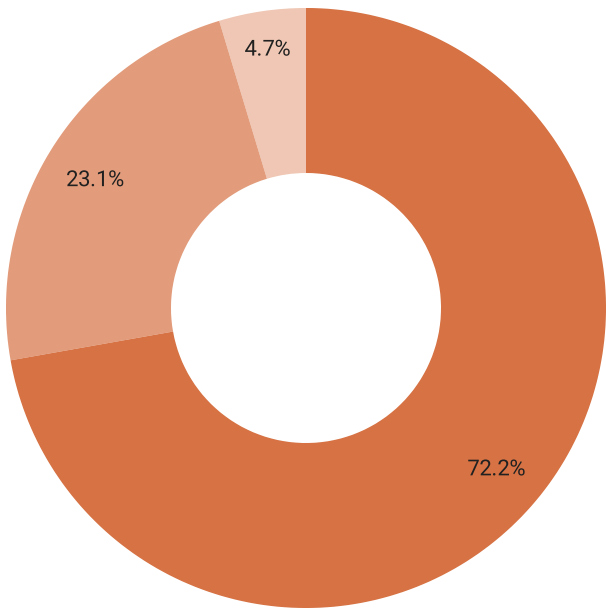
1,796



Total users 1 • 3,523

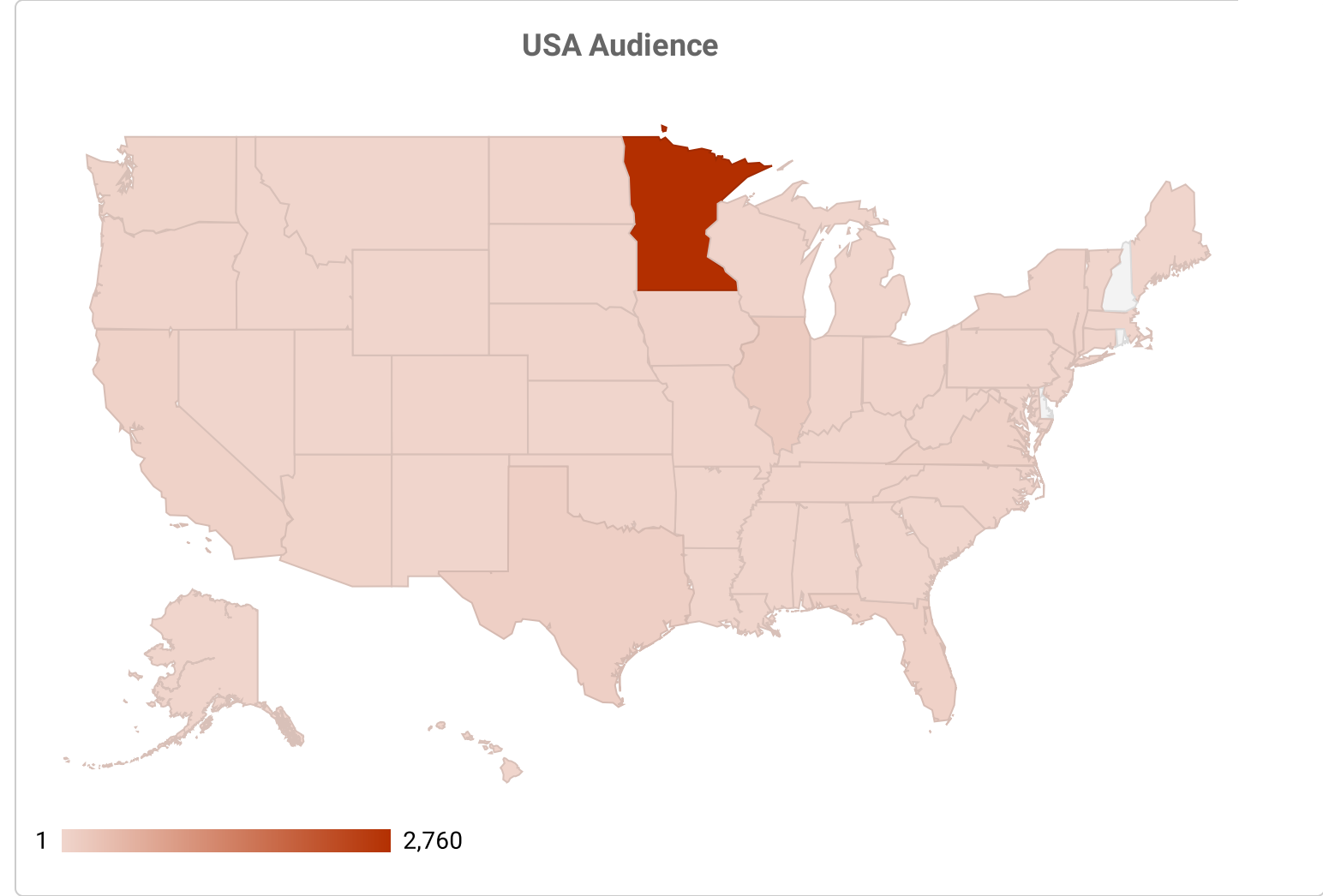
	Country	Total users ▾
1.	United States	3,514
2.	China	35
3.	Ireland	19
4.	Sweden	14
5.	Mexico	10
6.	Canada	9
7.	India	9
8.	Philippines	6
9.	Nigeria	4
10.	Brazil	3

What device are people using?



mobile desktop tablet

	Device category ▲	Total users
1.	desktop	851
2.	mobile	2,658
3.	tablet	172

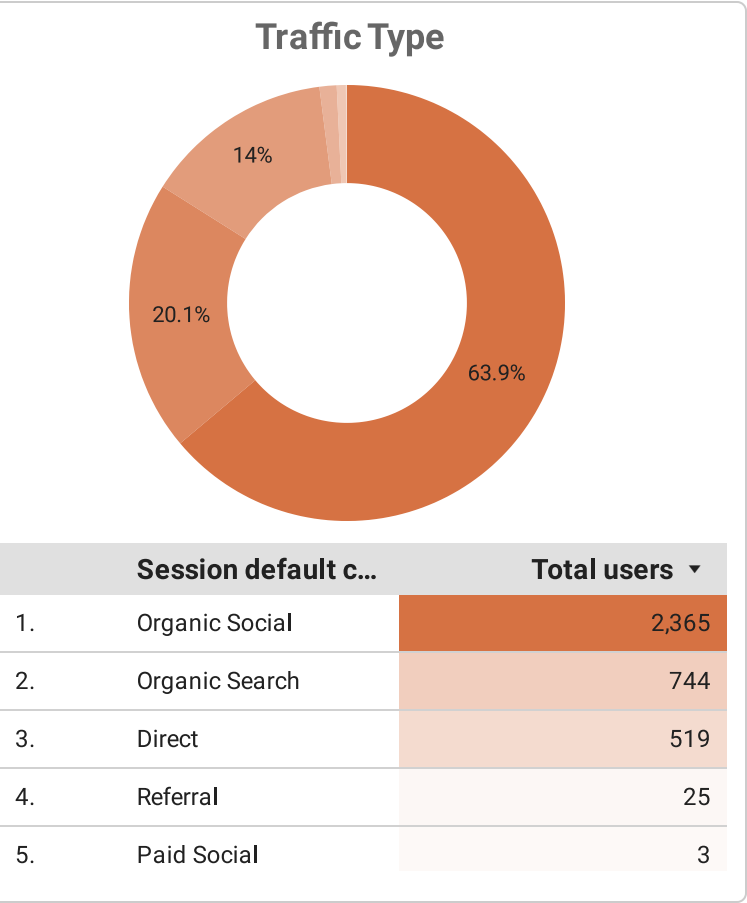
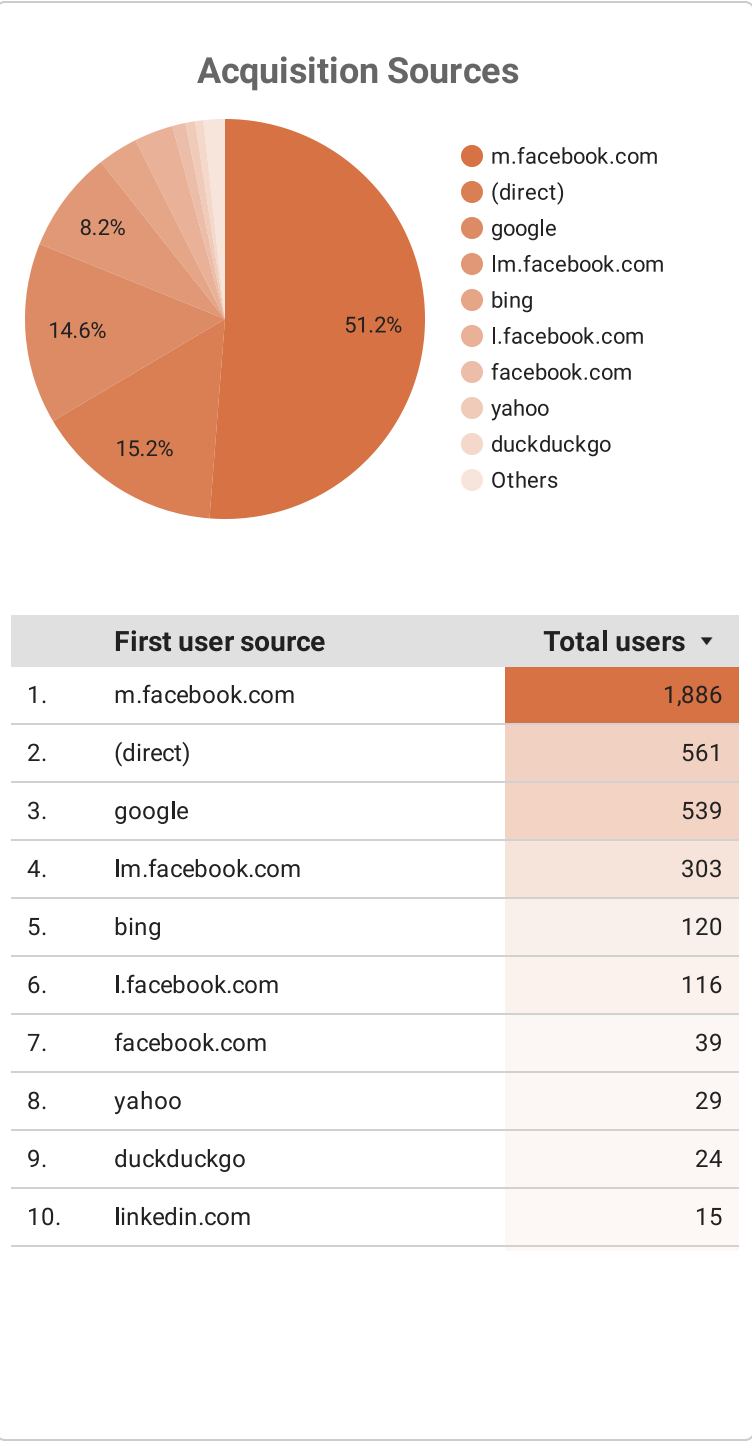
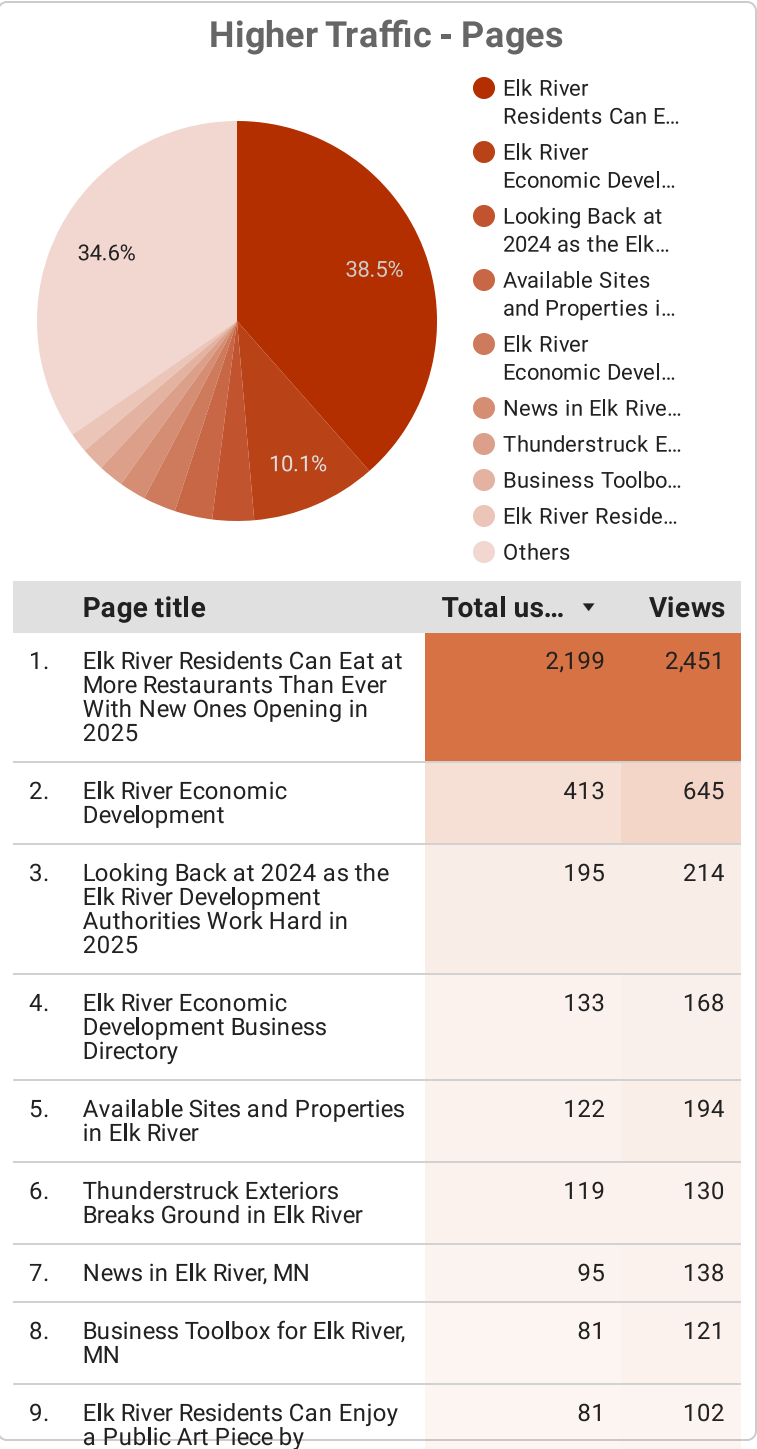


Higher Traffic - States (globally)

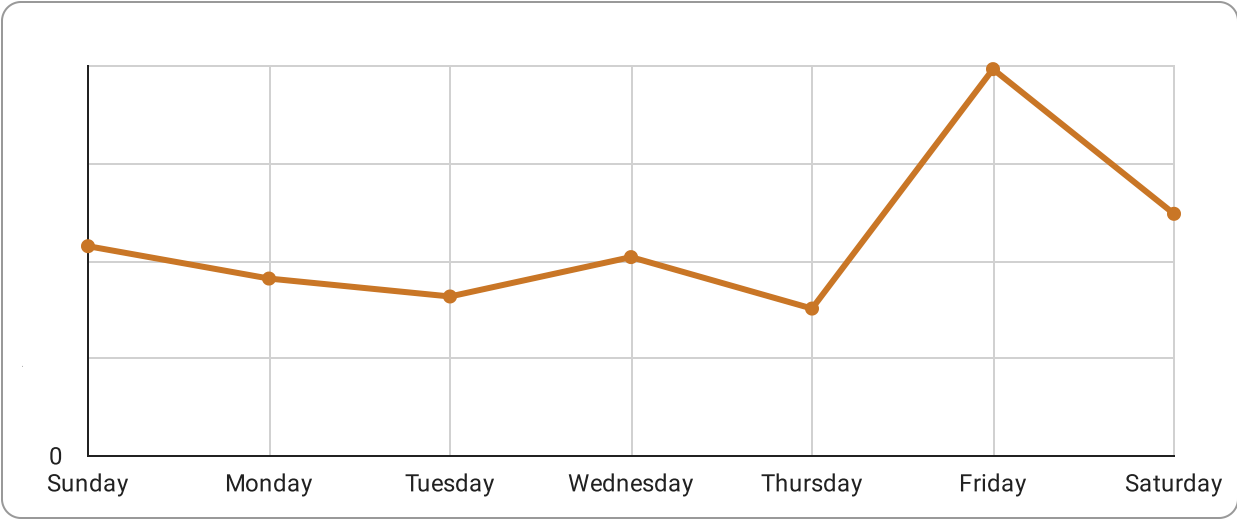
	Region	Total users ▾
1.	Minnesota	2,760
2.	Illinois	169
3.	Texas	98
4.	Florida	62
5.	Virginia	51
6.	California	49
7.	Iowa	44
8.	New York	30
9.	Washington	25
10.	New Jersey	23

Higher Traffic - Cities (globally)

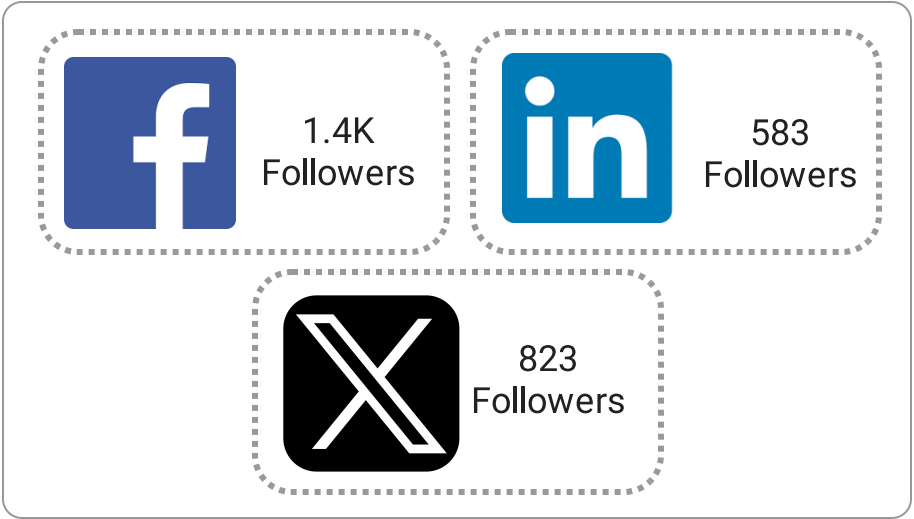
	City	Total users ▾
1.	Minneapolis	750
2.	Elk River	517
3.	Chicago	151
4.	Otsego	149
5.	Cambridge	137
6.	Big Lake	93
7.	Saint Paul	78
8.	Saint Michael	69
9.	Ramsey	67
10.	Monticello	64



What day of week users visit your website?



Social Media Following





43 EAST BROADWAY
LITTLE FALLS, MN 56345
GOLDENSHOVELAGENCY.COM

**Thank You
for Being a
Valued Client!**