

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
JANUARY 15, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, January 15, 2015, at City Hall at 7:00 pm.

Present were: Commissioners Tom McBroom, Mary Opsahl, Steve Ritchison, Administrator Lorri Kopischke. Absent: Commissioners Mack Evans and Derek Westby.

Commissioner Opsahl opened the meeting. Kopischke presented the oath of office to the members of the Board with Tom McBroom and Mary Opsahl answering.

Opsahl then asked for nominations from the floor for the office of President. On motion by Opsahl, seconded by Ritchison, to nominate Tom McBroom for President. All voting in favor, motion declared carried.

Opsahl then asked for nominations from the floor for Vice President. On motion by McBroom, seconded by Ritchison, to nominate Mary Opsahl for Vice President. All voting in favor, motion declared carried.

McBroom then took his place at the table as President and the meeting continued.

There was Board consensus that regular EDA meetings will be held on the first Thursday of each month at 7:00 pm.

On motion by McBroom, seconded by Ritchison, all voting in favor, the minutes of the December 3, 2014 meeting were approved as presented.

On motion by Ritchison, seconded by Opsahl, all voting in favor, the agenda was approved as presented.

Deno was not present to provide an update on the website.

Revolving Fund Loan #2, #6 and #9 did not make a payment in December. The responsible party for Loan #6 has agreed to make monthly payments of \$500 on the first of each month. All other loans are current.

Kopischke submitted a draft of the brochure for review. The Board had a few changes and then directed Kopischke to send the draft to the printer and obtain estimates on the printing costs.

There was Board consensus to pay one half of the cost (\$262.50) to participate in the Southern Minnesota Home and Builders Show. They would like the Elysian Lily Pad picture, the framed area photograph, and two aerial maps for the booth. Kopischke will request quotes of the aerial maps along with brochures prices. It was also suggested to mention the show in the City newsletter and ask for volunteers to work. McBroom suggested the business people in the City be asked to volunteer at the show.

Kopischke reported representatives from Syngenta Seeds had been in to obtain information on available property and revolving funds opportunities in the City.

The Board directed Kopischke to invite Jeremy Brown and Jeremy Henniger to one of the upcoming meetings.

Kopischke reported the digital sign is going well. She and Kathy Roemhildt spent three hours working on different displays today. It is a learning curve and more items will continue to be added.

McBroom reported he is in communication with the Elysian Brewery in Washington State.

There were no visitor comments.

On motion by Opsahl, seconded by Ritchison, all voting in favor, meeting adjourned at 7:35 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
FEBRUARY 5, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, February 5, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom; Commissioners Mary Opsahl, Steve Ritchison, Derek Westby; Administrator Lorri Kopischke. Absent: Mack Evans.

President McBroom opened the meeting. Administrator Kopischke presented the oath of office to Derek Westby.

On motion by Opsahl, seconded by Ritchison, all voting in favor, the minutes of the January 15, 2015 meeting were approved as presented.

On motion by Westby, seconded by Ritchison, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 1,287 visits to the site and 3,539 pages were viewed. The average viewing time was 1 minute and 48 seconds. There was a spike in visitors on January 31 and February 1 probably checking the status of the Lake Francis Ice Fishing Contest. The top visited pages were the calendar, business, and tourist information. This month the top demographics were people ages 25-34.

Deno reported the city Facebook page has 479 fans. The prize for the 500th fan will be an EACC t-shirt.

Deno is planning to update the business pages on the website with a click through link that includes a map and also a smart link so if you have a smart phone and click on the phone number it will automatically call the business and also display if the business is open or closed.

Revolving Fund Loans #2b-c, #6, #9 and #10 did not make a payment this month. The City Attorney has collected a \$35 payment on Loan #6. All other loans are current.

Kopischke reported on the quotes for the brochures received from Suel Printing and Quality Printing. The Board consensus was to have the brochures printed by Quality Printing due to the price being almost 50% less than Suel Printing.

Kopischke distributed information about the Southern Minnesota Home and Builders Show. The Board would like to develop a script and thought it would be helpful to have some local business owners in attendance at the Show. The Board would like to meet with the Planning Commission at their next scheduled meeting on March 3, 2015 at 6:00 pm. A list of potential volunteers to

work the trade show was developed and it was also suggested that the need for volunteers be advertised in the City newsletter. Kopischke was directed to get prices on Elysian pens and Westby suggested candy could also be given out at the event.

The Board is still interested in talking with Jeremy Brown and Jeremy Henninger regarding their ideas for development of the EDA land that is currently for sale.

It was suggested to send a thank you to Bob Frechette for his service on the EDA. Kopischke will bring a card to the next meeting to be signed.

There were no visitor comments.

On motion by McBroom, seconded by Westby, all voting in favor, meeting adjourned at 7:50 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
MARCH 26, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, March 26, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Mary Opsahl, Derek Westby; Administrator Lorri Kopischke. Absent: Commissioner Steve Ritchison.

On motion by Opsahl, seconded by Westby, all voting in favor, the minutes of the March 3, 2015 meeting were approved as presented.

On motion by McBroom, seconded by Evans, all voting in favor, the agenda was approved with the following addition:

8.c. Further Website Discussion

Brandi Rossow, Tranquil Escape Massage & Bodywork, was present to request a revolving fund loan in the amount of \$6,800. The loan fund would be used to refinance the purchase of a Zyto Select Machine which she has purchased in December at a very high interest rate. Ms. Rossow showed the Zyto machine to the EDA members and explained how it worked. She further explained that the purpose of the revolving loan is two-fold. She is still interested in purchasing the Fitness Center that is for sale. The Elysian Bank has said that they do not have any history to show that Ms. Rossow is creditable. Taking the EDA loan and showing a good payment record would help build her credit history and credibility.

Kopischke confirmed that the Zyto machine can be used as collateral against the loan by filing a UCC Lien with the Minnesota Secretary of State for a fee of \$20.

Evans stated he was not hot on the idea of the machine as he did not understand how it worked but he was in favor of helping Ms. Rossow improve her credibility with the hopes of her purchasing the Fitness Center and keeping it open for the community.

Westby stated that for people his age the market for this type of natural healing method is huge and largely untapped.

On motion by Evans, seconded by Westby, all voting in favor, to approve a revolving fund loan to Brandi Rossow, Tranquil Escape Massage & Bodywork, in the amount of \$6,800 with a four year term at 3% interest resulting in a monthly payment of \$150.51 and filing a UCC lien for the Zyto machine.

Tony Deno updated the Board on the status of the website. In the past month there were 1,770 visits to the site and 4,289 pages were viewed. The average viewing time was 1 minute and 13 seconds. The top visited pages were the calendar, business, and contact City Hall page. This month the top demographics were all the same at approximately 20%.

Deno reported he had started to work on the "Linked In" upgrade but while creating a profile the software had required a company website address. The option to upgrade to email addresses at elysianmn.com was discussed and it was agreed this would be a good idea.

The Board then discussed the increased fee requested by Deno of \$500. Deno explained there was more data being used than he had anticipated and that is what is driving the increase in fee. Some reasons for the increase could be the old site using "html" and the new site is on "html5" and more widgets.

Westby asked if cheaper alternatives had been investigated. Deno stated the website is hosted by Gator Hosting and all the hosting companies are similar. They are pretty competitive.

Evans stated he would like to see more pictures and more information about happenings in the city on the website.

The Board would like to discuss how to get more businesses involved with the website at their next meeting.

On motion by Ritchison, seconded by Westby, all voting in favor, to table consideration of the request by Tony Deno (74Loop.com) for an additional \$500 payment for services rendered in 2015 until further data was supplied to substantiate the increase in fees.

There was no Financial Report due to the timing of this meeting being held before the end of the month.

Kopischke and Westby reported the booth at the Southern MN Home & Builders Show had gone well and Mayor Stoen had reported on three possible leads. The Board decided to investigate posting the available land on the DEED website, Zillow website, the digital sign and also do a mailing to developers within a 50 mile radius and Rochester, Minnesota. Westby will work with Kopischke to provide a database of developers in the target area.

Westby reported he has done some investigating on the website and he believes the EDA is overpaying for their website. He provided an example of a hosting company called Square Space where the EDA could have a website hosted for less than \$200 annually. The updates to the website can be added in text format and the hosting site formats the text automatically. The businesses could all have a portal to their page and they could upload their menus and specials. The Board liked this idea. Westby suggested a section of the new website could be worked on at each meeting and the new website could be ready to launch for January 1, 2016. The businesses could be tutored on how to upload their information through their portal. The Board

agreed to move forward with this option with a goal of having a new website ready for launch by January 1, 2016.

There were no visitor comments.

On motion by McBroom, seconded by Westby, all voting in favor, meeting adjourned at 8:07 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

**ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
SPECIAL MEETING
APRIL 16, 2015
ELYSIAN CITY HALL
4:30 PM**

The Elysian Economic Development Authority met in special session on Thursday, April 16, 2015, at City Hall at 4:30 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Mary Opsahl; Administrator Lorri Kopischke. Absent: Commissioners Derek Westby and Steve Ritchison.

Pam Fischer, Fischer's Bar, Inc., was present to request a revolving fund loan in the amount of \$20,000. The loan fund would be used to update / remodel Fischer's Bar to include the following:

Booths	\$10,000
Carpet	\$922.91
Floor Tile - Materials	\$492.75
Sink	\$500.00
Sink	\$835.00
Ceiling Tile	\$500.00
Steam Table	\$839.97
Bar Stools	\$1,120.00
Floor	\$454.50
Mat	
Freezer	\$998.00
R&M Repair	\$2,100.00
Cooler	
Flooring - Labor	\$830.00
Total	\$19,593

Evans stated he would be happy to see this happen. He liked that they were repairing the old cooler rather than getting rid of it and excited about the bar stools. This will be a big improvement.

On motion by Evans, seconded by Opsahl, all voting in favor, to approve a revolving fund loan to Richard and Pam Fischer, Fischer's Bar, Inc., in the amount of \$20,000 with a ten year term at 3% interest resulting in a monthly payment of \$193.12.

On motion by Evans, seconded by Opsahl, all voting in favor, meeting adjourned at 4:35 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
MAY 7, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, May 7, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Steve Ritchison, Derek Westby; Administrator Lorri Kopischke. Absent: Commissioner Mary Opsahl.

On motion by Westby, seconded by Evans, all voting in favor, the minutes of the March 26, 2015 and April 26, 2015 meetings were approved as presented.

On motion by Westby, seconded by Evans, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 1,433 visits to the site and 3,480 pages were viewed. The average viewing time was 1 minute and 29 seconds and pages viewed per session was 2.43. The top visited pages were the job posting, business listings and calendar.

Deno stated that he would withdraw the request for the additional \$500 fee for 2015. He would like to discuss it again next year.

Deno reported that the City Facebook page is struggling with 537 likes. An idea was to have the "Elysian Food Truck Challenge". Tickets could be printed with each food vendor's name and then they would be checked when the vendor was visited. All complete tickets could then be dropped into a drawing.

Revolving Fund Loan #2, #6, and #9 did not make a payment this month. All other loans are current.

There was discussion on ways to promote the land. It was noted that the land is now advertised on the digital sign. Kopischke was to contact the State of Minnesota and request a listing of the licensed contractors in the surrounding area for a mailing.

There was discussion of the value brought to the EDA by having a professional webmaster update the website. Westby offered to serve as the "website ambassador" to the businesses and go talk with them and let them know what the EDA can do for them. He will try to get them more involved with advertising their specials on the website and the City Facebook page.

On motion by Westby, seconded by Ritchison, all voting in favor, to approve the Chamber request to place the petting zoo on EDA property July 5, 2015.

There were no visitor comments.

On motion by McBroom, seconded by Ritchison, all voting in favor, meeting adjourned at 7:49 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
JUNE 4, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, June 4, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Mary Opsahl, Steve Ritchison; Administrator Lorri Kopischke. Absent: Commissioner Derek Westby.

On motion by Ritchison, seconded by Evans, all voting in favor, the minutes of the May 7, 2015 meeting were approved as presented.

On motion by Opsahl, seconded by Evans, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 2,033 visits to the site and 4,002 pages were viewed. This was up from last month. The average viewing time was 1 minute and 13 seconds and pages viewed per session was 1.97. The top visited pages were the 4th of July, business listings and calendar. It was noted that the city staff email addresses are being converted to xxx@elysianmn.com. This should be completed this month.

Deno reported that the City Facebook page is at 552 likes. The Board reaffirmed the desire to have a card for people to have stamped at the food vendors in town which would then be entered into a drawing. There will be 5 boxes – each checked for \$5 of food purchased at one vendor during the 4th of July celebration. A drawing will be held and there will be 2 prizes of \$25 Elysian Dollars each.

Revolving Fund Loans #2, #6, and #9 did not make a payment this month. All other loans are current. Kopischke was directed to send a letter to the responsible party for loan #2 as a reminder.

There was consensus to hold the July meeting on July 2.

There were no visitor comments.

On motion by Evans, seconded by Ritchison, all voting in favor, meeting adjourned at 7:40 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
JULY 21, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in special session on Thursday, July 21, 2015, at City Hall at 7:00 pm.

Present were: Vice President Mary Opsahl; Commissioners Mack Evans and Steve Ritchison; Administrator Lorri Kopischke. Absent: Commissioners Tom McBroom and Derek Westby.

Joel Anderson, 200 Main Street West, was present to request a revolving fund loan in the amount of \$30,000 to remodel the lower level of their building. The remodel will result in additional office space in the front of the building and a two bedroom living quarters with one and a half bath on the main floor. There currently is one business space located on main floor and a two bedroom living quarters with one bath on the upper level.

The access to the lower level living quarters will be through the back of the building and the existing window on the previous car wash portion of the building will be frosted. These two items are requirements of the City Planning and Zoning Commission.

Anderson stated the family plans to live in the lower level and rent the upper level as an apartment. At some point in the future they plan to build a house and would then rent both living quarters and retain two business spaces on the lower level.

On motion by Opsahl, seconded by Evans, all voting in favor, to approve a revolving fund loan to Joel Anderson, in the amount of \$30,000 with an eight year term at 3% interest resulting in a monthly payment of \$351.89.

Kopischke reported the EDA-sponsored rebate for the new auto read meters being installed in the city expired on June 30 and asked if the Board would like to extend that rebate. On motion by Opsahl, seconded by Ritchison, all voting in favor, to extend the \$25 rebate for Auto (Radio) Read Meters installed (primary meters only) prior to September 30, 2015.

On motion by Evans, seconded by Ritchison, all voting in favor, meeting adjourned at 7:20 pm.

Attest:

Mary Opsahl, Vice President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
AUGUST 6, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, August 6, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Mary Opsahl, Steve Ritchison; Administrator Lorri Kopischke. Absent: Commissioner Derek Westby.

On motion by Opsahl, seconded by Ritchison, all voting in favor, the minutes of the June 4, 2015 Regular Meeting, and July 21, 2015 Special Meeting were approved as presented.

On motion by Evans, seconded by McBroom, all voting in favor, the agenda was approved as presented.

Tony Deno was not able to attend the meeting but provided the following update. In the past month there were 4,507 visits to the site and 8,601 pages were viewed. The average viewing time was 1 minute and 11 seconds and pages viewed per session was 1.91. The top visited pages were the 4th of July, business listings and calendar. The Board again discussed the possibility of having more pictures of local events and a faster turn-around for postings on the website. Research will be done into having a user friendly software for updating the site and having staff do the updating themselves.

Revolving Fund Loans #2, #6, and #9 did not make a payment this month. All other loans are current.

The balances in the EDA accounts were discussed. There are not enough funds in the EDA unrestricted savings account to fund the upcoming 2016 EDA operating budget. The EDA will ask the City to include a transfer in their 2016 budget to fund the 2016 EDA operating budget.

There were no visitor comments.

On motion by Evans, seconded by McBroom, all voting in favor, meeting adjourned at 7:40 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
SEPTEMBER 3, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, September 3, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom, Commissioners Mack Evans, Mary Opsahl, Derek Westby; Administrator Lorri Kopischke. Absent: Commissioner Steve Ritchison.

On motion by Evans, seconded by Westby, all voting in favor, the minutes of the August 6, 2015 Regular Meeting were approved as presented.

On motion by Westby, seconded by McBroom, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 1,769 visits to the site and 3,714 pages were viewed. The average viewing time was 1 minute and 09 seconds and pages viewed per session was 2.01. The top visited pages were the business listings, tourist information and calendar. Members of the audience questioned if a page could be added for the fire department and also public works.

Rick and Cheryl Galewski were present to discuss a business idea on Highway 60. They are looking at creating a car lot on the lot they own between Casey's and the car wash. In addition, they are in discussion with an internet business that is in need of a loading dock and would like to rent some type of warehouse unit. The goal in the future would be to expand to a business mall which would lease space or be a business condo. There are no water or sewer hook ups on the property. The Galewski's have an estimate from James Bros for \$5,400 for the hook ups and are asking that the EDA help them with these costs.

The EDA Board was receptive to the project and encouraged the Galewski's to obtain more information regarding drainage on the site, sewer and water capacity and needs for this type of business, and also the needs of future anticipated expansion.

Due to the early date of this EDA meeting, financial documents for August had not yet been prepared. It was noted that the City Attorney had sent a letter to the responsible party for Revolving Fund Loan #6 regarding payment.

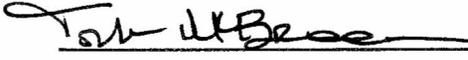
Kopischke acknowledged two new businesses in the city – the Thrift Store and North America Branding, and received approval to send them welcome letters.

There was discussion regarding city staff taking over operation of the website. Opsahl reported that Bruce Velske has contacted her regarding the website. Velske will be invited to make a presentation at the October EDA meeting.

There were no visitor comments.

On motion by McBroom, seconded by Evans, all voting in favor, meeting adjourned at 7:53 pm.

Attest:



Tom McBroom, President



Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
OCTOBER 8, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, October 8, 2015, at City Hall at 7:26 pm. The meeting did not begin until 7:26 pm as the Commission did not have a quorum until that time.

Present were: Vice President Mary Opsahl; Commissioners Derek Westby and Steve Ritchison; Administrator Lorri Kopischke. Absent: Commissioner Mack Evans and President Tom McBroom.

On motion by Westby, seconded by Ritchison, all voting in favor, the minutes of the September 3, 2015 Regular Meeting were approved as presented.

On motion by Westby, seconded by Ritchison, all voting in favor, the agenda was approved as presented.

Tony Deno was not in attendance so there was no website update.

Lynn Gross, The Lawn Barber, was present to request a revolving fund loan in the amount of \$28,000. The Lawn Barber intends to purchase the Elysian Self Storage and make upgrades to the large building consisting of offices, restrooms, insulation, windows and an overhead door. Water and sewer will also have to be brought into the property from State Highway 60. The Self-Storage portion of the business would remain.

Gross explained The Lawn Barber has been in business for ten years and expanded to the Elysian area six years ago. The Lawn Barber is an environmentally friendly company and was the first commercial mowing company to use all propane mowers.

This purchase would allow them to relocate their business office from the City of LeSueur to the City of Elysian with an expectation of adding four to six new employees next spring. They currently have some accounts in Mankato, Madison Lake, and LeSueur but their largest customer base is in Elysian. They do contract for some snowplowing now in LeSueur and there would be a potential for expansion in that area here in Elysian.

Gross explained their start-up costs will include a down payment, the remodel, having water and sewer stubbed in, and the SAC and WAC to the City of Elysian. They would prefer to start with a lower monthly payment and revisit the amount in a stated period of time.

On motion by Westby, seconded by Ritchison, all voting in favor, to approve a revolving fund loan to The Lawn Barber, in the amount of \$28,000 with a 3% interest rate and a monthly payment of \$155 which would balloon in 5 years (60 payments) in a resulting payment of \$22,608.80 which could be considered for negotiation at that time, with a requirement of

creating two (2) new jobs within the first twelve months and upon satisfactory completion of all required paperwork.

Bruce Velske and Matthew Coulesey, Two Lakes Design, were present to explain the services they provide relating to website creation and design. They have designed websites for Alliance Contracting, City of Morristown, and Rent-n-Save. When working with them, the customer retains the domain name and provides their own hosting through a company such as GoDaddy. Two Lake Design provides design and can also provide a service contract if so desired. They are a local business with extreme customer service. They offer a 24 hour response time. The EDA thanked Velske and Coulesey and will take this under consideration.

Revolving Fund Loan #2, #6, and #9 did not make a payment this month. All other loans are current.

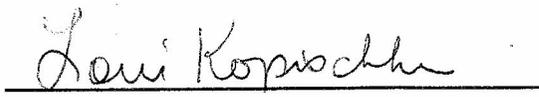
There were no visitor comments.

On motion by Westby, seconded by Ritchison, all voting in favor, meeting adjourned at 8:55 pm.

Attest:



Mary Opsahl, Vice President



Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
NOVEMBER 12, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, November 12, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom; Commissioners Mack Evans and Steve Ritchison; Administrator Lorri Kopischke. Absent: Commissioners Mary Opsahl and Derek Westby.

On motion by Ritchison, seconded by Evans, all voting in favor, the minutes of the October 8, 2015 Regular Meeting were approved as presented.

On motion by McBroom, seconded by Ritchison, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 1,813 visits to the site and 4,895 pages were viewed. The average viewing time was 1 minute and 30 seconds and pages viewed per session was 2.71. The top visited pages were the business listings, calendar, and contact city hall. Deno stated he does have a page ready for the fire department. He needs a little more information possibly from the fire chief.

Bruce Velske and Matthew Coulosey, Two Lakes Design, were present to share a mockup of a proposed website design. The design includes side to side pictures and would be built from the ground up. The design fee would be \$6,000 to \$7,500 with half payable at start up and half at completion. There would be no charge for support for one year. At the end of the year, this would be explored to determine how much support would be required on an ongoing basis and a price determined at that time. They would require a lead time of 3 to 5 weeks to get the site up and running. The Board thanked them for the presentation.

Revolving Fund Loan #2, #6, and #9 did not make a payment this month. All other loans are current.

Kopischke updated the Board that Nick Roman, the owner of Elysian Self Storage, was not able to negotiate the sale of his business to Lynn Gross early enough this year to secure storage of his equipment in another location before he left for the winter. Therefore, the sale has been postponed until spring of 2016. There was Board consensus that the funds for the revolving loan fund approved at the October EDA Meeting not be distributed until spring of 2016 when the purchase agreement is revisited.

There were no visitor comments.

The Board discussed retaining the services of Two Lakes Design to redesign the website. The EDA has \$4,000 available in the 2016 budget for promotion and professional services. The

advantages to switching the website include the appearance, the ability of staff to make updates, the higher visibility of businesses provided, a one-time cost rather than a yearly fee.

On motion by Ritchison, seconded by Evans, all voting in favor, to proceed with the process of retaining the services of Two Lakes Design in the amount of \$7,500 for the 2016 year dependent on the funds being obtained without an additional cost to the City Budget.

On motion by Ritchison, seconded by McBroom, all voting in favor, meeting adjourned at 8:20 pm.

Attest:

Tom McBroom, President



Lorri Kopischke, EDA Administrator

ELYSIAN ECONOMIC DEVELOPMENT AUTHORITY
DECEMBER 3, 2015
ELYSIAN CITY HALL
7:00 PM

The Elysian Economic Development Authority met in regular session on Thursday, December 3, 2015, at City Hall at 7:00 pm.

Present were: President Tom McBroom; Commissioners Mack Evans and Mary Opsahl; Administrator Lorri Kopischke. Absent: Commissioners Steve Ritchison and Derek Westby.

On motion by Evans, seconded by McBroom, all voting in favor, the minutes of the November 12, 2015 Regular Meeting were approved as presented.

On motion by McBroom, seconded by Opsahl, all voting in favor, the agenda was approved as presented.

Tony Deno updated the Board on the status of the website. In the past month there were 1,804 visits to the site and 4,690 pages were viewed. The average viewing time was 1 minute and 09 seconds and pages viewed per session was 2.35. The top visited pages were the business listings, calendar, and contact city hall. The Facebook page has 615 likes.

There was no financial report this month as the meeting was held prior to the financials being completed.

The Board discussed running an article in the Elysian Enterprise acknowledging the Thrift Store and North American Branding as new businesses in the community. The Board does support this and would like to see it somehow worked around the two businesses doing an open house. Kopischke will contact the business owners.

The Board discussed renewal of the contract with Tony Deno as webmaster for 2016. They cited several issues such as the big happenings in town not being covered, updates not being made in a timely manner, and the website not keeping up with technology. On motion by McBroom, seconded by Evans, all voting in favor, to not renew Tony Deno's contract for webmaster for the City of Elysian for 2016.

The Board considered a promissory note which would allow the EDA to borrow \$3,750 from restricted funds to pay the total amount to Two Lakes Design for a redesign of the website in the amount of \$7,500. The EDA will be required to repay this amount to the restricted fund from their 2017 budget. City Attorney has drafted the promissory note and has approved this process. On motion by McBroom, seconded by Opsahl, all voting in favor, to approve the promissory note to allow \$3,750 of restricted funds to be used to pay for the website contract with Two Lakes Design to be paid back in full on or before January 1, 2017.

The Board discussed the contract with Two Lake Designs (2LD) for website redesign in the amount of \$7,500. This will include up to 50 web pages, staff training and support for one year, and photographs created by 2LD. On motion by Opsahl, seconded by McBroom, all voting in favor, to approve the Website & Services Contract with Two Lakes Design (2LD) to design and develop a website in the amount of \$7,500.

With regards to the business directory, there was EDA consensus to hold a meeting with the business owners and ask 2LD representatives to attend and demonstrate what the new website will have to offer. They discussed a possible fee for that listing of \$50 per year. The Open House will also be an opportunity for the EDA to interact with business owners and let them know that they are here for them and ask them what the EDA can do to help them. This will be done at the next EDA meeting.

The next EDA meeting will be January 21, 2016.

There were no visitor comments.

On motion by McBroom, seconded by Opsahl, all voting in favor, meeting adjourned at 7:45 pm.

Attest:

Tom McBroom, President

Lorri Kopischke, EDA Administrator