

**Vergas EDA/HRA**  
**Vergas EDA/HRA February 2023- Note Meeting location change..**  
**Vergas State Bank**  
**2:00 PM on Tuesday, February 7, 2023**

1. **Call to Order**
2. **Agenda Additions and Deletions**
3. **Minutes**  
December 6, 2022
4. **Status of Recommendations to City Council**  
None.
5. **Financial Update**  
2023 Income and Expenses Update
6. **Old Business**
  - a. 2023 Housing Goals Timeline
  - b. 2023 Economic Goals Timeline
  - c. CEDA (Community and Economic Development Associates)
7. **New Business**

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**4. Minutes**

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December 6, 2022

**Files Attached**

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- 12-06-2022 EDA\_HRA Agenda and Minutes.pdf

**Vergas EDA/HRA  
Vergas Event Center Council Chambers  
2:00 PM on Tuesday, December 6, 2022**

The City of Vergas Economic Development Authority (EDA) and Housing Redevelopment Authority (HRA) met on Tuesday, December 6, 2022 at 2:00 pm at the Vergas Event Center with the following members present: Bruce Albright, Paul Pinke, Kevin Zitzow and Julie Lammers. Absent: Joy Summers and Vanessa Perry.

**Call to Order**

Meeting was called to order by President Kevin Zitzow.

**Agenda Additions and Deletions**

Approved agenda as presented.

**Minutes**

Motion by Pinke, seconded by Albright to approve minutes for the November 1, 2022 meeting. Motion passed unanimously.

**Status of Recommendations to City Council**

None.

**Financial Update**

Lammers provided balance sheets for EDA/HRA, Veterans Memorial and Pickleball. Received \$25.00 from Give to the Max Day.

**Old Business**

Reviewed 2023 Housing and Economic Goals. (See attached goal sheet) Discussed lots on Eva Street and Diane Avenue which have been tax forfeited to the State of Minnesota. Asked Lammers to get financials regarding the properties. Motion by Albright, seconded by Pinke to have Lammers draft a letter to Senate and House representatives and the State of MN tax forfeiture division encouraging the sale of the lots. Discussed county garage property being turned into a parking lot and if city should invest in parking meters.

**New Business**

CEDA (Community and Economic Development Associates)

Lammers reviewed the organization CEDA, and members discussed pros and cons of hiring this firm to work with the City to enhance the EDA. Committee members were encouraged to review the information provided. Next month we will brainstorm goals we see them helping us with. We may invite representative to the February or March Meeting.

Give to the Max – Donations

Committee stated they would like this put on the agenda in August to begin looking at ways to promote raising funds for the Vergas EDA-HRA.

Meeting adjourned at 3:17 p.m.

Julie Lammers  
City Clerk-Treasurer  
City of Vergas

**Council Recommendations**

None.

**Follow up Actions.**

Lammers to provide financial data regarding the 11 lots which have been tax forfeited.

Lammers with assistance from Albright will construct a letter to Senate, House and MN Tax Exempt regarding tax forfeited lots on Eva and Diane.

Add Give to the Max Fundraiser to the August meeting agenda.

Committee Members review CEDA information.

Lammers invite CEDA Representative to the February or March meeting.

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**5. Status of Recommendations to City Council**

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None.

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**6. Financial Update**

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2023 Income and Expenses Update

**Files Attached**

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- 2023 EDA\_HRA Revenue and Disbursements.pdf

# 2023 EDA-HRA Income-Expense Sheet

Beginning Balance Revenue:			\$18,336.36
	City	7,000.00	
Total Revenue		<u>\$7,000.00</u>	
Expenses:			
Total Expenses:		<u>\$0.00</u>	
<b>Balance of Checking Account as of 11/30/2022</b>			<u>\$25,336.36</u>
Savings Account			
	* West Central Initiative	15,306.40	
	<b>Total in HRA/EDA Account</b>		<u>\$40,642.76</u>
<b>Veteran's Memorial</b>			
Income			
Total Income		<u>0.00</u>	
Expenses			
Total Expenses		<u>0.00</u>	
Balance of Account			<u>\$0.00</u>
<b>Pickle Ball</b>			
Income			
Total Income		<u>\$0.00</u>	
Expense			
Total Expenses		<u>\$0.00</u>	
Balance of Account			<u>\$0.00</u>

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**7. Old Business**

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- a. 2023 Housing Goals Timeline
- b. 2023 Economic Goals Timeline
- c. CEDA (Community and Economic Development Associates)

**Files Attached**

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- 2023 EDA-HRA Goals with timeline.pdf
- CEDA Brochure.pdf
- 2023 CEDA Rate document.pdf
- Why CEDA Infographic.pdf

2023 EDA Goals

<u>Goal</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Meet with business owners, determine how things are going for them, or if they need our assistance to stay in business or to expand their business..Survey businesses regarding staffing needs.	10%	50%		90%			
Support current commercial businesses with training and information on available or upcoming funding in order to help them maintain and grow at a successful rate.				100%			
Work with Planning and Zoning to review areas within current city limits and within a one-mile radius for potential future business development/growth.	on going						
Encourage well planned quality development of commercial areas	add zoning map to EDA agenda			-renew every December			
Continue to work on parking issues within business district (availability/handicap), identify solutions, both short-term and long-range. Solutions might involve buyout of existing businesses, identify funding sources.		County Garage	Plan	On going  add handicapped spots on end of Railway			

2023 EDA Goals

<u>Goal</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Continue to be involved with City Comprehensive Planning process, focusing on business issues/concerns within said study.			Align with Comp Plan and review every Dec.				
Meet with Commercial Club to review each other's goals, common interests, and where interests may overlap. Work together to enhance each other's missions.	Hold with Annual meeting	Meet with VCC and discuss goals					
Update website page.			review updates every December				

2023 HRA Goals

<u>Goal</u>	<u>Items to attain Goals</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Identify buildable lots: Review housing study determine the types of housing needed, work with City and private development to furnish said housing.								
	Identify lots within current city limits, who owns said lots, their price, and whether they have City services (water/sewer), or their potential for said services.	Print map Joy will highlight lots		Discuss with owners				
	Identify potential building lots within a one-mile radius of Vergas, who owns the lots, and their selling price. Assess potential of providing City services.			*				
	Work with developer of Lawrence Lake Lots, as well as owners of other available lots within City limits on a marketing campaign to help sell said lots.			Dec. 13, 2022				
Determine interest and availability of grant or low interest housing program to repair or improve existing housing.	If yes - interior or exterior project Programs and Interest			Survey in Utility bill				
Assisting current residents in retaining and maintaining their properties through knowledge of available programs.								
Aid residential developers by making new housing more available through support of waived permitting fees; tax abatements or tax increment financing; etc.		on going						

2023 HRA Goals

<u>Goal</u>	<u>Items to attain Goals</u>	<u>March</u>	<u>June</u>	<u>December</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Convey the message that all aspects; live, work, and play contribute to the existing high quality of life in our community	Put our marketing brochure on the web.			*				
Update Web page.								
Look at grants, loans, programs, at the local, state, and federal levels to make city services (water/sewer) available and affordable for new developments	Policy							
Continue to be involved with City Comprehensive Plan, focusing on housing issues/concerns within said study.				every December				
Continue to collaborate with Otter Tail County on their “The Big Build” project.								

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CEDA IS ONE OF THE BEST INVESTMENTS ANY CITY COULD MAKE. THEIR STAFF HAS THE KNOWLEDGE AND SKILLS NEEDED TO MAKE NAVIGATING THE WATERS OF ATTRACTING BUSINESSES TO OUR CITY COME TRUE! THEY WOULD BE AN ASSET TO ANY TOWN.

— MAYOR JIMMIE-JOHN KING,  
CITY OF STEWARTVILLE, MN



## Contact Us

### WEBSITE

[www.CEDAUSA.com](http://www.CEDAUSA.com)

### EMAIL

[info@CEDAUSA.com](mailto:info@CEDAUSA.com)

### PHONE NUMBER

507-867-3164

### ADDRESS

PO Box 483  
Chatfield, MN 55923

## Follow Us



@cedausa



@cedausa



507-867-3164  
[WWW.CEDAUSA.COM](http://WWW.CEDAUSA.COM)

## WHO WE ARE

We are a 501 (c)(3) non-profit organization that has been dedicated to the progression of economic vitality in rural communities for over 30 years.

Our team works closely with cities, counties and organizations to understand their priorities and help them to strategically establish and actualize goals.

We also develop relationships with new and existing businesses to assist with any challenges in startup, operation and expansion.

As a non-profit, all of CEDA's services are provided at or below cost. Donations from our generous partners help to keep our services affordable for our communities and contracts.

## COMMUNITY SUPPORT PROGRAM

As an alternative to difficulties of directly hiring staff, CEDA presents communities with the option to contract for a team of highly-skilled professionals!

CEDA's structure allows communities to be proactive about economic development by:

- **Providing a dedicated team member to serve on location in the community.**
- **Allowing communities to contract for the amount of time/week that accommodates their budget.**
- **Collaboratively developing a yearly work plan to meet the goals of the community.**
- **Ensuring accountability with the standard 30-day-out clause included in every contract.**



CEDA OFFERS THE CITY OF ST. CHARLES BOTH A COST EFFECTIVE AND EFFICIENT APPROACH TO ECONOMIC DEVELOPMENT. THE NETWORKING AND PARTNERSHIPS THAT OUR CEDA REPRESENTATIVE MAKES GO WELL BEYOND THE CITY LIMITS.

— CITY ADMIN NICK KOVERMAN,  
CITY OF ST. CHARLES, MN



## COMMUNITY AND REGIONAL MARKETING

CEDA launched its Expanded Marketing Program in 2016, which allows our communities to promote themselves in unprecedented ways:

- **Representation at international trade shows.**
- **Access to a database of over 2,000 site selectors.**
- **Knowledge of best practices in economic development across the country.**
- **Increased access to local, state and national government officials.**
- **Memberships to several nationally recognized organizations.**
- **Unique approaches to exposing people to the areas that CEDA serves.**

## GRANT WRITING

We have a team with diverse knowledge and experience that will improve your community's applications for grant dollars.

- **Over \$40 Million of private, state and federal grant dollars have been secured by staff since 1986.**

## SMALL BUSINESS COUNSELING

CEDA is a satellite office for the Rochester Small Business Development Center (SBDC). We work directly with your new and existing businesses to provide expertise and resources to encourage their long-term success.



1500 South Hwy 52  
PO Box 483  
Chatfield, MN 55923

507.867.3164  
[www.cedausa.com](http://www.cedausa.com)

## **Rate Schedule Economic/Community Development Staffing 2023**

Per project hourly rate: \$93.50 per hour

### **Client in-house staffing:**

One day every other week	\$14,475 annually
One day per week	\$29,150 annually
One day per week plus one additional day per month	\$34,750 annually
One day per week plus two additional days per month	\$41,025 annually
Two days per week	\$48,600 annually
Three days per week	\$65,830 annually
Four days per week	\$81,640 annually
Five days per week	\$94,120 annually

Other options available upon request

### **Benefits of contracting with CEDA:**

- Professional, cost effective team members
- All team members are available to assist in projects that a community/county may encounter
- Results driven, non-profit organization
- Stable, 36 year-old company
- 30 day contract termination clause
- Ability for the community to meet with team member(s) prior to commitment to assist with team member decision making process.
- References available

# WHY DOES IT MAKE SENSE

## to contract economic development services with CEDA?



### GET A TEAM OF PROFESSIONALS

When you contract with CEDA, you are contracting for an entire team of qualified professionals with over 100 years of immediate, combined experience. You are able to access the expertise, connections, and creativity of all of our team members.

### EXPAND YOUR REACH

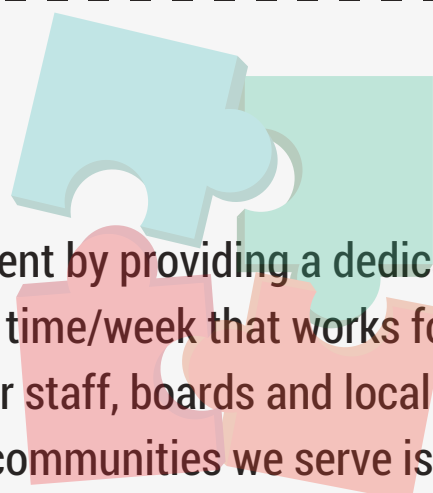


CEDA has launched its Expanded Marketing Program, which allows our communities to promote themselves in unprecedented ways:

1. Representation at international trade shows.
2. Access to a database of over 2,000 site selectors.
3. Knowledge of best practices in economic development across the country.
4. Increased access to local, state and national government officials.
5. Memberships to several nationally recognized organizations.

### IT'S ABOUT WHAT WORKS FOR YOU

CEDA helps you be proactive about economic development by providing a dedicated team member to serve at your offices for the amount of time/week that works for you, your goals, and your budget. We will work with your staff, boards and local businesses to help you strategically grow. Each of the communities we serve is different, and we'll take the time to make sure we understand your priorities.



### ACCOUNTABILITY

We are results-driven and motivated to produce tangible outcomes. In fact, we're so confident in our quality of service that we provide a 30-day-out clause in all of our contracts to mitigate your risk.





## ON-SITE BUSINESS COUNSELING

CEDA is a satellite office for the Rochester Small Business Development Center (SBDC). We work directly with your new and existing businesses to provide expertise and resources to encourage their long-term success.

## NO MORE PERSONNEL ISSUES

Hiring CEDA allows your EDA Board to be more productive by taking away personnel worries. Your Board will be able to focus on strategy and decision-making rather than:



1. Hiring and firing of employees
2. Employee discipline
3. Benefits negotiation
4. Training of staff
5. Federal and State regulations
6. Errors and Omissions/liability

## GRANT WRITING EXPERTISE

CEDA has successfully authored over \$40 Million of private, state and federal grant applications since 1986.

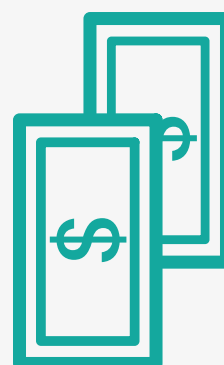


We have team members with diverse knowledge and experience that will improve your community's applications for grant dollars.

## COST EFFECTIVENESS

Hiring employees directly has associated expenses such as:

1. A share of the employee's Medicare and Social Security taxes
2. Unemployment and workers' compensation insurance
3. Employer-provided benefits
4. Equipment/technology such as laptops and software
5. Limited productivity during training
6. Overtime pay
7. Professional development costs



For our reasonable, all-inclusive rates, you receive a highly qualified team of professionals dedicated to making your community prosper.

As a 501(c)(3) non-profit, all of CEDA's services are provided at or below cost.