

**CLEARWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
JULY 15, 2025**

Call to Order: 8:00 a.m. at City Hall

Roll Call

- President Crandall called the Clearwater EDA to order Tuesday, July 15, 2025, at 8:00 a.m. in the Council Chambers. EDA Members present were Crandall, Massmann and Vasecka. Member Senn arrived at 8:24 a.m. Member Weatherly was absent. A quorum was present. Also present was City Administrator Smythe and Community Development Specialist Gramsey, and Missy Meidinger from Wright County Economic Development Partnership (WCEDP).

1. Approval of Agenda

- **MOTION** by Massmann to approve the Agenda as presented, seconded by Vasecka, all voted aye. **MOTION CARRIED 3-0.**

2. Consent Agenda

- a. Approval of Minutes from May 20, 2025, Meeting**
- b. Financial Reports**

- **MOTION** by Massmann to approve the Consent Agenda as presented, seconded by Vasecka, all voted aye. **MOTION CARRIED 3-0.**

3. Old Business

a. T.H. 24 Accommodations

- Crandall stated he would like to discuss directional signage.
- Smythe stated the city will need to coordinate with MNDOT on the project.
- Smythe recommended installing signage on northbound T.H. 24 as motorists come off I94 indicating businesses accessed via Smith Street, along with directional arrows at Smith Street. Additionally, proposed placing signage on southbound T.H. 24, just after the Mississippi River bridge, listing businesses accessed via CSAH 75, followed by signage on CSAH 75 directing traffic to use Ash Street.
- Smythe would like to see signage to identify access to the frontage roads for Nelson Drive and Ash Streets.
- Crandall stated at the business meeting on May 15th there was discussion of deterring motorists from blocking the intersection of Smith Street by painting a line and signage that states “Do Not Block Intersection”. Smythe noted there could be similar signage if traffic continues to block the intersection on Nelson Drive as they are leaving the Travel Plaza. The city also could complete road improvements to deter left turns, but it would be an expensive option.
- Members identified the Tier 1 priority as the installation of T.H. 24 signage and “Do Not Block Intersection” signage at Smith St and at Nelson Dr. Tier 2 priorities would include the implementation of directional signage for the frontage roads.

b. Vinyl Sign Update

- Gramsey stated Jason Michels with Long Haul Trucking is inquiring if the city could draft a licensing agreement instead of an easement for the city welcome sign.
- Smythe stated a licensing agreement would be a document we would need the City Attorney to draft. Smythe will verify with the City Attorney what the cost would be for a licensing agreement.

- Members discussed alternative sign locations. The preferred location is on the Long Haul Trucking property, but other options could be explored if the agreement is too expensive.
- **MOTION** by Massmann to approve \$400.00 for licensing agreement. If over \$400.00 will investigate other options for sign placement, seconded by Vasecka, all voted aye. **MOTION CARRIED 3-0.**

Member Senn arrived at 8:24 a.m. and joined the meeting in progress.

c. EDA Message Board Waiver Request – Clearwater Farmer’s Market

- Gramsey stated the Clearwater Farmer’s Market was agreeable with the requirement of one payment per month from organization and the fee waiver request for the remaining weeks for the months of June and July.
- Crandall stated the fee is not an exorbitant amount and the purpose of the fee is to offset the cost of the staff to update the board. Crandall suggested creating some type of criteria for determining if a fee should be waived. Specifically, the financial need to have the fee waived.
- Smythe stated it is reasonable to request financial documents to determine the need for assistance, particularly when a financial benefit is funded by the taxpayers.
- Massmann requested that staff verify the criteria other cities use for fee waiver requests.
- Vasecka recommended that if the fee is waived the company needs to list EDA as a sponsor for the event.
- **MOTION** by Crandall to require one payment per month from the Farmers Market and approve the fee waiver request for the remaining weeks for the month of August, seconded by Vasecka, all voted aye. **MOTION CARRIED 4-0.**

4. New Business

a. Clearwater Heritage Festival Donation Request

- Clearwater Heritage Festival Donation Requesting \$665.00 for porta potty rental. Smythe reminded Members that the EDA cannot donate directly but can pay an invoice to provide the porta-potties. The vendor must bill the city directly.
- Massmann inquired if EDA would be listed as a sponsor for the event.
- **MOTION** by Massmann to approve payment of \$665.00 for the porta potty rental, seconded by Senn, all voted aye. **MOTION CARRIED 4-0.**

b. Clearwater Fire Relief Association Trunk or Treat Donation

- The Fire Relief Association will be hosting Trunk or Treat on October 25 from 1-4 pm. This event is to assist with recruitment. They are requesting the EDA to assist with some of the funding needed for supply purchases in the amount of \$500.00. Smythe again noted restrictions on donations to private organizations.
- **MOTION** by Crandall to approve expenditure of \$500.00 for supply purchases for the fire department, seconded by Massmann, all voted aye. **MOTION CARRIED 4-0.**

c. Draft Budget

- Smythe provided an overview of the 2026 draft EDA budget.
- Crandall stated he would like EDA to look into a small loan program for businesses.
- Smythe suggested a small grant program similar to the old rent rebate program as a small incentive to support businesses. The eligibility criteria for the program would need to be further reviewed.
- Members asked staff to bring back data on possible financial program options.

5. Reports

a. WCEDP Report

- Meidinger stated she was able to attend the Clear Valley Business Connection last week.
- A seminar regarding Paid Leave Act and Retirement Act is available, with an option to invite speakers to the community. The first is scheduled for next week, and an invitation will be sent out to those interested in attending.
- First ever Wright – Sherburne County Enterprise Academy will begin September 11th, 2025. 12-week foundational business course for entrepreneurs.
- Meidinger stated the need for childcare facilities in Wright County is high. Stated if there is anyone interested in starting a childcare facility to reach out to WCEDP. Members noted that the city staff have suggested pursuing childcare options for the city.
- Workforce development trying to boost the acknowledgement of jobs within the county. Noted that 75% of residents leave the county to work.
- Crandall inquired if Business Retentional/Expansion (BRE) visits are possible to collaborate with staff. Meidinger stated she will be available to facilitate the BRE visits. She would ask that staff coordinate the date of the visit. Crandall suggested TO Plastics be added to the BRE list.
- Meidinger requested that the city share any Business Spotlights it creates so they can be promoted through WCEDP channels as well.

b. Staff Report

i. Website Updates

- Gramsey reported that the EDA Website statistics for the month are listed on page 19 for review.
- Informed Senn needing picture and biography for the EDA Website.

ii. Business Spotlight

- June Business Spotlight featured Taco Gringo.
- Gramsey stated she has reached out to 2 businesses with no response.
- As suggested, we will reach out to Long Haul Trucking to try and coordinate.
- Gramsey suggested adding Clearwater Outfitters to the list of potential Business Spotlights. She recommended coordinating the feature with the start of the season to help promote the business and also suggested using drone footage to highlight a trip down the Mississippi River.

iii. Community Event Calendar

- Gramsey stated the site had 92 visits the day the Community Event Calendar went live.
- Gramsey suggested visiting local businesses to promote the Community Event Calendar in order to encourage more events for posting.

iv. Blight Property

- Smythe provided update on blighted properties in town.

6. Next Meeting Date

a. Next EDA Meeting – Aug 19, 2025

- Next meeting date confirmed for Aug 19, 2025 at 8:00 a.m.

7. Adjournment

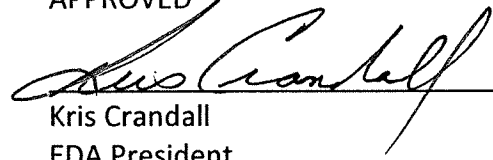
- **MOTION** to adjourn by Massmann, seconded by Senn, all voted aye. **MOTION CARRIED 4-0.** Meeting adjourned at 9:00 a.m.

ATTEST



Kimberlie Gramsey,
Community Development Specialist

APPROVED



Kris Crandall
EDA President