



**Regular Meeting – April 16, 2024
Council Chambers**

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

- 1. Approval of Agenda**
- 2. Consent Agenda**
 - a. Approval of Minutes from March 19, 2024, Meeting**
 - b. Financial Reports**
- 3. Old Business**
 - a. EDA Business Spotlight Analytics Report**
 - b. Farmer's Market**
- 4. New Business**
 - a. EDA Message Board Fee Waiver Request – Clearwater Heritage Festival**
 - b. EDA Message Board Fee Waiver Request – Clear Valley Business Connections Business Expo**
- 5. Reports**
 - a. WCEDP Report**
 - b. Staff Report**
- 6. Next Meeting Date**
 - a. Next EDA Meeting – May 21, 2024**
- 7. Adjournment**

To: Honorable Members of the Clearwater EDA
From: Stephanie Trottier, Community Development Specialist
Re: April 16, 2024, EDA Meeting

1. Approval of Agenda

2. Consent Agenda

a. Approval of Minutes from March 19, 2024, Meeting (pg. 3)

b. Financial Reports (pg. 6)

Please contact me prior to the meeting with questions so I have time to research.

3. Old Business

a. EDA Business Spotlight Analytics Report (pg. 10)

Web analytics reports for the business spotlight articles are included. They give an overview of activity and performance. This information was requested at the last meeting.

b. Farmer's Market

Discuss updates and status of Farmer's Market project.

4. New Business

a. EDA Message Board Fee Waiver Request – Clearwater Heritage Festival

Clearwater Heritage Festival has requested a fee waiver for the digital sign. They have requested 1 slide from Monday, July 15-Saturday, August 3rd with text: "Clearwater Heritage Festival/July 29-Aug 3/www.clearwaterheritagefestival.com".

b. EDA Message Board Fee Waiver Request – Clear Valley Business Connections Business Expo

Clear Valley Business Connections has requested a fee waiver for the digital sign to advertise the Business Expo. The request is for 1 slide to run "ASAP" until Sunday, May 5th with text: "Business Expo/Sun. May 5th 10am-1pm/@ Clearwater Legion".

5. Reports

This section is for WCEDP, CVBC, or board/staff reports, if any.

a. WCEDP Report

b. Staff Report

6. Next Meeting Date

a. Next EDA Meeting – May 21, 2024

7. Adjournment

**CLEARWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
MARCH 19, 2024**

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

Roll Call

- President Crandall called the Clearwater EDA to order Tuesday, March 19, 2024, at 8:00 a.m. in the Council Chambers. EDA Members present were Schwinghammer, Lawrence, Crandall, and Massmann. Member Johnson was not present. Also present were City Administrator Smythe and Community Development Specialist Trottier. Jay Thompson of Viewpoint Consulting Group, Inc. joined via Zoom. Jolene Foss from the Wright County Economic Development Partnership arrived at 8:05 a.m.

1. Approval of Agenda

- **MOTION** by Lawrence to approve Agenda as presented, seconded by Massmann, all voted aye. **MOTION CARRIED 4-0.**

2. Consent Agenda

a. Approval of Minutes from January 16, 2024, Meeting

b. Financial Reports

- **MOTION** by Lawrence to approve the Consent Agenda as presented, seconded by Schwinghammer, all voted aye. **MOTION CARRIED 4-0.**

3. Old Business

a. Housing Study Presentation

- Jay Thompson gave a presentation on the completed Housing Study and answered questions from EDA members.

b. Housing Study Next Steps

- Members directed staff to share the housing study and presentation with the City Council.

Member Lawrence left the meeting at 9:06 a.m.

c. Vinyl Signs Update

- Trottier explained that the timeline to receive permissions and permits for all sign locations at once is delaying the order, as the vendor would like to install all locations at one time. Members were presented with a quote for the vinyl signs without installation and the original quote for the signs with installation. There would be additional costs if the order also needed to be split and installed separately.
- Members agreed to move forward with ordering the vinyl signs without installation and asked that city staff and public works coordinate installation as locations are ready.

d. Farmer's Market

- Member Massman gave a short summary of the Farmer's Market status on behalf of Member Johnson.

5. Reports

a. WCEDP

(report given prior to Section 4(c) starting at 8:43 a.m. to accommodate Ms. Foss's schedule)

- Ms. Foss will be attending a transportation open house meeting in Monticello and will share any information that would affect Clearwater.
- WCEDP has reached out to MN DEED to coordinate a capacity-building seminar for Wright County.
- WCEDP applied for a MN DEED Childcare Economic Development Grant for Monticello, Buffalo, Otsego and Maple Lake for childcare expansions, new facilities, and licenses/education.
- Ms. Foss is also working on an application for the Mn DEED Minnesota Expanding Opportunity Fund Program, which provides financing opportunities to Minnesota small businesses.
- A Workforce Pathways event was held at St. Michael the prior week.
- The Maple Lake Career Expo is on May 16th.
- The CEO program will hold a CEO Spring Expo at the Wright County Government Center on May 22nd where the students will present their business projects.
- Administrator Smythe reported that there have been conversations regarding the WCEDP's funding from Wright County and whether it will continue to support the nonprofit organization. Smythe asked the EDA board if they would be willing to sign a resolution in support of WCEDP's funding, to be presented to the county. Resolution 2024-01 was shared with members.
 - **MOTION** by Lawrence to adopt Resolution 2024-01 Requesting Continued Funding for the Wright County Economic Development Partnership with the amendment of Clearwater EDA information to be added, seconded by Massman, all voted aye. **MOTION CARRIED 4-0.**

Ms. Foss left the meeting following her report.

b. Staff

- Community Development Specialist Trottier updated EDA members on the growth of the business directory on the EDA website.
- Trottier shared that the latest business spotlight for Parts City is available on the website and there will be a slide on the digital sign promoting their spotlight in the month of April. Massmann asked if an analytics report can be provided at the next meeting to show page views.
- Trottier asked members if links to outside resources for residents or commercial businesses can be added to the appropriate webpages on the EDA website.
- Trottier shared that she had been in touch with Jolene Foss at WCEDP to continue BRE visits in 2024 and will update board members if any are scheduled. Businesses identified and contacted include Telcom and the Travel Plaza/Nelson Bros. The board suggested adding Versatile Transport and Clearwater Truck Center to the list.
- A request was submitted to Trottier for a fee waiver for the EDA digital sign. The request was submitted for the Clearwater Cast of Characters event to promote reservations. Members considered the request as it is a community event and organization. Members agreed to waive the fee on the condition that it is limited to 1 slide and 3 weeks only.
- Administrator Smythe informed members that a magazine approached the city to feature them in the magazine. The City Council has asked if the EDA would be willing to share the cost of the feature article as a marketing opportunity. Local businesses may also want a portion of the ad space, which would reduce the overall cost for the city.
 - **MOTION** by Schwinghammer for EDA to provide up to \$1,750 toward the cost of the magazine feature, seconded by Massman, all voted aye. **MOTION CARRIED 3-0.**

6. Next Meeting Date

a. Next EDA Meeting – April 16, 2024

– Next EDA Meeting will be April 16, 2024, at 8:00 a.m. at City Hall.

7. Adjournment

MOTION to adjourn by Schwinghammer, seconded by Massmann, all voted aye. **MOTION CARRIED 3-0.** The meeting was adjourned at 9:33 a.m.

ATTEST

APPROVED

Stephanie Trottier,
Community Development Specialist

Kris Crandall, EDA President

DRAFT

CITY OF CLEARWATER
EDA Cash Balance Report
March 2024

Fund	Total
250 ECONOMIC DEV. AUTHORITY	\$267,855.82
	<hr/> \$267,855.82

CITY OF CLEARWATER

EDA Exp/Rev Accounts

March 2024

Account Descr	2024 Budget	2024 YTD Amt	March 2024 Amt	2024 YTD Balance	2024 % of Budget
250 ECONOMIC DEV. AUTHORITY					
R Revenue					
41200 Economic Development Authority					
R 250-41200-31010 Current Ad Valorem T	\$57,400.00	\$193.07	\$0.00	\$57,206.93	0.34%
R 250-41200-33601 Other Grants	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
R 250-41200-33800 Municipal Contribution	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
R 250-41200-36210 Interest Earnings	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
R 250-41200-37310 Penalties	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
R 250-41200-39350 EDA Loan Repayment	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
41200 Economic Development Autho	\$57,400.00	\$193.07	\$0.00	\$57,206.93	
R Revenue	\$57,400.00	\$193.07	\$0.00	\$57,206.93	
E Expenditure					
41200 Economic Development Authority					
E 250-41200-100 Wages and Salaries (GE	\$3,000.00	\$300.00	\$0.00	\$2,700.00	10.00%
E 250-41200-101 Full-Time Employees Re	\$23,800.00	\$6,234.50	\$1,790.46	\$17,565.50	29.93%
E 250-41200-121 PERA	\$1,800.00	\$467.56	\$134.29	\$1,332.44	29.68%
E 250-41200-122 FICA/Medicare Withholdi	\$1,800.00	\$478.45	\$130.85	\$1,321.55	30.19%
E 250-41200-123 Operating Supplies	\$700.00	\$0.00	\$0.00	\$700.00	0.00%
E 250-41200-131 Employer Paid Health	\$3,800.00	\$653.32	\$217.79	\$3,146.68	17.19%
E 250-41200-134 Life Insurance Expense	\$300.00	\$80.39	\$26.80	\$219.61	26.80%
E 250-41200-137 Signs & Sign Materials	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
E 250-41200-150 Software & Support	\$2,000.00	\$192.00	\$0.00	\$1,808.00	9.60%
E 250-41200-152 Worker s Comp Insuranc	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
E 250-41200-182 Bank Fees	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
E 250-41200-208 Training and Instruction	\$2,000.00	\$0.00	\$0.00	\$2,000.00	0.00%
E 250-41200-303 Engineering Fees	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
E 250-41200-304 Legal Fees	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
E 250-41200-305 Contracted Services	\$10,000.00	\$19,600.00	\$0.00	-\$9,600.00	196.00%
E 250-41200-323 Website	\$0.00	\$35.16	\$35.16	-\$35.16	0.00%
E 250-41200-331 Travel Expenses	\$1,000.00	\$0.00	\$0.00	\$1,000.00	0.00%
E 250-41200-340 Advertising/Marketing	\$4,000.00	\$161.80	\$0.00	\$3,838.20	4.05%
E 250-41200-351 Legal Notices Publishing	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
E 250-41200-433 Dues and Subscriptions	\$1,700.00	\$822.00	\$0.00	\$878.00	48.35%
E 250-41200-596 Capital Outlay - Other I	\$0.00	\$3,198.63	\$0.00	-\$3,198.63	0.00%
E 250-41200-720 Operating Transfers	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
E 250-41200-721 Contributions to Enterpri	\$0.00	\$0.00	\$0.00	\$0.00	0.00%
41200 Economic Development Autho	\$57,400.00	\$32,223.81	\$2,335.35	\$25,176.19	
E Expenditure	\$57,400.00	\$32,223.81	\$2,335.35	\$25,176.19	
250 ECONOMIC DEV. AUTHORITY	\$114,800.00	\$32,416.88	\$2,335.35	\$82,383.12	

CITY OF CLEARWATER
Transaction Activity by Fund

Period Name	Check Refer	Check Nbr	Tran Nbr	Tran Name	Search Name	Invoice	Amount	Comments	Check/Receipt Date
2024									
G General Ledger									
G 250-10100 Cash									
31									
	3 March		1	31	Payroll Journal Entry		-\$1,034.91	Labor Distribution	
	3 March		1	31	Payroll Journal Entry		-\$1,020.69	Labor Distribution	
							<u>-\$2,055.60</u>		
							-\$2,055.60		
G 250-10100 Cash									
G General Ledger									
-E Expenditure									
E 250-41200-101 Full-Time Employees Regular									
31									
	3 March		1	31	Payroll Journal Entry		\$901.40	Labor Distribution	
	3 March		1	31	Payroll Journal Entry		\$889.06	Labor Distribution	
							<u>\$1,790.46</u>		
							\$1,790.46		
E 250-41200-101 Full-Time Employees Regular									
E 250-41200-121 PERA									
31									
	3 March		1	31	Payroll Journal Entry		\$67.61	Labor Distribution	
	3 March		1	31	Payroll Journal Entry		\$66.68	Labor Distribution	
							<u>\$134.29</u>		
							\$134.29		
E 250-41200-121 PERA									
E 250-41200-122 FICA/Medicare Withholding									
31									
	3 March		1	31	Payroll Journal Entry		\$65.90	Labor Distribution	
	3 March		1	31	Payroll Journal Entry		\$64.95	Labor Distribution	
							<u>\$130.85</u>		
							\$130.85		
E 250-41200-122 FICA/Medicare Withholding									
E 250-41200-131 Employer Paid Health									
20									
	3 March	0	024935	20	Cash Payment	FIDELITY SE 304565	\$1.79	VISION PREMIUM FEB24 ST	03/12/24
	3 March	0	012613	20	Cash Payment	DELTA DENT RIS0005	\$15.37	MAR24 DENTAL PREMIUM ST	03/31/24

Period Name	Refer	Check Nbr	Tran Nbr	Tran Name	Search Name	Invoice	Amount	Comments	Check/Receipt Date
3 March	0	012615	20	Cash Payment	HEALTH PAR	1040836	\$200.63	HEALTH INS PREMIUM APR24 ST	03/31/24
20							\$217.79		
E 250-41200-131				Employer Paid Health			\$217.79		
E 250-41200-134				Life Insurance Expense					
20									
3 March	0	012616	20	Cash Payment	LINCOLN NA		\$26.80	MAR24 LIFE INS. PREMIUM ST	03/31/24
20							\$26.80		
E 250-41200-134				Life Insurance Expense			\$26.80		
E 250-41200-323				Website					
20									
3 March	0	012612	20	Cash Payment	ANNANDALE		\$35.16	GO DADDY WEBSITE DOMAIN	03/31/24
20							\$35.16		
E 250-41200-323				Website			\$35.16		
-E Expenditure							\$2,335.35		
2024							\$279.75		
							\$279.75		

EDA Website Analytics Report:

Business Spotlight Articles



Date of Report: April 16, 2024

Report Time Period: 09/18/2023 – 04/08/2024

Report Prepared By: Stephanie Trottier, Community Development Specialist

Performance Overview

Description: This report displays a summary of the business spotlight articles' performance in terms of views during a specific time frame. This information can help us identify popular blog posts in terms of views, likes, shares, comments, and reactions.

Business Spotlight	Publish date	Post views	Blog visitors	Comments	Likes
Ändra K Salon & Spa	10/30/2023	24	6	0	1
Riverside Nutrition	12/27/2023	122	95	0	3
Parts City	03/18/2024	82	59	0	1

Blog Activity Over Time

Description: This report displays blog activity over time.

Average Time on Page

- Ändra K Salon & Spa: 57 seconds
- Riverside Nutrition: 1 minute 46 seconds
- Parts City: 1 minute 28 seconds

Traffic Sources

Description: This report displays sources of traffic for each article.

Ändra K Salon & Spa

Traffic Category	Source	Post views	Blog visitors
Unknown	Unknown	19	1
Organic social	Facebook	2	2
Internal	Internal	2	2
Organic search	Bing	1	1
Direct	Direct	1	1

Riverside Nutrition

Traffic Category	Source	Post views	Blog visitors
Organic social	Facebook	78	73
Unknown	Unknown	32	12
Direct	Direct	7	5

Internal	Internal	4	4
Organic search	Bing	1	1
Organic social	Instagram	1	1

Parts City

Traffic Category	Source	Post views	Blog visitors
Organic social	Facebook	46	41
Unknown	Unknown	24	9
Direct	Direct	10	6
Internal	Internal	4	4
Organic search	Bing	3	1

General Blog Information

Top Blog Categories

Description: An overview of the categories used to organize blog articles and their performance.

Category	Views	Visitors	Engagement
Business Spotlight	230	152	5
Events	50	27	0
Projects	19	8	0

Blog Overall Performance

Description: This image shows the overall blog performance from September 18, 2023, to April 8, 2024. This includes articles outside of business spotlight articles.

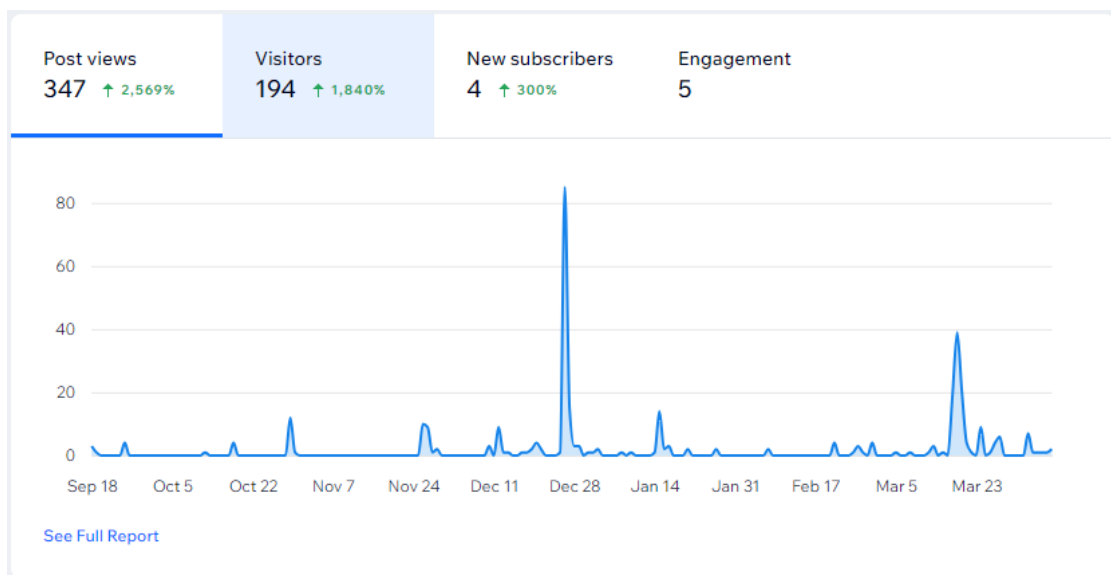


Figure 1 Source: Wix Analytics, clearwatereda.com