



City of Mora
Kanabec County, Minnesota
Meeting Agenda
Economic Development Authority

Mora City Hall
101 Lake Street S
Mora, MN 55051

Tuesday, May 4, 2021

2:00 PM

Mora City Hall

The EDA was established to preserve and create jobs, enhance the city's tax base, and to promote the general welfare of the people of the city. The EDA is responsible for coordinating and recommending action to the City Council on all aspects of the economic development program carried out by the city.

1. Call to Order

2. Oath of Office

Rose Krie will pledge the oath of office for the remainder of a term expiring on December 31, 2022.

3. Roll Call: Gene Anderson, Jody Anderson, Brett Baldwin, Doyle Casavant, Bob Jensen, Dan Johnson, Rose Krie and Alan Skramstad

4. Adopt Agenda *(No item of business shall be considered unless it appears on the agenda for the meeting. Board members may add items to the agenda prior to adoption of the agenda.)*

5. Minutes

- a. February 2, 2021

6. Claims

- a. February, March and April 2021

7. Open Forum *(Individuals may address the board about any item not contained on the regular agenda. The EDA will take no official action on items discussed at the forum, with the exception of referral to staff for future report.)*

8. Special Business

None

9. New Business

- a. Promotional Video
- b. Sign for Available Land

10. Old Business

None

11. Communications

- a. Quarterly Financial Reports – 1st Quarter 2021
- b. Kanabec County EDA Meeting Minutes – January 13 and February 10, 2021
- c. Initiative Foundation Correspondence

12. Reports *(Staff will provide verbal reports on the items listed below.)*

- a. City of Mora COVID-19 Emergency Assistance Fund
- b. Small Cities Development Program
- c. SMMPA Economic Development Credit Program

13. Adjournment

**City of Mora, MN
ECONOMIC DEVELOPMENT AUTHORITY
Meeting Minutes**

February 2, 2021

Present: Gene Anderson, Jody Anderson, Brett Baldwin, Doyle Casavant, Bob Jensen, Dan Johnson, Lonnie Ness and Alan Skramstad
Absent: None
Staff Present: Lindy Crawford, Beth Thorp and Sara King
Others Present: Jeff Wig (via WebEx) and Sandy Voigt (via WebEx)

1. Call to order. Skramstad called the meeting to order at 2:01 pm.
2. Oath of Office. Jensen pledged the oath of office for a 6-year term expiring on December 31, 2026.
3. Roll Call.
 - G. Anderson – Present
 - J. Anderson – Present
 - Baldwin – Present
 - Casavant – Present (via WebEx)
 - Jensen – Present
 - Johnson – Present
 - Ness – Present
 - Skramstad – Present
4. Adopt Agenda. Motion by Johnson, second by Ness to adopt the February 2, 2021 agenda as presented. All present voted by roll call:
 - Aye: J. Anderson, Baldwin, Jensen, Johnson, Ness and Skramstad
 - Nay: None
 - No Response: CasavantWith the majority voting aye, motion carried.
5. Election of Officers. Motion by Johnson, second by J. Anderson to elect Skramstad as President, Casavant as Vice President, and Jensen as Treasurer. All present voted by roll call:
 - Aye: J. Anderson, Baldwin, Jensen, Johnson, Ness and Skramstad
 - Nay: None
 - No Response: CasavantWith the majority voting aye, motion carried.
6. Minutes. Motion by J. Anderson, second by Jensen to approve the minutes of the November 5, 2020 meeting as presented. All present voted by roll call:
 - Aye: J. Anderson, Baldwin, Jensen, Johnson, Ness and Skramstad
 - Nay: None
 - No Response: CasavantWith the majority voting aye, motion carried.

7. Claims. Motion by Casavant, second by Johnson to approve the November 2020 claims as presented. All present voted by roll call:

Aye: J. Anderson, Baldwin, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: Casavant

With the majority voting aye, motion carried.

Motion by J. Anderson, second by Jensen to approve the December 2020 claims as presented. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: None

With all present voting aye, motion carried.

Motion by J. Anderson, second by Johnson to approve the January 2021 (parts 1 and 2) claims as presented. All present voted by roll call:

Aye: J. Anderson, Baldwin, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: Casavant

With the majority voting aye, motion carried.

8. Open Forum. No members of the audience were present for open forum.

9. Special Business.

- a. Presentation from Initiative Foundation and Consideration of Contribution. Jeff Wig, Initiative Foundation Vice President for Entrepreneurship, was present via WebEx. Wig commented that the last time he presented to the Mora EDA was near the beginning of the COVID-19 pandemic (May 5, 2020) and that much had changed since then. He added that he was aware that the city and Kanabec County had done much to assist businesses impacted by the pandemic. Wig provided a summary of programs offered by the Initiative Foundation, general support for entrepreneurs and economic development, direct assistance to the city and Kanabec County, business loans to Mora and Kanabec County businesses, the Initiative Foundation's COVID response, and steps to move forward following the pandemic. Wig thanked the city for its longstanding support of the Initiative Foundation and for considering continued support in 2021. Skramstad stated that the Initiative Foundation submitted a contribution request of \$2,250. Jensen asked if the contribution was included in the 2021 budget; Thorp confirmed that it was a budgeted item. Motion by Jensen, second by Johnson to authorize a contribution of \$2,250 to the Initiative Foundation. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: None

With all present voting aye, motion carried. Wig thanked the EDA.

- b. Presentation from GPS 45:93 and Consideration of Annual Membership Dues. Sandy Voigt, GPS 45:93 President, was present via WebEx to request the EDA's continued membership in GPS 45:93 in 2021. Voigt reviewed current members of the regional economic development organization, the organization's history and ongoing support from members, the

organization's commitment to continue its efforts through the pandemic; and, provided a summary of current activities. Voigt stated that she was elected to serve as President of GPS 45:93 in 2021 and Thorp was elected to serve as Vice President. Voigt informed the EDA that a webinar was scheduled for February 18th titled "Harnessing the Power of Our Watershed for Economic Development", a project organized through North Woods and Waters of the St. Croix Heritage Area in collaboration with other organizations including GPS 45:93; Voigt encouraged EDA members to attend. Voigt also informed the EDA about a promotional video that was produced by GPS 45:93 to market the region's shovel ready sites, including the Mora Industrial Park, with a launch party scheduled on March 3rd and 4th. Voigt requested the EDA's continued membership in GPS 45:93 at the 2021 rate of \$850. Ness asked if membership dues were included in the 2021 budget; Thorp confirmed that it was a budgeted item. Motion by Ness, second by Casavant to authorize continued membership in GPS 45:93 in 2021 and payment of \$850. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: None

With all present voting aye, motion carried. Voigt thanked the EDA.

10. New Business.

- a. Financial Management Plan for Mora Housing & Redevelopment Authority. Crawford requested that the EDA consider financial participation in the preparation of a Financial Management Plan for the Mora Housing & Redevelopment Authority (HRA) at a cost of \$2,834 (1/3 of the total cost). Crawford explained that the HRA was experiencing financial pressure and the plan would help analyze 5- and 10-year plans as well as capital plans for the HRA. Crawford reminded commissioners that housing was a stated goal of the EDA and commented that the plan would most likely benefit the EDA as well as the HRA. Crawford stated that the HRA Board had accepted the proposal presented by Ehler's and approved paying 1/3 of the cost, adding that the City Council would be asked to consider contributing the final 1/3 of the cost. Johnson asked if this was a similar plan to what the EDA had supported in the past; Crawford responded that the HRA had never had a Financial Management Plan prepared before. Skramstad shared with fellow commissioners that the HRA was presently experiencing troubles and the City Council would be assuming the role of the HRA Board. Motion by J. Anderson, second by Johnson to participate in the preparation of a Financial Management Plan for the Mora Housing & Redevelopment Authority at a cost not to exceed \$2,834. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson and Skramstad

Nay: None

No Response: None

Abstained: Ness

With the majority voting aye, motion carried.

- b. Participation in Kanabec County Economic Development Authority. Thorp explained that the Kanabec County Economic Development Authority (KCEDA) was established in 2016 and the City Council adopted a resolution electing to participate in the KCEDA in that same year, and that state statute allowed the city to consider continued membership every fifth year from the date the resolution was adopted with the first opportunity to review being 2021. Thorp stated that the staff report provided a summary of economic development activities referenced in the city's resolution of participation, and asked the EDA to provide a

recommendation to the City Council regarding continued participation. Thorp commented that staff was recommending continued participation as the KCEDA had done good things for the community. J. Anderson inquired about two specific economic development activities highlighted in the staff report, including the Telework Center and Economic Gardening; Thorp reported that the Telework Center was permanently closed and Economic Gardening was a short-term GPS 45:93 project that had been completed. J. Anderson followed up by asking about Pine Tech's current use of the former Telework Center; Thorp stated that Pine Tech was using the space in a similar capacity as was intended for the Telework Center but that it was separate from the Telework Center project. Motion by Casavant, second by J. Anderson to recommend continued participation in the Kanabec County Economic Development Authority. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: None

With all present voting aye, motion carried.

- c. Economic Development Incentive Based on Electric Usage. Crawford introduced a 2018 incentive developed by the Southern Minnesota Municipal Power Agency (SMMPA), an incentive offering credits to eligible businesses based on electric usage. Crawford explained that the incentive was developed to attract new businesses to SMMPA member communities as well as expansions of existing businesses. Crawford asked the EDA to consider interest in the program before presenting it to the Mora PUC and City Council for further consideration. J. Anderson expressed frustration with incentive programs being developed for large businesses, new businesses and distressed businesses but not those "middle" businesses that were holding their own. Johnson asked if the dollar value of the incentive was significant or more of a gesture; Crawford explained that the value would be different for each business based on usage but that it may be enough incentive for a large organization to locate in Mora rather than another community. Jensen asked if the credits would come from SMMPA or the local utility; Crawford responded that the credits would come from SMMPA. Jensen then commented that the incentive could be considered another "tool in the toolbox". Motion by Johnson, second by Jensen to recommend use of the SMMPA-developed incentive. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson, Ness and Skramstad

Nay: None

No Response: None

With all present voting aye, motion carried.

- d. Notice of Resignation – Ness. Thorp stated that Commissioner Ness had submitted his notice of resignation for the EDA's consideration. Johnson expressed support for Ness' decision. Motion by Johnson, second by Baldwin to accept Ness' resignation. All present voted by roll call:

Aye: J. Anderson, Baldwin, Casavant, Jensen, Johnson and Skramstad

Nay: None

No Response: None

Abstained: Ness

With the majority voting aye, motion carried. Skramstad wished Ness well in his work with the Kanabec County Economic Development Authority.

11. Old Business.

None.

12. Communications.

- a. Quarterly Financial Reports. The EDA received 4th Quarter 2020 financial reports prepared by Accountant Sara King. Jensen commented that it appeared that the EDA was financially stable; King responded that the EDA was indeed financially stable and well capitalized.
- b. Kanabec County EDA Meeting Minutes. The EDA received September, October, November and December 2020 meeting minutes for the Kanabec County EDA. Skramstad commented that the Kanabec County EDA did a nice job of supporting Mora and Kanabec County businesses with pandemic relief funds.

13. Reports.

- a. City of Mora COVID-19 Emergency Assistance Fund. Thorp reported that only one COVID-19 Emergency Assistance Fund (EAF) grant had been requested – and subsequently approved – since the EDA allocated additional funds to the grant program in November 2020. Thorp explained that the EAF program had been advertised in the city's newsletter, on the city's website and on Facebook, but there seemed to be little interest from business owners. Jensen asked if the remaining grant funds could be disbursed amongst those organizations that had already applied for and received EAF grant funds; Thorp responded that businesses have been told that they're only eligible to receive one grant but that could be changed by the EDA if desired. J. Anderson commented that perhaps not all past grant recipients were still in need of EAF grant funds or were still eligible per the guidelines. Thorp shared that one EAF loan recipient had not yet begun making loan payments and the default may need to be addressed by the EDA / city in the near future. Jensen asked what would happen to the EAF funds if they were not utilized for grants and loans; Crawford responded that the funds would remain in the Mora Industrial Commercial (MIC) Loan Program where the funds originated. Johnson asked if there was an end-date to the EAF program; Thorp responded that the EDA extended the program to June 30, 2021 at its November 2020 meeting. Johnson commented that there was still time for businesses to apply for funds, adding that he was not in favor of disbursing the remaining funds amongst past grant recipients prior to June 30, 2021. Johnson asked if the remaining grant funds could be tied to other relief programs, such as PPP, to provide additional grant funds to past grant recipients if they could demonstrate a loss during the pandemic. J. Anderson commented that the funds may be better used for other purposes, such as tourism efforts, that would benefit the entire community. Jensen stated that he did not believe funds from the Revolving Economic Development (RED) Loan Program could be used for activities such as tourism efforts; Thorp responded that the EAF program was funded through the MIC Loan Program and those funds were unrestricted. Thorp suggested and the consensus of the EDA was to continue advertising the EAF program until the program expired in June and then the EDA could continue its discussion of how to use any unused EAF funds at its August meeting.
- b. Small Cities Development Program. Thorp shared that the two-year residential rehabilitation program was successful with applications received and approved for all four residential categories, including owner-occupied single family, single family rentals, duplex rentals, and multi-family rentals. Thorp reminded the EDA that the city was in the early part of the first year of the two-year program and the level of interest in the program was encouraging.
- c. Board & Commission Contact Information. Thorp requested that all EDA members provide staff with an updated contact information sheet.

- d. Kanabec County Grant Program. Jensen asked for a report on the county's current pandemic relief grant program; Ness shared that the program is open to all businesses and information can be obtained from Kanabec County Economic Development Director Heidi Steinmetz or the county's website. Thorp stated that she'll share a link to the county's program with commissioners following the meeting.

14. Adjournment. Motion by Johnson, second by Jensen to adjourn. All present voted by roll call:

Aye: J. Anderson, Baldwin, Jensen, Johnson, Skramstad

Nay:

No Response: Casavant

Abstained: Ness

With all present voting aye, the meeting was adjourned at 2:57 pm.

Alan Skramstad, President

Beth Thorp, Secretary

CITY OF MORA

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02/11/21 12:04 PM

Page 1

CHECK #	Search Name	Fund Descr	Dept Descr	Last Dim Descr	Comments	Amount
CHECK # 055752	LEAGUE OF MN CITIES INS TST WC					
055752	LEAGUE OF MN CIT	ECONOMIC		Prepaid Ins	2021 WORK COMP PREMIUM	\$110.82
CHECK # 055752	LEAGUE OF MN CITIES INS TST WC					\$110.82
CHECK # 055854	VERIZON WIRELESS					
055854	VERIZON WIRELES	ECONOMIC	ECONOMIC DEVEL	Telephone	CELL PHONES, IPADS	\$3.11
CHECK # 055854	VERIZON WIRELESS					\$3.11
CHECK # 055866	MN DEPT OF EMP & ECON DEV					
055866	MN DEPT OF EMP	RED LOAN		Due to Minnesota De	NPP/GRANT #CDAP-14-0022-H	\$2,312.75
CHECK # 055866	MN DEPT OF EMP & ECON DEV					\$2,312.75
CHECK # 055871	CAMPBELL KNUTSON, P.A.					
055871	CAMPBELL KNUTSO	ECONOMIC		Accounts Payable	MISC LEGAL SERVICES-RELEA	\$130.00
CHECK # 055871	CAMPBELL KNUTSON, P.A.					\$130.00
CHECK # 055912	INITIATIVE FOUNDATION					
055912	INITIATIVE FOUND	ECONOMIC	ECONOMIC DEVEL	Contributions	2021 CONTRIBUTION	\$2,250.00
CHECK # 055912	INITIATIVE FOUNDATION					\$2,250.00
CHECK # 055917	NORTHERN TECHNOLOGY INITIATIVE					
055917	NORTHERN TECHN	ECONOMIC	ECONOMIC DEVEL	Dues & Subscriptions	2021 MEMBERSHIP DUES	\$850.00
CHECK # 055917	NORTHERN TECHNOLOGY INITIATIVE					\$850.00
						\$5,656.68

THE FEBRUARY 2021 CLAIMS HAVE BEEN APPROVED FOR PAYMENT BY:

Alan Skramstad, President

Robert Jensen, Treasurer

Beth Thorp, Secretary

CITY OF MORA
CHECK LIST-EDA

03/12/21 10:43 AM

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CHECK #	Search Name	Fund Descr	Dept Descr	Last Dim Descr	Comments	Amount
CHECK # 056057 VERIZON WIRELESS						
056057	VERIZON WIRELES	ECONOMIC	ECONOMIC DEVEL	Telephone	FEB CELL PHONES, TABLETS	\$8.30
CHECK # 056057 VERIZON WIRELESS						\$8.30
CHECK # 056086 VERIZON WIRELESS						
056086	VERIZON WIRELES	ECONOMIC	ECONOMIC DEVEL	Telephone	CELLS, IPADS	\$8.30
CHECK # 056086 VERIZON WIRELESS						\$8.30
CHECK # 056094 CAMPBELL KNUTSON, P.A.						
056094	CAMPBELL KNUTSO	ECONOMIC	ECONOMIC DEVEL	Legal Services	MISC LEGAL-LOAN RE-PYMT &	\$68.20
CHECK # 056094 CAMPBELL KNUTSON, P.A.						\$68.20
						\$84.80

THE MARCH 2021 CLAIMS HAVE BEEN APPROVED FOR PAYMENT BY:

Alan Skramstad, President

Robert Jensen, Treasurer

Beth Thorp, Secretary



CITY OF MORA

Claims List - EDA

04/15/21 11:56 AM

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Search Name	Check Nbr	Fund Descr	Last Dim Descr	Comments	Amount
Check Nbr 056147 HEGGERNES AGENCY INC					
HEGGERNES AGENCY INC	056147	ECONOM	Prepaid Ins	2021 INS AGENTS FEE	\$3.00
Check Nbr 056147 HEGGERNES AGENCY INC					\$3.00
Check Nbr 056151 LEAGUE OF MN CITIES INS TRUST					
LEAGUE OF MN CITIES INS	056151	ECONOM	Prepaid Ins	2021 PROP/LIAB INS PREMIU	\$100.00
Check Nbr 056151 LEAGUE OF MN CITIES INS TRUST					\$100.00
Check Nbr 056153 MN DEPT OF EMP & ECON DEV					
MN DEPT OF EMP & ECON D	056153	RED LOA	Due to Minne	NPP/GRANT #CDAP-14-0022-	\$2,312.75
Check Nbr 056153 MN DEPT OF EMP & ECON DEV					\$2,312.75
Check Nbr 056181 MN DEPT OF EMP & ECON DEV					
MN DEPT OF EMP & ECON D	056181	RED LOA	Due to Minne	NPP/GRANT #CDAP-14-0022-	\$2,312.75
Check Nbr 056181 MN DEPT OF EMP & ECON DEV					\$2,312.75
Check Nbr 056216 MN DEPT OF EMP & ECON DEV					
MN DEPT OF EMP & ECON D	056216	RED LOA	Due to Minne	NPP/GRANT #CDAP-14-0022-	\$2,312.75
Check Nbr 056216 MN DEPT OF EMP & ECON DEV					\$2,312.75
Check Nbr 056224 VERIZON WIRELESS					
VERIZON WIRELESS	056224	ECONOM	Telephone	CELL PHONES, IPADS	\$8.30
Check Nbr 056224 VERIZON WIRELESS					\$8.30
Check Nbr 056255 KANABEC PUBLICATIONS, INC					
KANABEC PUBLICATIONS, I	056255	ECONOM	Advertising	EDA BOARD OPENINGS	\$64.58
Check Nbr 056255 KANABEC PUBLICATIONS, INC					\$64.58
					\$7,114.13

THE APRIL 2021 CLAIMS HAVE BEEN APPROVED FOR PAYMENT BY:

Alan Skramstad, President

Robert Jensen, Treasurer

Beth Thorp, Secretary



MEMORANDUM

Date: May 4, 2021
To: Economic Development Authority
From: Beth Thorp, Community Development Director
RE: Promotional Video

SUMMARY

The board will consider a proposal for video production in partnership with Mora Public Schools.

BACKGROUND INFORMATION

During the EDA's November 2020 CEDS Survey discussion, it was suggested that the EDA explore options for a video to promote the community. It was also suggested that Mora Public Schools and/or Pine Tech may be able to offer this type of service. Following the November meeting staff reached out to Mora Public Schools and Pine Tech and, unfortunately, neither school has the capability / ability to offer video production services.

Coincidentally, Mora Public Schools reached out to city staff recently asking if the city might be interested in partnering on a promotional video project. The school district has been discussing the idea for a couple of years and had already started discussions with Captivate Media + Consulting. Staff recently met with the school district on three occasions to view video samples and discuss goals for the project. Based on these goals, Captivate Media + Consulting has provided a quote for the EDA's and school district's consideration.

The attached quote shows a total estimated project cost of \$8,000 for the production of three videos:

- City and school district overview (approximately 2 minutes in length)
- City-focused social media video (approximately 30 seconds in length)
- School district-focused social media video (approximately 30 seconds in length)

This is not a budgeted item in 2021; however, funds could be used from the EDA's cash reserves.

If the EDA decides to partner with Mora Public Schools in this effort, Captivate Media + Consulting would begin working as early as May 6th.

OPTIONS & IMPACTS

1. Partner with Mora Public Schools for the creation of promotional videos utilizing the services of Captivate Media + Consulting with the EDA's portion of the project not to exceed \$4,000.
 - The videos can be used on various platforms, including the city's website and Facebook page, for marketing purposes.
 - Partnering on this project will create a cost savings for both the EDA and Mora Public Schools.
 - The EDA and Mora Public Schools share many of the same goals creating an ideal partnership.
2. Do not partner with Mora Public Schools for the creation of promotional videos.
 - If the EDA decides to proceed with this project now or in the future without a partner, the cost will be significantly higher.

RECOMMENDATION

Motion to partner with Mora Public Schools for the creation of promotional videos utilizing the services of Captivate Media + Consulting with the EDA's portion of the project not to exceed \$4,000.

Attachments

Captivate Media + Consulting proposal dated April 28, 2021



CITY OF MORA AND MORA PUBLIC SCHOOLS

PROPOSAL FOR: VIDEO PRODUCTION

PREPARED FOR:

Dan Voce and Lindy Crawford

PREPARED BY:

Jake Sturgis, Captivate Media + Consulting

PREPARED DATE:

April 28, 2021



www.captivatemedias.us
612.314.3314

YOUR STORY. OUR EXPERTISE.

At Captivate Media + Consulting, we craft compelling communications that move people to action. Our dedicated team of digital content creation and storytelling strategists are passionate about uncovering opportunities to make your mission like no other.

We don't just *do* video; we are passionate about leveraging what video *does*. It's about starting a conversation, sharing an experience and making an emotional connection that inspires change. Our award-winning visual storytellers will partner with you to discern the best perspective from which to tell your stories and develop the concept with you.

We understand education. Our Founder & CEO Jake Sturgis worked in school communications for more than a decade before starting the business in 2014. Since then, Captivate Media has worked with school districts nationwide to draw out authentic voices and build up communities through storytelling.

It's our mission to make students, staff, parents and community stakeholders feel like they're a part of something special—something bigger than themselves. That's how you create a community of supporters who evangelize your community and brand.



PROJECT BRIEF:

Leaders for the City of Mora and Mora Public Schools are looking to partner on a video project that will highlight what makes the community a special place to call home. The city would like to attract more people to live in the community while the school district has a goal of increasing enrollment within its schools. By partnering on this project, there will be cost savings for both entities by taking advantage of efficiencies within the production process.

Mora brands itself as a "a city for all seasons" and has so much to offer its community members. Our team would work with city leaders to determine key messages to showcase what makes Mora a city for all seasons within the video script. There may be some elements that are out of season and we would rely on supplied photos and videos for those portions of the video.

For Mora Public Schools, our goal would be to amplify the "Exploring, Engaging, Empowering" messaging that has been previously developed. This may incorporate messages including:

- Opportunities for all. The district is big enough for academic programs like CIS and provides additional opportunities in arts and athletics while maintaining a small school feel.
- The elementary school is a consistent MCA top scorer, provides gifted and talented options, and cutting-edge technology.
- The high school students have 1:1 devices and have access to unique programs including CTE, ALC, a student-run coffee shop and CIS.

The key for the joint videos will be to stay high-level with the messaging and not to get into too many details. We'll want to work to *show* rather than *tell* people why Mora is a great place to live and raise a family.

Our recommendation is to create three videos with the initial contract. Additional videos could be created later for both the city and the school district.

These videos would include:

- City and District overview (approximately 2 minutes)
- City-focused social media video (approximately 30 seconds)
- District-focused social media video (approximately 30 seconds)

Our team would work collaboratively with the district and city to create a concept and a script that highlights the strengths of the community and aligns with your brands. This would be part of our story development process.

We anticipate needing two half-days of on-site production to get the needed interviews and video shots for the videos. We would aim for May 6 as one of these dates and we would find another date in May or June for the remaining elements, including drone footage.



OUR PROCESS:

We divide our video production work into three areas: story development, production and post-production. For these projects Captivate Media will lead all three areas, with the guidance of the City of Mora and Mora Public Schools.

STORY DEVELOPMENT

Our team will work with you to determine key messages and write outline/scripts prior to production. City of Mora and Mora Public Schools staff will lead the scheduling of all interviews and b-roll needed to complete the videos. We will find two production dates that are mutually agreeable.

PRODUCTION

Captivate Media will need two half-days to get the needed elements on-location for the project. This assumes a best-effort will be given to group the videography together on the specific days. All of our equipment - professional HD cameras, tripods, audio equipment, lighting gear and everything else Captivate Media owns is included.

POST-PRODUCTION

Captivate Media will create three videos, as described above. These videos will be driven by scripted key messages. We include basic graphics, including an intro, outro, lower thirds and up to three additional full-screen graphics. We will edit the interviews, b-roll footage and add music and graphic animation for the final edited videos. Up to two rounds of changes in editing are included within this proposal, as long as the changes are consistent with the agreed-upon key messages and original video scope.

TIMELINE

We would start this process with you in May with a kick-off call to learn more about your community and your goals for this project.

From here, our team would work on creative concepts for each video that we would present for your approval. Our team would lead the messaging/scripting process and would help you identify the items we would need to schedule for our days of production.

From here, we would start on the process of editing the overview video together. I would anticipate delivery in June or early July, depending on the second production date and our workload.



INVESTMENT:

\$1,500 Story development planning, scripting, and project management

\$2,250 Two half-days of on-site video production

\$4,250 Editing of three videos as outlined above

\$8,000 Total estimated cost of project

The rates in this proposal will be honored for one month.

The final videos will be provided as digital files of your choice (.mov, .wmv, .mp4, etc.). All raw footage would be the property of the City of Mora and Mora Public Schools and could be transferred to a client-supplied external hard drive or Captivate Media + Consulting can provide a hard drive for an additional cost.

Thanks for this opportunity to highlight your community. Please let me know if you have any questions.



MEMORANDUM

Date: May 4, 2021
To: Economic Development Authority
From: Beth Thorp, Community Development Director
RE: Sign for Available Land

SUMMARY

The board will consider having a sign made to promote available city-owned land.

BACKGROUND INFORMATION

The city currently owns the former Feedmill site, known as downtown commercial corner, and eight industrial park properties (three immediately available and five that require infrastructure). Staff would like the EDA to consider having a sign made that could be used to help promote these properties. The preliminary concept for the sign would be that:

- the sign could be used for any property (not site specific);
- the sign would be large enough to draw attention yet small enough to be transportable (perhaps 4' x 8' in size);
- the sign would direct viewers to either seek more information about the property on the city's website or call city hall for more information; and,
- the sign would be used in tandem with other site-specific marketing efforts. Staff is working to create one-page ads / information sheets that will be added to the city's website, posted on Facebook, and included in upcoming city newsletters.

To aid in the EDA's discussion, staff has requested quotes from three sign makers. The quotes were not received prior to the meeting packet being finalized, but staff will bring the quotes to the meeting if available.

OPTIONS & IMPACTS

There are no options or impacts to consider at this time.

RECOMMENDATION

Discuss having a sign made to promote available city-owned land and provide direction to staff.

Attachments

None

MORA ECONOMIC DEVELOPMENT AUTHORITY



Financial Reports

*Economic Development Authority (EDA) Fund
Revolving Economic Development (RED) Loan Fund
COVID-19 Emergency Assistance Fund
Mora Industrial Commercial (MIC) Loan Fund
Small Cities Development Program (SCDP) Fund*

March 31, 2021
[unaudited]

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MORA ECONOMIC DEVELOPMENT AUTHORITY

Fund Budgetary Performance

For the Quarter Ended March 31, 2021

	2021 YTD Budget	2021 YTD Actual	2021 YTD Balance	2021 % YTD Budget
EDA FUND				
Revenues	41,199.00	10,010.79	31,188.21	24.30%
Expenditures	41,049.00	8,271.34	32,777.66	20.15%
Surplus/(Deficit)		1,739.45		
RED LOAN FUND				
Revenues	18,610.00	4,637.89	13,972.11	24.92%
Expenditures	-	-	-	-
Surplus/(Deficit)		4,637.89		
COVID-19 EMERGENCY ASSISTANCE FUND				
Revenues	-	1,933.36	(1,933.36)	-
Expenditures	-	-	-	-
Surplus/(Deficit)		1,933.36		
MIC LOAN FUND				
Revenues	240.00	25.57	214.43	10.65%
Expenditures	-	-	-	-
Surplus/(Deficit)		25.57		
SCDP FUND				
Revenues	-	15,721.63	(15,721.63)	-
Expenditures	-	92.00	(92.00)	-
Surplus/(Deficit)		15,629.63		
TOTAL ALL FUNDS				
Revenues	60,049.00	32,329.24	27,719.76	53.84%
Expenditures	41,049.00	8,363.34	32,685.66	20.37%
Surplus/(Deficit)		23,965.90		



CITY OF MORA
BALANCE SHEET
Current Period: March 2021

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Year End

Account Descr	Begin Yr	YTD Debit	YTD Credit	Current Balance
Fund 227 ECONOMIC DEVELOPMENT FUND				
Bal Type A				
G 227-11011 Cash NNB Checking	\$28,680.70	\$10,008.70	\$8,569.07	\$30,120.33
G 227-11018 Cash FCB HI-FI	\$31,506.15	\$8.51	\$0.00	\$31,514.66
G 227-11151 Accounts Receivable	\$3.49	\$5.19	\$8.68	\$0.00
G 227-11551 Prepaid Ins	\$0.00	\$213.82	\$55.64	\$158.18
Bal Type A	\$60,190.34	\$10,236.22	\$8,633.39	\$61,793.17
Bal Type E				
G 227-24204 Fund Bal-Undes/Net Asset (ent	-\$59,789.02	\$8,271.34	\$10,010.79	-\$61,528.47
Bal Type E	-\$59,789.02	\$8,271.34	\$10,010.79	-\$61,528.47
Bal Type L				
G 227-21600 Accrued Wages/Salaries Payab	-\$264.70	\$0.00	\$0.00	-\$264.70
G 227-22021 Accounts Payable	-\$136.62	\$136.62	\$0.00	\$0.00
G 227-22161 Accrued Vac-Sick Wages	\$0.00	\$0.00	\$0.00	\$0.00
Bal Type L	-\$401.32	\$136.62	\$0.00	-\$264.70
Fund 227 ECONOMIC DEVELOPMENT FUND	\$0.00	\$18,644.18	\$18,644.18	\$0.00



CITY OF MORA
BALANCE SHEET

Current Period: March 2021

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Year End

Account Descr	Begin Yr	YTD Debit	YTD Credit	Current Balance
Fund 230 RED LOAN FUND				
Bal Type A				
G 230-11011 Cash NNB Checking	\$44,313.32	\$11,563.74	\$6,938.25	\$48,938.81
G 230-11018 Cash FCB HI-FI	\$45,945.21	\$12.40	\$0.00	\$45,957.61
G 230-11151 Accounts Receivable	\$0.00	\$0.00	\$0.00	\$0.00
Bal Type A	\$90,258.53	\$11,576.14	\$6,938.25	\$94,896.42
Bal Type E				
G 230-24204 Fund Bal-Undes/Net Asset (ent	-\$90,258.53	\$0.00	\$4,637.89	-\$94,896.42
Bal Type E	-\$90,258.53	\$0.00	\$4,637.89	-\$94,896.42
Bal Type L				
G 230-20815 Due to Minnesota Dept of DEE	\$0.00	\$6,938.25	\$6,938.25	\$0.00
G 230-22021 Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00
Bal Type L	\$0.00	\$6,938.25	\$6,938.25	\$0.00
Fund 230 RED LOAN FUND	\$0.00	\$18,514.39	\$18,514.39	\$0.00



CITY OF MORA
BALANCE SHEET
Current Period: March 2021

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Year End

Account Descr	Begin Yr	YTD Debit	YTD Credit	Current Balance
Fund 231 COVID-19 EMERGENCY ASSISTANCE				
Bal Type A				
G 231-11011 Cash NNB Checking	\$71,256.36	\$1,933.36	\$0.00	\$73,189.72
Bal Type A	\$71,256.36	\$1,933.36	\$0.00	\$73,189.72
Bal Type E				
G 231-24204 Fund Bal-Undes/Net Asset (ent	-\$71,256.36	\$0.00	\$1,933.36	-\$73,189.72
Bal Type E	-\$71,256.36	\$0.00	\$1,933.36	-\$73,189.72
Fund 231 COVID-19 EMERGENCY ASSISTAN	\$0.00	\$1,933.36	\$1,933.36	\$0.00



CITY OF MORA
BALANCE SHEET
Current Period: March 2021

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Year End

Account Descr	Begin Yr	YTD Debit	YTD Credit	Current Balance
Fund 232 MIC LOAN FUND				
Bal Type A				
G 232-11011 Cash NNB Checking	-\$90,000.00	\$0.00	\$0.00	-\$90,000.00
G 232-11018 Cash FCB HI-FI	\$94,684.70	\$25.57	\$0.00	\$94,710.27
Bal Type A	\$4,684.70	\$25.57	\$0.00	\$4,710.27
Bal Type E				
G 232-24204 Fund Bal-Undes/Net Asset (ent	-\$4,684.70	\$0.00	\$25.57	-\$4,710.27
Bal Type E	-\$4,684.70	\$0.00	\$25.57	-\$4,710.27
Fund 232 MIC LOAN FUND	\$0.00	\$25.57	\$25.57	\$0.00



CITY OF MORA
BALANCE SHEET
Current Period: March 2021

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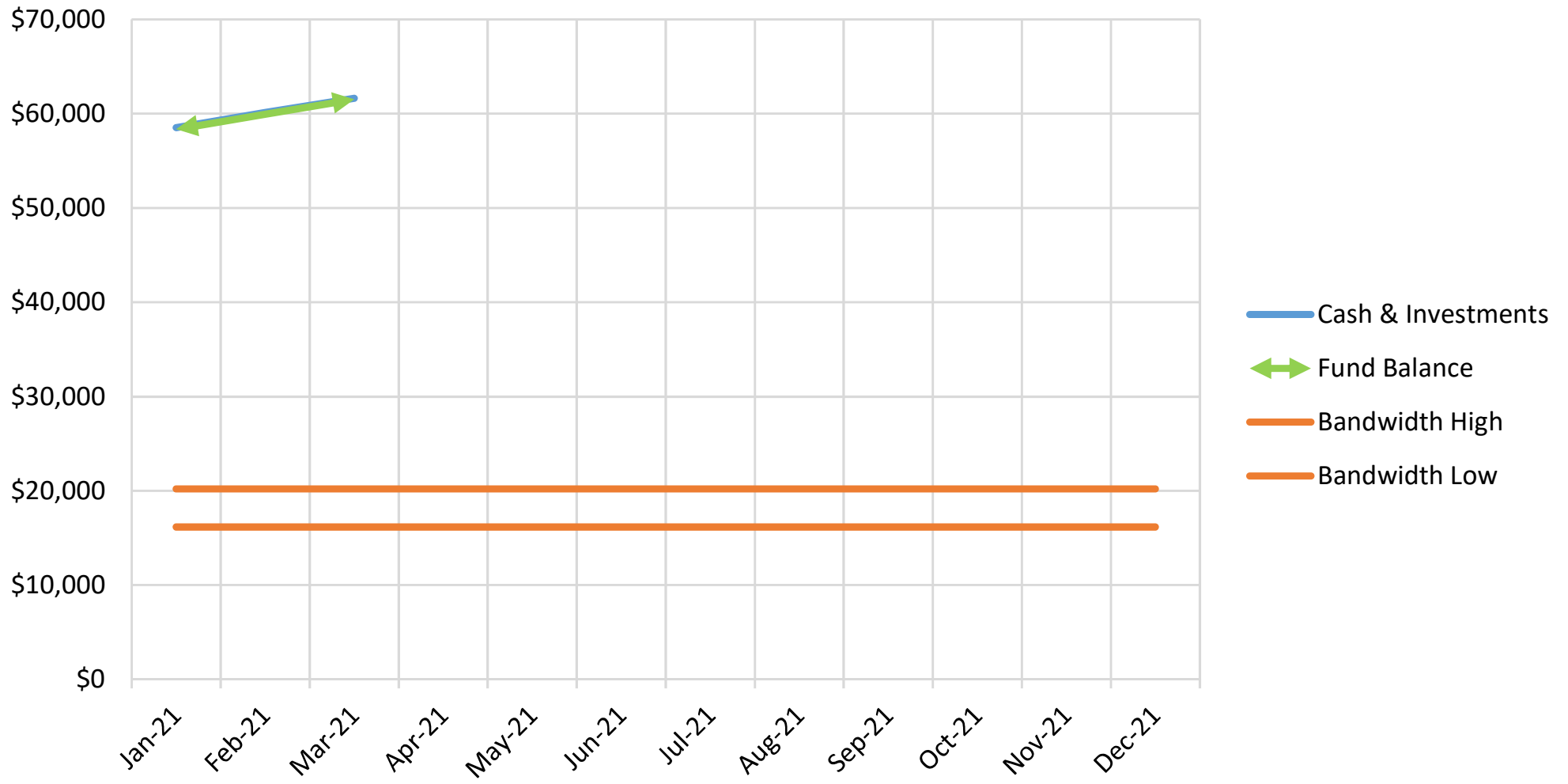
Year End

Account Descr	Begin Yr	YTD Debit	YTD Credit	Current Balance
Fund 270 SMALL CITIES DEVELOPMENT PROGR				
Bal Type A				
G 270-11011 Cash NNB Checking	\$35,771.48	\$15,721.63	\$92.00	\$51,401.11
G 270-11151 Accounts Receivable	\$0.00	\$0.00	\$0.00	\$0.00
G 270-11320 Due From MN DEED (SCDP)	\$0.00	\$0.00	\$0.00	\$0.00
Bal Type A	\$35,771.48	\$15,721.63	\$92.00	\$51,401.11
Bal Type E				
G 270-24204 Fund Bal-Undes/Net Asset (ent	-\$35,771.48	\$92.00	\$15,721.63	-\$51,401.11
Bal Type E	-\$35,771.48	\$92.00	\$15,721.63	-\$51,401.11
Bal Type L				
G 270-20200 Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00
Bal Type L	\$0.00	\$0.00	\$0.00	\$0.00
Fund 270 SMALL CITIES DEVELOPMENT PR	\$0.00	\$15,813.63	\$15,813.63	\$0.00



EDA FUND - 2021

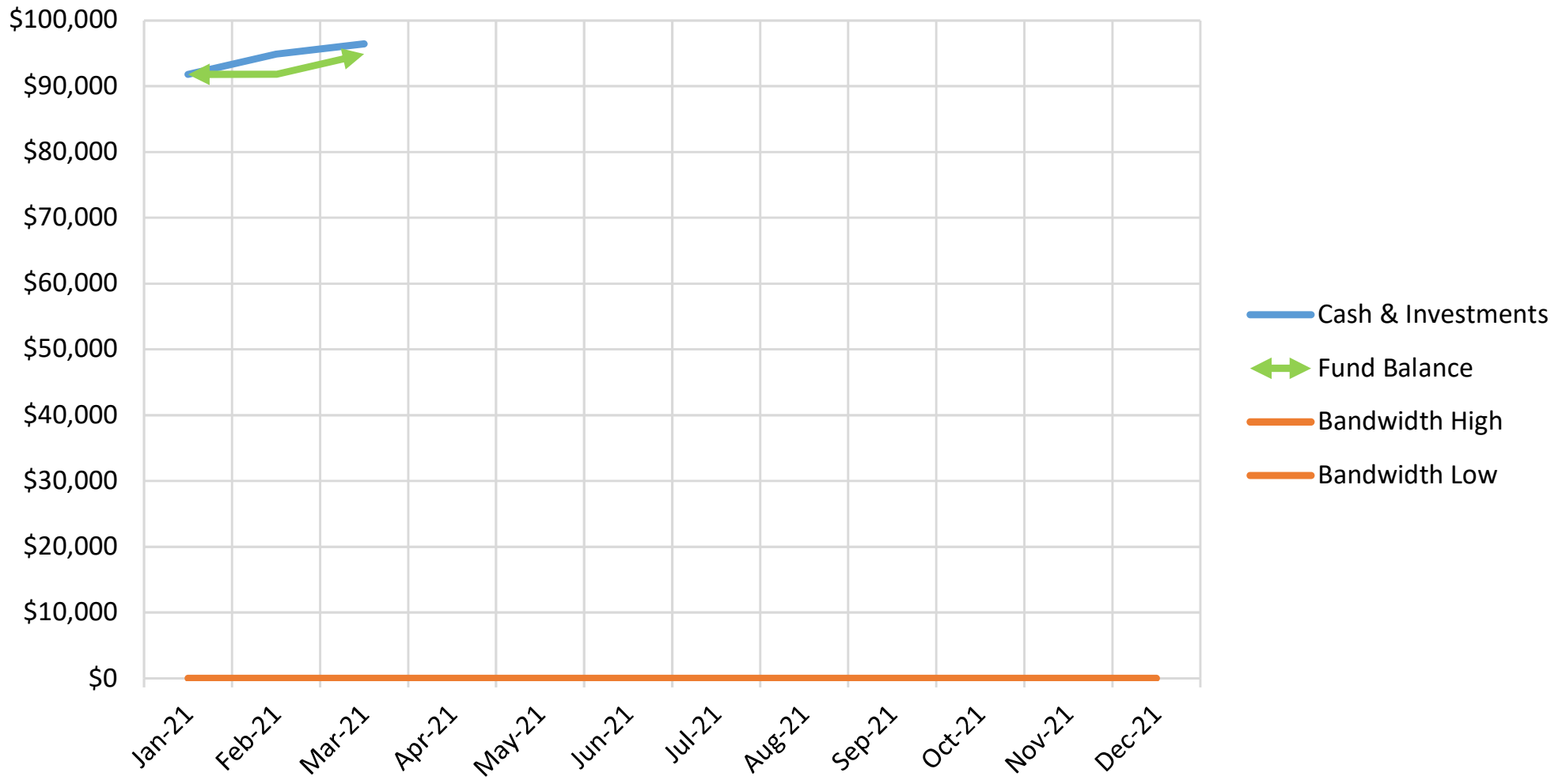
Cash & Investments/Fund Balance





RED LOAN FUND - 2021

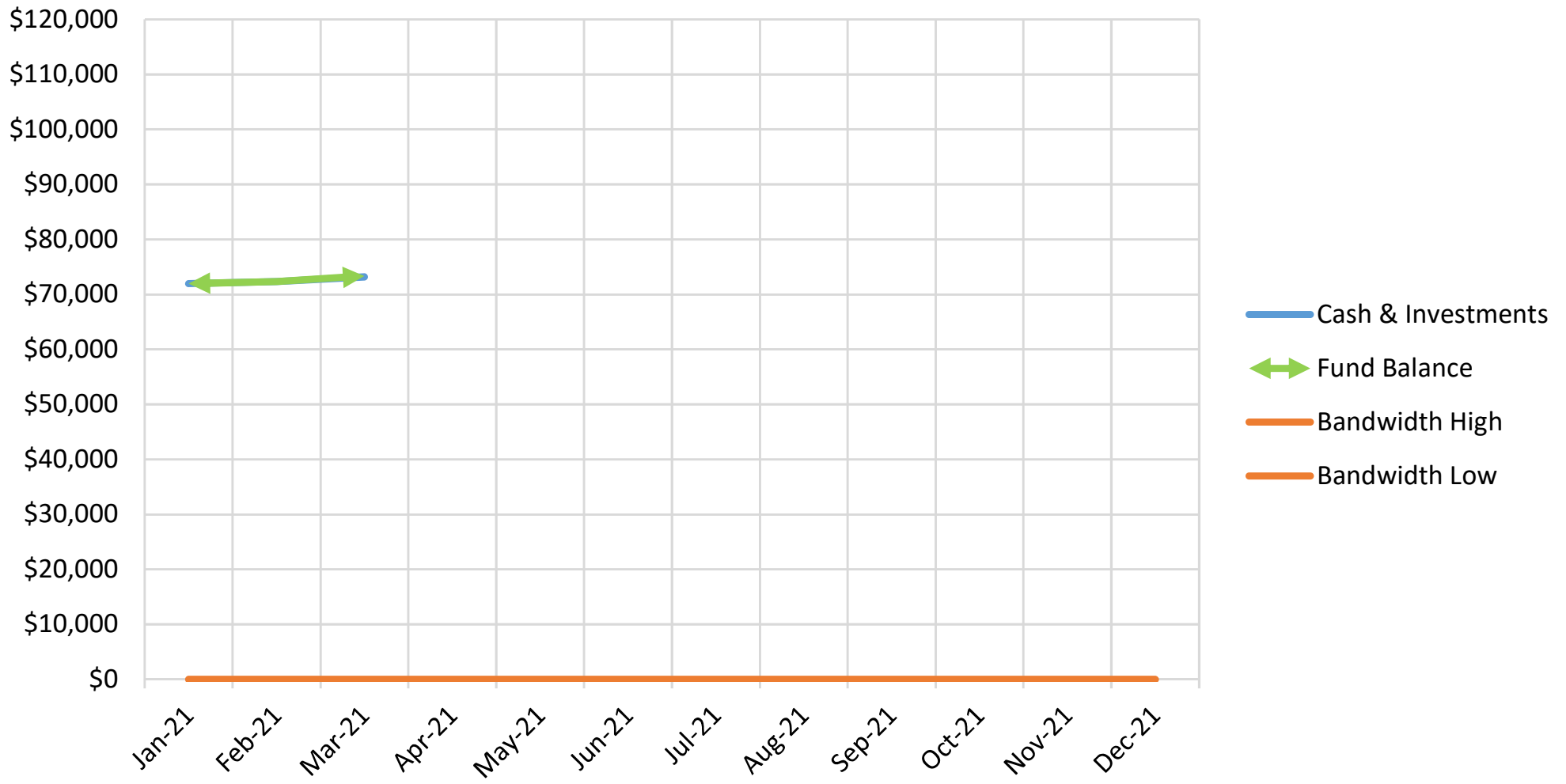
Cash & Investments/Fund Balance





COVID-19 EMERGENCY ASSISTANCE FUND - 2021

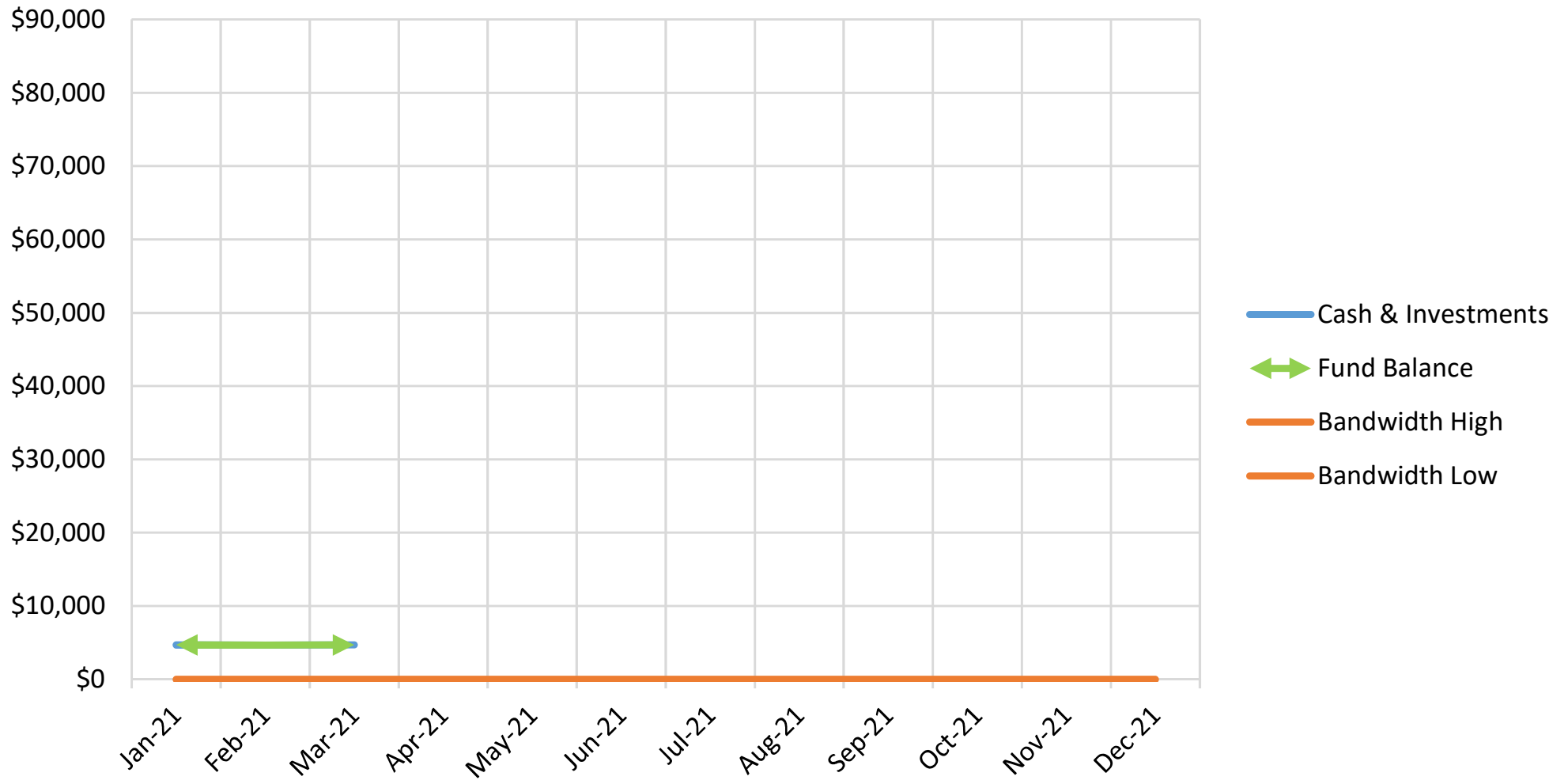
Cash & Investments/Fund Balance





MIC LOAN FUND - 2021

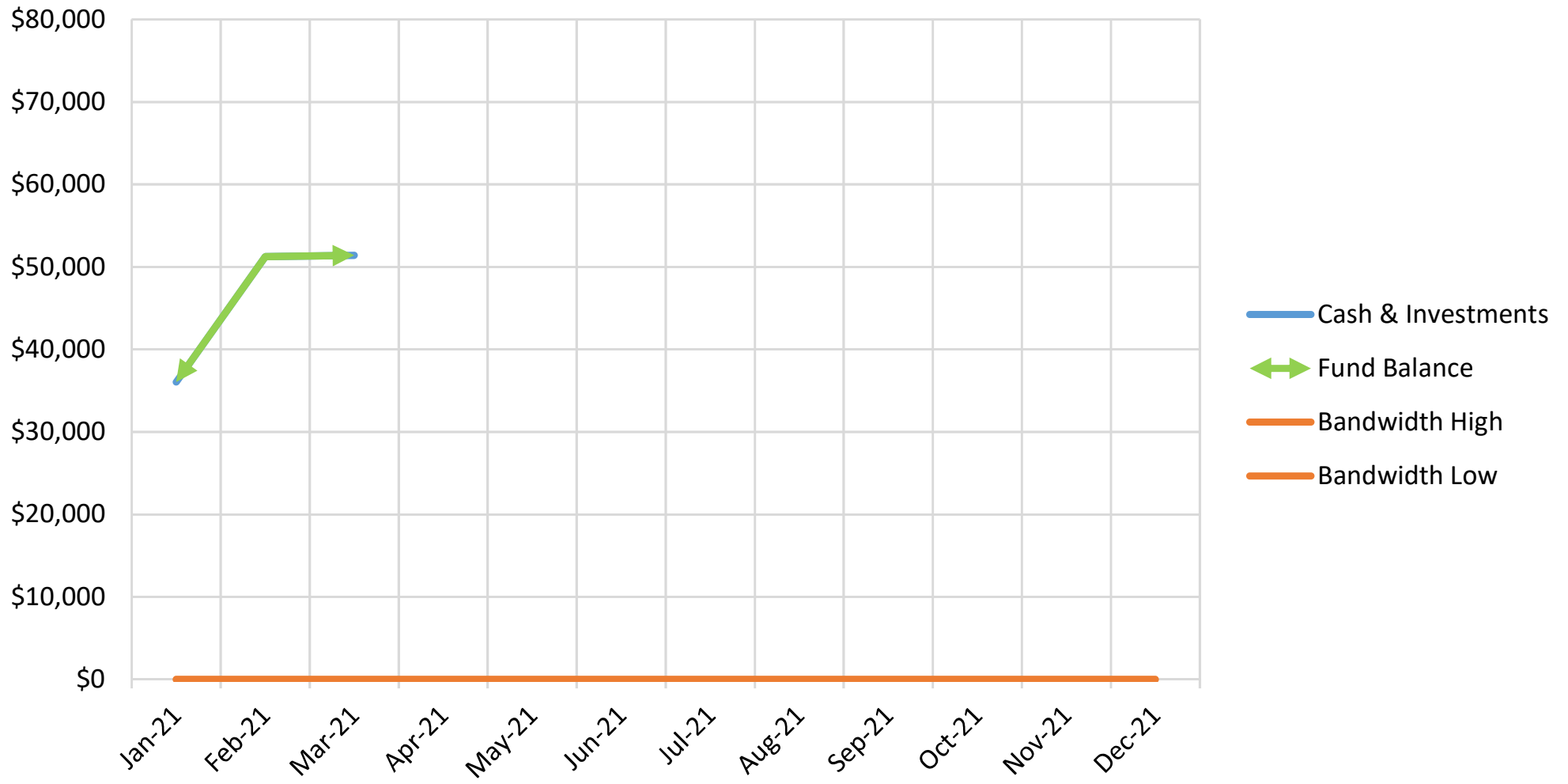
Cash & Investments/Fund Balance





SCDP FUND - 2021

Cash & Investments/Fund Balance





CITY OF MORA
Revenue Guideline For EDA
Current Period: March 2021

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Last Dim Descr	2021 Budget	2021 YTD Amt	2021 YTD Balance	2021 % of Budget Remain	Explanation
Fund 227 ECONOMIC DEVELOPMENT FUND					
Dept 47610 ECONOMIC DEVELOPMENT					
Other State Grants & Aids	\$0.00	\$0.00	\$0.00	0.00%	
Interest Earnings	\$50.00	\$8.51	\$41.49	82.98%	
Unrealized Gain/(Loss) on Inv	\$0.00	\$0.00	\$0.00	0.00%	
Dividends	\$5.00	\$0.00	\$5.00	100.00%	
Rent	\$1,144.00	\$0.00	\$1,144.00	100.00%	
Contributions & Donations	\$0.00	\$0.00	\$0.00	0.00%	
Misc Income	\$0.00	\$2.26	-\$2.26	0.00%	
Trf from General Fund	\$20,000.00	\$5,000.01	\$14,999.99	75.00%	
Trf from Enterprise Fund	\$20,000.00	\$5,000.01	\$14,999.99	75.00%	
Dept 47610 ECONOMIC DEVE	\$41,199.00	\$10,010.79	\$31,188.21		
Fund 227 ECONOMIC DEVELOPM	\$41,199.00	\$10,010.79	\$31,188.21		
Fund 230 RED LOAN FUND					
Dept 47820 RED LOAN PROGRAM					
Other State Grants & Aids	\$0.00	\$0.00	\$0.00	0.00%	
MN Invest Fund Revenue	\$18,500.00	\$4,625.49	\$13,874.51	75.00%	
Interest Earnings	\$110.00	\$12.40	\$97.60	88.73%	
Unrealized Gain/(Loss) on Inv	\$0.00	\$0.00	\$0.00	0.00%	
Misc Income	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47820 RED LOAN PROGR	\$18,610.00	\$4,637.89	\$13,972.11		
Fund 230 RED LOAN FUND	\$18,610.00	\$4,637.89	\$13,972.11		
Fund 231 COVID-19 EMERGENCY ASSISTANCE					
Dept 47822 COVID-19 EMERGENCY ASSISTANCE					
COVID-19 Loan Repayments	\$0.00	\$1,933.36	-\$1,933.36	0.00%	
COVID-19 Loan Admin Fee	\$0.00	\$0.00	\$0.00	0.00%	
Trf from General Fund	\$0.00	\$0.00	\$0.00	0.00%	
Trf from Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47822 COVID-19 EMERG	\$0.00	\$1,933.36	-\$1,933.36		
Fund 231 COVID-19 EMERGENCY	\$0.00	\$1,933.36	-\$1,933.36		
Fund 232 MIC LOAN FUND					
Dept 47825 MIC LOAN PROGRAM					
Other State Grants & Aids	\$0.00	\$0.00	\$0.00	0.00%	
Interest Earnings	\$240.00	\$25.57	\$214.43	89.35%	
Unrealized Gain/(Loss) on Inv	\$0.00	\$0.00	\$0.00	0.00%	
Misc Income	\$0.00	\$0.00	\$0.00	0.00%	
Trf from Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47825 MIC LOAN PROGR	\$240.00	\$25.57	\$214.43		
Fund 232 MIC LOAN FUND	\$240.00	\$25.57	\$214.43		
Fund 270 SMALL CITIES DEVELOPMENT PROGR					
Dept 46323 SCDP REHABILITATION PROJECTS					
SCDP Grant Proceeds	\$0.00	\$0.00	\$0.00	0.00%	
SCDP Program Income	\$0.00	\$15,721.63	-\$15,721.63	0.00%	See Note A.
Dept 46323 SCDP REHABILITA	\$0.00	\$15,721.63	-\$15,721.63		
Fund 270 SMALL CITIES DEVELOP	\$0.00	\$15,721.63	-\$15,721.63		



CITY OF MORA

Revenue Guideline For EDA

Current Period: March 2021

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Last Dim Descr	2021 Budget	2021 YTD Amt	2021 YTD Balance	2021 % of Budget Remain	Explanation
	\$60,049.00	\$32,329.24	\$27,719.76		



CITY OF MORA

Expenditure Guideline For EDA

Current Period: March 2021

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Last Dim Descr	2021 YTD Budget	2021 YTD Amt	2021 YTD Balance	2021 % of Budget Remain	Explanation
Fund 227 ECONOMIC DEVELOPMENT FUND					
Dept 47610 ECONOMIC DEVELOPMENT					
Wages & Salaries	\$18,256.00	\$3,970.56	\$14,285.44	78.25%	
PERA	\$1,290.00	\$297.78	\$992.22	76.92%	
FICA	\$1,132.00	\$239.94	\$892.06	78.80%	
Medicare	\$265.00	\$56.10	\$208.90	78.83%	
VEBA	\$0.00	\$0.00	\$0.00	0.00%	
Health Insurance	\$1,574.00	\$393.45	\$1,180.55	75.00%	
Life Insurance	\$28.00	\$8.31	\$19.69	70.32%	
Office Supplies	\$50.00	\$0.00	\$50.00	100.00%	
Other Operating Supplies	\$25.00	\$0.00	\$25.00	100.00%	
Repair/Maint - Bldg & Equip	\$0.00	\$0.00	\$0.00	0.00%	
Small Tools & Equipment	\$0.00	\$0.00	\$0.00	0.00%	
Engineering	\$0.00	\$0.00	\$0.00	0.00%	
Legal Services	\$2,000.00	\$68.20	\$1,931.80	96.59%	
Professional Services - Misc	\$3,150.00	\$0.00	\$3,150.00	100.00%	
Telephone	\$125.00	\$19.71	\$105.29	84.23%	
Postage	\$20.00	\$0.00	\$20.00	100.00%	
Meetings, Training, & Travel	\$300.00	\$0.00	\$300.00	100.00%	
Advertising	\$500.00	\$64.58	\$435.42	87.08%	
Contributions	\$2,750.00	\$2,250.00	\$500.00	18.18%	
Insurance	\$120.00	\$25.74	\$94.26	78.55%	
Workers Comp Insurance	\$130.00	\$26.97	\$103.03	79.25%	
Dues & Subscriptions	\$1,145.00	\$850.00	\$295.00	25.76%	
Miscellaneous	\$50.00	\$0.00	\$50.00	100.00%	
Property Tax Expense	\$7,500.00	\$0.00	\$7,500.00	100.00%	
Capital Outlay	\$0.00	\$0.00	\$0.00	0.00%	
Trf to General Fund	\$639.00	\$0.00	\$639.00	100.00%	
Trf to Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47610 ECONOMIC DEVE	\$41,049.00	\$8,271.34	\$32,777.66	79.85%	
Fund 227 ECONOMIC DEVELOPM	\$41,049.00	\$8,271.34	\$32,777.66	79.85%	
Fund 230 RED LOAN FUND					
Dept 47820 RED LOAN PROGRAM					
Professional Services - Misc	\$0.00	\$0.00	\$0.00	0.00%	
Postage	\$0.00	\$0.00	\$0.00	0.00%	
Dues & Subscriptions	\$0.00	\$0.00	\$0.00	0.00%	
Pay Out Pass-Thru Grant Procee	\$0.00	\$0.00	\$0.00	0.00%	
MIF RLF One-Time Exception Fee	\$0.00	\$0.00	\$0.00	0.00%	
Trf to Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47820 RED LOAN PROGR	\$0.00	\$0.00	\$0.00	0.00%	
Fund 230 RED LOAN FUND	\$0.00	\$0.00	\$0.00	0.00%	
Fund 231 COVID-19 EMERGENCY ASSISTANCE					
Dept 47822 COVID-19 EMERGENCY ASSISTANCE					
Professional Services - Misc	\$0.00	\$0.00	\$0.00	0.00%	
COVID-19 Emerg. Assist. Grant	\$0.00	\$0.00	\$0.00	0.00%	
COVID-19 Emerg. Assist. Loan	\$0.00	\$0.00	\$0.00	0.00%	
Trf to Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47822 COVID-19 EMERG	\$0.00	\$0.00	\$0.00	0.00%	
Fund 231 COVID-19 EMERGENCY	\$0.00	\$0.00	\$0.00	0.00%	



CITY OF MORA

Expenditure Guideline For EDA

Current Period: March 2021

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Last Dim Descr	2021 YTD Budget	2021 YTD Amt	2021 YTD Balance	2021 % of Budget Remain	Explanation
Fund 232 MIC LOAN FUND					
Dept 47825 MIC LOAN PROGRAM					
Professional Services - Misc	\$0.00	\$0.00	\$0.00	0.00%	
Postage	\$0.00	\$0.00	\$0.00	0.00%	
Dues & Subscriptions	\$0.00	\$0.00	\$0.00	0.00%	
Pay Out Pass-Thru Grant Procee	\$0.00	\$0.00	\$0.00	0.00%	
Trf to Special Revenue Fund	\$0.00	\$0.00	\$0.00	0.00%	
Dept 47825 MIC LOAN PROGR	\$0.00	\$0.00	\$0.00	0.00%	
Fund 232 MIC LOAN FUND	\$0.00	\$0.00	\$0.00	0.00%	
Fund 270 SMALL CITIES DEVELOPMENT PROGR					
Dept 46323 SCDP REHABILITATION PROJECTS					
Office Supplies	\$0.00	\$0.00	\$0.00	0.00%	
Professional Services - Misc	\$0.00	\$92.00	-\$92.00	0.00%	See Note B.
Contract Services	\$0.00	\$0.00	\$0.00	0.00%	
Postage	\$0.00	\$0.00	\$0.00	0.00%	
Advertising	\$0.00	\$0.00	\$0.00	0.00%	
Dept 46323 SCDP REHABILITA	\$0.00	\$92.00	-\$92.00	0.00%	
Fund 270 SMALL CITIES DEVELOP	\$0.00	\$92.00	-\$92.00	0.00%	
	\$41,049.00	\$8,363.34	\$32,685.66	79.63%	



MORA ECONOMIC DEVELOPMENT AUTHORITY

Notes to the Financial Statements

For the Quarter Ended March 31, 2021

Revenues - The following notes attempt to explain the reason for revenues outside what would be expected as shown on the following reports.

- A. Payoff received for SCDP Deferred Loan, initiated by sale of property

Expenditures - The following notes attempt to explain the reason for expenditures outside what would be expected as shown on the following reports.

- B. Recording fees for mortgage satisfactions

MEETING MINUTES

Kanabec County Economic Development Authority (EDA)

January 13, 2021 - 3:30pm

Kanabec County Courthouse, Meeting Room #3

18 North Vine Street, Mora, MN 55051

and Online/Teleconference via Webex

Members Present: Gene Anderson, Ivan Black, Wayne Davis, Lisa Holcomb, Lonnie Ness (Chair), Craig Smith, Sara Treiber, Jerry Tvedt (WebEx)

Staff Present: Heidi Steinmetz, Kelsey Schiferli, Kris McNally (WebEx)

Others Present: Beth Thorp, Michelle Thomas (WebEx), Marc Johnson (WebEx)

Chairperson Lonnie Ness called the meeting to order at 3:30pm.

Action #1 – It was moved by Gene Anderson, seconded by Lisa Holcomb and carried unanimously to approve the agenda as presented.

The group welcomed new EDA Member, County Commissioner Craig Smith.

Action #2 – Gene Anderson made a motion to elect officers for 2021 as they were in 2020. The motion died for lack of a second.

Action #3 - It was moved by Wayne Davis, seconded by Ivan Black and carried unanimously to elect officers for 2021 as follows:

Chair – Lonnie Ness
Vice-Chair – Lisa Holcomb
Treasurer – Sara Treiber
Secretary – Gene Anderson

The group expressed consensus to appoint Heidi Steinmetz as Executive Director for 2021.

Action #4 – It was moved by Lisa Holcomb, seconded by Gene Anderson and carried unanimously to accept the legally designated newspaper of Kanabec County Times as the official newspaper of the Kanabec County EDA.

Action #5 – It was moved by Sara Treiber, seconded by Lisa Holcomb and carried unanimously to accept the depositories of Kanabec County as the official depositories of the Kanabec County EDA.

Action #6 – It was moved by Gene Anderson, seconded by Lisa Holcomb and carried unanimously to designate the 2021 meeting location for the regular meetings of the Kanabec County EDA to be the County Courthouse, with the exception of the February 10, 2021 meeting which will be held in the Kanabec County Jail Training Room.

Action #7 – It was moved by Sara Treiber, seconded by Lisa Holcomb and carried unanimously to set the 2021 regular meeting dates of the Kanabec County EDA to be the second Wednesday of each month at 3:30pm.

Action #8 – It was moved by Lisa Holcomb, seconded by Wayne Davis and carried unanimously to approve the December 9, 2020 minutes as presented.

The group expressed consensus to accept the fund balance report and revenue/expenditure report ending December 31, 2020.

The group held a discussion regarding the vacancy for a member at-large on the EDA.

Action #9 – It was moved by Gene Anderson, seconded by Lisa Holcomb and carried unanimously to nominate Kathi Ellis to fill the vacancy for a member at-large on the EDA.

Special Guest Marc Johnson, Executive Director of ECMECC met with the EDA via WebEx and gave a presentation titled “What’s Up With Rural Broadband?” Information only, no action was taken.

Action #10 – It was moved by Lisa Holcomb, seconded by Wayne Davis and carried unanimously to approve the State-Funded COVID Relief Grant Draft Guidelines & Application with the addition of the hold harmless clause, and to appoint Wayne Davis, Lisa Holcomb, Lonnie Ness and Michelle Thomas to the EDA Grant Committee.

Action #10 – It was moved by Lisa Holcomb, seconded by Gene Anderson and carried unanimously to select the proposal for virtual workshops from Northspan to facilitate the EDA’s 2021 strategic action plan.

EDA Director Heidi Steinmetz gave project updates regarding Fowler Parts Services and Northstar Aluminum. Information only, no action was taken.

Action #11 – It was moved by Craig Smith, seconded by Ivan Black and carried unanimously to adjourn the meeting at 4:58pm.

The Kanabec County EDA will meet again on Wednesday, February 10, 2021 for a regular meeting at 3:30pm in the Kanabec County Jail Training Room and via Webex.

Respectfully submitted,
Kelsey Schiferli
Kanabec County Coordinator’s Assistant

MEETING MINUTES

Kanabec County Economic Development Authority (EDA)

February 10, 2021 - 3:30pm

Kanabec County Jail Training Room

100 S Vine St, Mora, MN 55051

and Online/Teleconference via Webex

Members Present: Gene Anderson, Ivan Black, Wayne Davis, Kathi Ellis (WebEx), Lisa Holcomb, Lonnie Ness (Chair), Craig Smith, Sara Treiber (WebEx), Jerry Tvedt

Staff Present: Heidi Steinmetz, Kelsey Schiferli

Others Present: Beth Thorp, Michelle Thomas (WebEx), Micah Rogers

Chairperson Lonnie Ness called the meeting to order at 3:30pm.

Action #1 – It was moved by Craig Smith, seconded by Lisa Holcomb and carried unanimously to approve the agenda as presented.

The group welcomed newly re-appointed EDA Member, Kathi Ellis and guest, Micah Rogers.

Action #2 – It was moved by Lisa Holcomb, seconded by Gene Anderson and carried unanimously to approve the January 13, 2021 minutes as presented.

3:34pm – Jerry Tvedt arrived.

Action #3 - It was moved by Lisa Holcomb, seconded by Ivan Black and carried unanimously to approve payment of the following invoices:

Vendor	Purpose	Amount
The Northsoan Group, Inc.	Down payment for strategic plan update	\$2,000.00
	1 Claim Totaling:	<u>\$ 2,000.00</u>

The group reviewed the fund balance report and revenue/expenditure report ending January 31, 2021. Lisa Holcomb had questions regarding the 2021 budget in comparison to the 2020 budget. Heidi Steinmetz will look into this bring information for clarification at the next meeting.

The group held a discussion regarding EDA Member Terms.

Action #4 – It was moved by Wayne Davis, seconded by Ivan Black and carried unanimously to approve the following EDA Member Term Schedule:

EDA Member	Date Appointed by County Board	Term Expiration Date	County Board Resolution #
Wayne Davis	2/18/2020	1/3/2023	#13 - 2/18/20
Lonnie Ness	1/7/2020	1/3/2023	#14 - 1/7/20
Jerry Tvedt	1/7/2020	1/2/2024	#14 - 1/7/20
Gene Anderson	1/5/2021	1/2/2027	#14 - 1/5/21
Kathi Ellis	2/19/2021	1/2/2024	#13 - 1/5/21
Craig Smith	1/5/2021	1/3/2022	#14 - 1/5/21
Ivan Black	12/16/2015	1/3/2022	#25 - 12/16/15
Lisa Holcomb	12/2/2015	1/3/2022	#18 - 12/2/15
Sara Treiber	12/2/2015	1/3/2022	#18 - 12/2/15

The group held a discussion regarding the State-Funded COVID Relief Grant Program. Final guidelines & application, grant review committee, and a list of applications received were discussed. The application deadline is this Friday, February 12, 2021 at 4:30pm. Information only, no action was taken.

Heidi Steinmetz gave an update regarding the EDA Strategic Plan. Promotion of the online community survey was discussed. The group expressed consensus to schedule two strategic planning sessions on April 7, 2021 and April 28, 2021 from 3:30 to 5:00pm in the Courthouse basement and via Zoom.

Heidi Steinmetz gave verbal reports regarding the following project updates: Braham Industrial Park & NorthStar Aluminum.

Action #5 – It was moved by Jerry Tvedt, seconded by Lisa Holcomb and carried unanimously to adjourn the meeting at 4:29pm.

The Kanabec County EDA will meet again on Wednesday, March 10, 2021 for a regular meeting at 3:30pm in Courthouse Meeting Room #3 and via Webex.

Respectfully submitted,
Kelsey Schiferli
Kanabec County Coordinator's Assistant

(320) 632-9255
405 First Street SE
Little Falls, MN 56345



ifound.org

February 9, 2021

Beth Thorpe, EDA Director
City of Mora
101 Lake St S
Mora, MN 55051-1588

Dear Beth,

We have received the Mora EDA 2021 funding to support the work of the Initiative Foundation. Please extend our appreciation to City Administrator Lindy Crawford, the EDA board, the city council and mayor. Thank you!

Together, we work to build strong local economies and vibrant communities. Your investment supports economic development through business financing activities designed to create living-wage jobs, diversify economies and leverage private sector investment. Communities are strengthened through signature leadership training and capacity building programs, grants to local units of government and nonprofit organizations, early childhood initiatives, and scholarships. This year, we will continue to help our communities with needs related to the COVID-19 crisis. This work will provide lasting impact on the health of the region and the future of rural Minnesota.

We realize that this has been a difficult time, and we encourage you to reach out to us if we can be of any additional assistance.

We truly value your partnership and your support.

Sincerely,

A handwritten signature in black ink that reads 'Matt'.

Matt Varilek
President

A handwritten signature in black ink that reads 'Carl'.

Carl Newbanks
Grants and Development Manager



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