

**City of Battle Lake
Economic Development Authority
Thursday, March 7, 2019**

The Battle Lake Economic Development Authority met in regular session on Thursday, March 7, 2019. Randy Dorn called the meeting to order at 7:00 a.m. with Commissioners Don Maslow, Jeff Drake, Leigh Shebeck, Gene Kelm, and Steve Young present. Absent was Sara Boyum. Also present was Val Martin, Clerk/Treasurer/EDA Director/Zoning Officer.

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

Young made a motion to approve the minutes from January and February. Shebeck seconded. MCU

Drake made a motion to approve the financials for January and February. Dorn seconded. MCU

Updates:

Promotional Committee

Shebeck reported that he has met with Boyum and Martin and have made arrangements to meet with several of the Battle Lake businesses scheduled for later in the day. The first step of this process will revolve around social media marketing. A Facebook page will be developed specifically for businesses to post their upcoming events. A banner has been created by Boyum using the tag line – Live, Love, Lake, Battle Lake, Minnesota. There has also been some discussion on asking the retail businesses to stay open late on Thursdays in the summer and the restaurants may want to have specials going on during that time. Some other ideas included turtle races on Thursday evenings and the possibility of retail stores hosting local artist or home-based businesses in their store. A second meeting will be scheduled where all business owners will be invited to learn more about this program and to have some training directed by Erik Osberg of Otter Tail County.

Down the road, this group will be doing more promotion on a larger regional and state-wide level with the assistance of Otter Tail Tourism, Live Wide Open and Explore Minnesota. There is a possibility that some advertising funds may be requested of the EDA down the road. West Central Initiative also has a ChangeMaker grant that the group may apply for in the fall with matching funds needed from the EDA.

Annual Meeting

The meeting was held last month at the Shoreline. Discussion items:

- Content and program was great
- A little disappointed in the attendance from business owners – we hoped to get more
- Consider a panel of speakers for next year
- Consider a lunch or supper for next year – it might help to send a survey asking business owners their preference

Updates to the map brochure were discussed. Martin will get this information to the designer.

Hatchery Row

No word back from the developer yet on the agreement. Martin said that part of the asbestos removal has been scheduled for next week. Ed Larrivy's property was discussed. He would like the City/EDA to offer a price rather than signing a first right of refusal. An option to purchase may be the better option. Dorn will contact Larrivy and discuss.

Tax Forfeiture Property

The Commissioners were in agreement that we should hang onto the property right now and advertise for sale later down the road.

Battle Lake Graduate Program

Martin suggested the EDA purchase some type of small gift for upcoming graduates. Maybe a keychain? The card would congratulate them and also let them know their importance to the community and that they are always welcome to come back home. Martin will contact the 542 Foundation to see if they want to partner on this project.

Goals for 2019

These were approved at the joint meeting with the City Council. A couple of goals were discussed with considerations on how to move forward:

- Meeting with Everts and Clitherall Township Boards – Shebeck has contacted them and will work on scheduling attendance at one of their next meetings.
- Business owner connection: Commissioners will split up the list of businesses and make either phone or personal contact with the businesses with personal contact as the preference. It was suggested that a very short survey might be part of the visit.
- Housing – Several ideas were discussed revolving around the purchase of a school-built home to be placed on a lot in the community with EDA possibly purchasing the home. Discussion was tabled for a future meeting.

Adjourn at 8:17 a.m. Next meeting will be April 4th.

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