

**MELROSE AREA DEVELOPMENT AUTHORITY/
COMMUNITY OPPORTUNITIES COMMITTEE
THURSDAY, FEBRUARY 13, 2020 – 6:00 A.M.**

AGENDA

1. Call to Order/Roll Call
2. Approval of Agenda
3. Approval of Minutes
4. Reports
 - a. Director Atkinson – Report
5. Action Items
6. Unfinished Business
 - a. Strategic Planning
7. New Business
8. Informational Items
 - a. Next Meeting
9. Issues of MADA/COC Members and Staff
10. Adjournment

**MELROSE AREA DEVELOPMENT AUTHORITY/
COMMUNITY OPPORTUNITIES COMMITTEE
REGULAR MEETING
THURSDAY, FEBRUARY 13, 2020 – 6:00 A.M.**

A.I. #1 CALL TO ORDER/ROLL CALL

The Melrose Area Development Authority/Community Opportunities Committee (MADA/COC) met in a Regular Meeting on Thursday, February 13, 2020 at 6:00 a.m. at the Melrose City Center pursuant to due notice being given thereof. Present were MADA Members Bob Mayers, Jerome Duevel, Julie Baum, Travis Frieler, Mayor Joe Finken, City Administrator Colleen Winter, and Community Planning/Economic Development Director Lisa Atkinson. MADA member George Jensen was absent. There are no active COC members. President Bob Mayers called the meeting to order.

A.I. #2 APPROVAL OF AGENDA

A motion was made by Mr. Finken, seconded by Mr. Duevel and unanimously carried to approve the agenda as submitted.

A.I. #3 APPROVAL OF MINUTES

A motion was made by Ms. Winter, seconded by Mr. Frieler and unanimously carried to approve the minutes from the January 9, 2020 Regular Meeting.

A.I. #4 REPORTS

- a. Community Development Director Lisa Atkinson provided an update on the year to date building permits. Ms. Atkinson also gave an update on the Boomerang CUP amendment, TIF 9-1 Reassignment, and the housing development project. Ms. Atkinson stated that staff has met with Sara Hoffner from the Melrose Chamber and created a concept “business after hours” The date selected is the 4th Thursday of the month from 4:00 p.m. to 5:00 p.m.

A.I. #5 ACTION ITEMS

None

A.I. #6 UNFINISHED BUSINESS

- a. At the January 9, 2020 meeting, MADA reviewed part of the Economic Development portion of the 2009-2013 Strategic Plan.

During the January 9, 2020 meeting, MADA, by consensus, recommended that the Economic Development Plan of the Strategic Plan include these elements:

- Create a Marketing Plan
- Continue to Collaborate between City Economic Development and Chamber

- Develop a “business after hours” or similar business networking regular event in collaboration with the Chamber
- Encourage Growth from within
- Create a more aggressive media campaign using Facebook, Instagram, Snapchat, Linked In and posting much more regularly, possibly almost daily
- Update the City’s website
- Develop Business Retention and Expansion Plan
- Address broadband in Industrial Park

During the February 13, 2020 meeting, MADA continued reviewing the plan.

Economic Development

- Expand and Utilize Retail and Commercial Districts
- Review Role of Housing in Economic Development
- Pursue Melrose I-94 Industrial Park Expansion

Infrastructure – Downtown Parking

Promote Minority Leadership in the Community and Local Government

- Establishment of a Farmer’s Market
- Promote History, Arts and Existing Cultural Opportunities in the Melrose Area

Budget Needs for Task Force Projects

Economic Development Related Suggestions from 2006 Community

Visioning Session:

- Actively seek new businesses
- Industrial Park development
- More retail stores with part-time & full-time [employee] positions
- shopping center
- Farmer's Market
- high employment businesses/industry
- movie theatre
- community marketing plan
- growth of existing businesses
- residents’ support of local businesses
- retail – later evening hours
- more diverse business owners
- sidewalk and new housing development

Economic Development Related 2006 Suggestions from the City:

- Industrial Park tenant growth
- business-oriented marketing program
- cooperative marketing plan for housing development (Developers)
- City-Chamber cooperation

- e. hold regional business meetings in Melrose and encourage shopping
- f. find use for River Walk [RiverView] formerly Kraft property (MADA/COC & City)
- g. low-income housing project
- h. work with high school business classes to develop local entrepreneurs (Melrose Area High School), send letters to graduating high school and college students formerly of Melrose informing them of job opportunities and encouraging entrepreneurship
- i. development and assessment policy
- j. list of economic development grants

MADA members recommended the following suggestions be included as priorities in the Economic portion of the Strategic Plan:

- Industrial Park Development and Growth of Existing Business
- Housing

Ms. Baum stated as being a newbie to the community she does not think there is anything missing. Everything is diverse. The community has a hardware store, grocery store, etc. Until the economy changes employment will probably not change.

Mr. Finken would like to see expansion of the city center into the Kraft Lot with potential rental to Stearns County.

Mr. Finken also inquired about exit strategies for local businesses. Staff will look into this.

The Commission also discussed the following:

1. List all of the assets or good things the Melrose community has to offer. If you wanted to *encourage* a friend or relative to move here, what are the positive things you would tell them? What elements/areas of the community do you see as assets?
 - Safe, quiet, clean
 - Bike trail
 - Medical campus
 - School
 - Gas, grocery, restaurants, hardware, etc.
 - Diversity
 - Broadband/fiber technology
 - Infrastructure and owning our own electric
2. List all of the challenges or problems the Melrose community is facing. If you wanted to *discourage* a friend or relative from moving here, what are the things you would tell them? What elements/areas of the community do you see as challenges?

- Lack of housing
- Community involvement
- No neighborhood “welcome”
- Too much tv/inside
- Hard to find friends
- You are an outsider
- Everyone is too busy
- Lack of block parties
- Lack of sidewalks and places to walk

3. What projects would you like to see accomplished in the community?

- Trail system trail
- Sidewalks high priority
- Build trailhead for bikers/walkers
- Informational sign
- Kraft site
- Waling bridge to gold course
- Save store
- Leedstone expansion area

4. Looking out 3 to five years, given the improvements already underway or committed, remaining aware of what others have said about future directions, and being conscious of the assets and challenges related to our community, what are your desired outcomes? This would include any the tangible changes/differences you would like to see achieved in the Melrose community. Be realistic...but s-t-r-e-t-c-h the thinking. At this point, you need describe only WHAT you want to see different (your “desired outcome”), not HOW we will make this happen.

- Not a lot of changes needed
- Good strong diverse economic portfolio
- Melrose is an importer of jobs
- No owner/stakeholders driving commerce or local festivals
- Sauk Centre rotary
- Lions struggling for members not as strong now
- Creating housing for seniors (patio home with an association)

A.I. #7 NEW BUSINESS

None

A.I. #8 INFORMATIONAL ITEMS

- a. The next regular MADA meeting is scheduled for March 12, 2020 at 6:00 a.m. (Note, it was rescheduled for 3-19-2020)

A.I. #9 ISSUES OF MADA/COC MEMBERS AND STAFF

None

A.I. #10 ADJOURNMENT

A motion was made by Mr. Frieler, seconded by Ms. Baum and unanimously carried to adjourn the meeting at 7:48: a.m.

PATRICIA HAASE – CITY CLERK