

**City of Battle Lake  
Economic Development Authority  
Tuesday, December 6, 2016**

The Battle Lake Economic Development Authority met in regular session on December 6, 2016. President Randy Dorn called the meeting to order at 7:05 a.m. with Commissioners Jeff Drake, Leigh Shebeck, Sara Boyum, Janet Schicker, Don Maslow and Milt Paulson present. Also present was Val Martin, Clerk/Treasurer/EDA Director/Zoning Officer. Area businesses were also invited to come to the meeting with 13 owners attending. Also attending were Nick Leonard and Mark Hanson from Otter Tail Lakes Country Tourism.

Maslow made a motion to approve the agenda. Schicker seconded. MCU

Shebeck moved to approve the minutes from the last meeting. Schicker seconded. MCU

Meeting day/time for 2017 was set – they will be held the 1<sup>st</sup> Thursday of the month at 7:00 a.m. with the first meeting on January 5<sup>th</sup> at 7:00 a.m.

Nick Leonard & Mark Hanson were visiting to discuss the Otter Tail Lakes Country Association (OTLCA) and the opportunities that were available for marketing businesses on their web-site. Nick shared a little bit of history over the last 3 years of the community collaborative for the campaign starting with the County's \$40,000 investment in it. 10 to 12 of the Cities within the County also contributed that first year. Nick and Mark both went through the web-site and let the group know how this can benefit each business. There are 3 levels of membership to choose from with each level providing some type of benefit with the top level providing the most. They also went through the web-site statistics, Facebook followers, Blog options, etc.

Martin announced a benefit that the Battle Lake EDA will provide to each business. Because the EDA felt the web-site was very important to area businesses and the community, they will pay 10% of their web-site membership to this Otter Tail tourism campaign, up to \$45 for each business that is within the City limits.

Martin explained the history of the re-establishment of the EDA. The EDA became "official" in May of 2016 and has developed a mission statement, a list of goals and spent much of their time with on strategic planning for the goals that were set. She also reviewed some of the other agenda items that have happened over the last few months and what the EDA's future goals are. Communication with the businesses continues to be a top priority. Dorn said that EDA members may show up in a business in the near future just to see how things are going and to ask them how we can help them.

Dorn asked the businesses how the EDA could help them in the future. Someone suggested working on an extension of the season. No other suggestions were brought up. Dorn suggested that businesses let the EDA know if there are some suggestions in the future. Martin suggested that businesses take her business card this morning and feel free to contact her at any time. Another business attendee asked how the EDA is financed. Martin stated that in 2017, the EDA budget will be coming from Liquor Store funds, not from a tax levy. There was a general discussion on whether the turn-out was positive for this breakfast meeting. It was the consensus of the commissioners that it was a positive start to this type of event, especially considering the weather and the fact that it is a 7:00 a.m. meeting. The commissioners also requested that if those in attendance felt the meeting was a positive experience, to relay that to other business owners in order to encourage them to attend future meetings.

Meeting adjourned at 8:35 a.m.

Next meeting will be Thursday, January 5, 2017.

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Valerie J. Martin, Clerk/Treasurer/EDA Director/Zoning Officer