

**MELROSE AREA DEVELOPMENT AUTHORITY/
COMMUNITY OPPORTUNITIES COMMITTEE
REGULAR MEETING
THURSDAY, JANUARY 9, 2020 – 6:00 A.M.**

AGENDA

1. Call to Order/Roll Call
2. **Oath of Office**
3. **Election of Officers**
4. Approval of Agenda
5. Approval of Minutes
6. Reports
7. Action Items
 - a. Park Board Appointment
8. Unfinished Business
9. New Business
 - a. Economic Development TIF District No 9-1 Reassignment
 - b. Strategic Planning
10. Informational Items
11. Issues of MADA/COC Members and Staff
12. Adjournment

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REGULAR MEETING
THURSDAY, JANUARY 9, 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, January 9, 2020 at 6:00 a.m. at the Melrose City Center pursuant to due notice being given thereof. Present were MADA Members Bob Mayers, George Jensen, Jerome Duevel, Julie Baum, Travis Frieler, Mayor Joe Finken, and City Administrator Colleen Winter, along with Community Planning/Economic Development Director Lisa Atkinson. There are no active COC members. President Mayers called the meeting to order.

A.I. #2 OATH OF OFFICE

At its January 6, 2020 meeting, the Council appointed Julie Baum for a six-year term on MADA and Travis Frieler as the Council representative for a one-year term.

Director Atkinson administered the Oath of Office to Ms. Baum and Mr. Frieler.

A.I. #3 ELECTION OF OFFICERS

Director Atkinson called for nominations for the offices of President, Vice President and Secretary.

A motion was made by Mr. Duevel, seconded by Mr. Finken and unanimously carried reappointing the same slate of officers as 2019 – President Bob Mayers, Vice President George Jensen and Secretary Jerome Duevel

Although the MADA/COC ordinance states that the City Clerk-Treasurer serves as the MADA Treasurer, this position has not been filled in previous years. It was noted that the City Administrator/Treasurer, or his designee, serves as the MADA Treasurer and carries out the responsibilities of the position. In addition, although the position of Assistant Treasurer is addressed in the MADA ordinance, but not in the by-laws, that position is intentionally being left vacant.

A.I. #4 APPROVAL OF AGENDA

A motion was made by Mr. Finken, seconded by Ms. Winter and unanimously carried to approve the agenda as amended.

A.I. #5 APPROVAL OF MINUTES

A motion was made by Mr. Frieler, seconded by Ms. Baum and unanimously carried to approve the minutes from the December 12, 2019 Regular Meeting.

A.I. #6 REPORTS

None

A.I. #7 ACTION ITEMS

- a. The Council at its January 6 meeting determined that they would like to see the Park and Recreation Board restructured to consist of one member from the Planning and Zoning Commission, one member from MADA, one Council Member Representative and 2 members at large. Previously there were two MADA members and two Planning and Zoning Commission members on the Park and Recreation Board.

Since Planning & Zoning Member Adam Paulson, and MADA member Bob Mayers terms expire on the Park and Rec Board in January of 2020, it seems appropriate that these positions would leave the board at this time as their current terms are now completed. There is no position open allowing the seat to be renewed at this time.

George Jensen's term on the Park and Recreation Board is completed in January 2021. At that time the City could seek nominations from the MADA board regarding MADA representation on the Park and Recreation Board. Bob Mayers, like any other MADA representative would be eligible again for the post once there is an opening.

The MADA Board concurred with staff's recommendation that based on the Council decision to have one MADA representative on the Park and Recreation Board that the completed Park and Recreation Board, the term of office not be renewed for Bob Mayers since there is no open position at this time. The City is grateful for his past service.

A.I. #8 UNFINISHED BUSINESS

None

A.I. #9 NEW BUSINESS

- a. The City has received an application regarding a CONFIDENTIAL possible buy-out of land and the associated business included in TIF District 9-1. Community Development Director Atkinson provided an overview of the application.

A motion was made by Mr. Jensen, seconded by Mr. Duevel and unanimously carried recommending the Council approve reassigning TIF in TIF District 9-1 to the potential buyer.

- b. In 2007, the City started a strategic planning process which was adopted in 2009 but has not been updated since that time. The City of Melrose Five Year City-Wide Strategic Plan (2009-2013) is need of updating. It provides a framework for planning the direction of the City to help the City function better and improve the quality of life within the Community by identifying the needs of the overall community and the specific measurable objectives for each project.

The Strategic Plan includes specific detailed segments, including goals objectives and strategic tactics for several topical areas including comprehensive planning, economic development, social relations, parks and recreation, infrastructure, emergency services, and non-City community projects. It also includes information from the Community Visioning that occurred as part of the process.

Page 9 of the Strategic Plan provides a good overview of the Strategic Plan and outlines the Vision Statement, Mission Statement and Core Beliefs developed at that time. Here is the information from Page 9.

A strategic plan provides a framework for City of Melrose programs and activities for the future. This framework is expressed through:

- *A **mission statement** that describes the essence of Melrose.*
- *A set of **core beliefs** that reflect Melrose's ideals and values and guide how Melrose pursues every objective.*
- ***Objectives** to direct Melrose's work in carrying out the mission and supporting the beliefs.*
- *A series of **strategies/tactics** that describe how Melrose will pursue the mission and accomplish the objectives.*

There is no implied hierarchy to the plan either in the listing of the core beliefs or in the sequence of objectives or strategies.

Vision Statement

"To Enhance the Quality of Life in the Community"

Mission Statement

"To actively grow the community while promoting and protecting the high quality of life"

Core Beliefs

We believe in ...

- *Being resident centered*
- *Having passion for our community*
- *Visionary leadership and planning*
- *Guarding the public interest*
- *Excellence and quality in the delivery of services*
- *Public trust and integrity*

Staff reviewed the Economic Development portion of the Strategic Plan with MADA. An analysis of the Strengths, Weaknesses, Opportunities and Threats was conducted.

MADA by consensus is recommending that the Economic Development Plan of the Strategic Plan include:

- ❖ Marketing Plan
- ❖ City Economic Development and Chamber collaboration
- ❖ Growth from within
- ❖ More aggressive media using Instagram, Snapchat, Linked In
- ❖ Develop/update website
- ❖ Develop Business Retention and Expansion Plan
- ❖ Address broadband in Industrial Park

On February 20, the Council will have a joint meeting with the PUC and department heads. MADA does not need to attend the February 20 meeting; however, please plan on meeting again at the regular MADA meeting time, scheduled for February 13 to continue this discussion.

A.I. #10 INFORMATIONAL ITEMS

- a. The next regular MADA meeting is scheduled for February 13, 2020.

A.I. #11 ISSUES OF MADA/COC MEMBERS AND STAFF

None

A.I. #12 ADJOURNMENT

A motion was made by Mr. Duevel, seconded by Mr. Frieler and unanimously carried to adjourn the meeting at 7:05 a.m.

PATRICIA HAASE – CITY CLERK