

**City of Battle Lake  
Economic Development Authority  
Thursday, July 1, 2021**

The Battle Lake Economic Development Authority met in regular session on Thursday July 1, 2021. Randy Dorn called the meeting to order at 7:00 a.m. with Commissioners Leigh Shebeck, Richard Bullard, Darren Kern, Steve Young and Don Maslow present. Absent was Josie Schmidt. Also, present was Val Martin, Clerk/Treasurer/EDA Director/Zoning Officer.

Bullard made a motion to approve the agenda. Kern seconded. MCU

Shebeck made a motion to approve the minutes with amendment. Dorn seconded. MCU

Bullard made a motion to approve the financials. Kern seconded. MCU

**Visitors**

The EDA Video Committee had met last week with Steve Henning to discuss ideas for promotional videos. Steve was in attendance as a follow-up to the committee meeting and to present a proposal.

*The following proposal is to create three videos, each 3 to 5 minutes in length, promoting different aspects of Battle Lake. The three themes are:*

- **Battle Lake is a great place to live, raise a family, and retire.** Showcase the Daycare Center, School, Lakeview/Good Sam, lifestyle/things to do. Interviews could include Sarah and Rich (young family who moved here, and stayed) and Daniel Ukkelberg (grew up here, works at school)
- **Battle Lake has several exciting new projects, and opportunities.** Showcase Hatchery Row project, Hammers and Krenz developments, HRA housing grant. Interviews could include:
  - Hatchery Row Developers
  - Patty/Lakes Agency
  - Greg Smedsrud

- **Battle Lake is a great place to do business.**

*Showcase the businesses of the community, including restaurants, retail, and services.*

*Possible interviews:*

*Sara Boyum, Josie Schmidt and Randy Dorn*

***This proposal also includes:***

- *Creating a branded YouTube Channel where they will be visible to a larger audience, and sharable. (Fact: YouTube is the second largest search engine in the world.)*
- *Edited, corrected captions on the finished videos, for hearing impaired and persons who have audio off on their computers.*
- *Video descriptions that will be search engine optimized and linked to the City's website and other social media accounts. (The YouTube Channel should also be linked from the City's website.)*
- *We will also upload the videos and caption files to a Battle Lake EDA showcase on our Vimeo account. These are preferable to YouTube for embedding on your website.*
  - *Package price: \$6,600*
  - *Option to consider: \$175 per :30 for social media.*
  - *Steve is still working on a package for individual businesses.*

- *Proposal does not include additional drone shots.*
- *EDA should include some inexpensive YouTube advertising when the first videos are added to the new channel. EDA should encourage businesses to post to the Battle Lake channel for continued promotion.*
- *Shebeck said that Steve had created a couple of videos for the Dairy Queen that was a great promotion on Facebook and created a nice amount of activity.*
- *The project could be set up as a pay-as-you-go event and can even be done over several months.*

EDA Commissioners continued the discussion on the promotional videos:

- Make sure to include other businesses outside the “downtown” area such as Paul’s Metal Pedals, NBL Marine, Ice Box Fitness, etc.
- Add Corey and Nicky Bauman as a possible video interview.
- Val will suggest to the council the use of ARPA funds to pay for the videos.
- Consider a form for businesses to fill out and get back to the City to make communication easier.

### **Hatchery Row:**

- Community space – a committee has been working on the possibility of a community space within Hatchery Row with LACC being the lead on the project. LACC has a signed purchase agreement for their current building. Possible partners include the school, City, Art of the Lakes, along with individuals who may want to rent the space. They have possibly 3000 square feet available for a community space. The EDA will continue to work with these partners on this project.
- We were notified that Battle Lake has received \$29,811 in grant funding from DEED through the Clean-Up fund.

### **Housing Meeting**

- Otter Tail County HRA continues to work on the grant application. Tanya Westra will meet with the EDA/Council at the joint meeting on July 13<sup>th</sup>.

### **Business Meeting**

- Set for Tuesday, July 13<sup>th</sup> at 7 a.m.
- Shebeck has created an agenda that Martin will share again with the business community.
- Kent Mattson from Lake Region Healthcare has been in contact with Martin. He would like to get more involved in the community and hopes to attend this meeting.

### **Wenonga Days**

- No parade this year as there is no one to run it.
- Other activities are going as planned.
- Fireworks donations are not finalized yet. Martin continues to work on this.

There will be a joint EDA/Council meeting on Tuesday, July 13<sup>th</sup> at 5:30 p.m. Next EDA meeting is Thursday, August 5<sup>th</sup> but the EDA Commissioners chose to move it to August 12<sup>th</sup> at 7 a.m.

Adjourn at 8:07 a.m.

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