



WRIGHT COUNTY
Economic
Development
Authority

ECONOMIC DEVELOPMENT AUTHORITY (EDA) AGENDA

DATE: AUGUST 12, 2021

TIME: 11:00 AM – 12:00 PM

MEETING LOCATION: County Board Room & Teams

Darek Vetsch, President
Christine Husom, Vice-President
Mark Daleiden
Mary Wetter
Michael Kaczmarek
Teri Lachermeier
Phil Kern

AGENDA ITEMS

- I. Approve Previous Meeting Minutes**
- II. Update from WSB and Associates / IAG Commercial**
- III. Market Area Profile – Partnership with WCEDP**
- IV. Action items / agenda for next meeting**
- V. Closed Session to Develop and Consider Offers and Counteroffers for the Sale of Real Property, Minn. Stat. 13D.05 Subd. 3. Property Location: 1004 Commercial Drive, Buffalo, MN 55313**

cc: EDA Board
Lee Kelly
Elizabeth Karels
Bruce Kimmel
Jolene Foss
Jennifer Nash
Laureen Bodin
Stephen Grittman
Frank Petitta
Lindsey Meyer
Heather Lemieux
Greg Kryzer
Tim Dahl

Minutes: Angie Fisher

POST



WRIGHT COUNTY
Economic
Development
Authority

MEETING MINUTES

ECONOMIC DEVELOPMENT AUTHORITY

JULY 27, 2021

Darek Vetsch, President
Christine Husom, Vice-President
Mark Daleiden
Mary Wetter
Michael Kaczmarek
Teri Lachermeier
Phil Kern

DATE APPROVED: [DATE]

Members Present: Darek Vetsch, Christine Husom, Mark Daleiden, Mary Wetter, Michael Kaczmarek, Teri Lachermeier, and Phil Kern

Members Absent: None

Others Present: Lee Kelly, Elizabeth Karels, Joleen Foss (Wright County Economic Development Partnership), Greg Kryzer, Marc Mattice, Tim Dahl, Holly Wilson, and John Holler

THESE MINUTES ARE IN DRAFT FORMAT AND REQUIRE APPROVAL BY THE EDA BOARD

I. Approve Previous Meeting Minutes

Commissioner Daleiden motioned to approve the minute from 7-08-21. The motion was seconded by Commissioner Wetter and carried 7-0.

II. Accept MCIT Coverage and Pricing

County Administrator Lee Kelly stated the Economic Development Authority (EDA) needs to approve and sign the below listed documents to proceed with Minnesota Counties Intergovernmental Trust (MCIT) membership and coverage. MCIT meets on a quarterly basis; the next meeting scheduled for August 13, 2021. The special EDA meeting is being held to ensure the appropriate documents are fully executed in adequate time for the MCIT meeting.

Commissioner Vetsch questioned if denying workers compensation would be a greater risk since two of the EDA members are not county employees. Risk Manager Tim Dahl stated the members that are not county employees would have primary coverage from their workplace. He stated workers compensation coverage is not needed regardless of the member's place of employment.

a. Authorize Signature Accepting MCIT Coverage

Commissioner Husom motioned to authorize signature accepting MCIT coverage. The motion was seconded by Daleiden and carried 7-0.

b. Approve Resolution to Decline Workers Comp

Daleiden motioned to approve the resolution to decline workers compensation. The motion was seconded by EDA Commissioner Lachermeier and carried 7-0 on a roll call vote.

c. Approve Resolution of Acceptance and Execution of the MCIT JPA

EDA Commissioner Kern motioned to approve the resolution of acceptance and execution of the MCIT JPA. The motion was seconded by Commissioner Wetter and carried 7-0 on a roll call vote.

d. Authorize Signature on W-9

Husom motioned to authorize signature on the W-9. The motion was seconded by Wetter and carried 7-0.

The meeting adjourned at 10:27 a.m.

Economic Development Authority Minutes submitted by Elizabeth Clow, Office Manager.

DRAFT

Memorandum

To: Wright County EDA
Elizabeth Karels, Wright County Project Administrator

From: Jim Gromberg, WSB
Jeff LaFavre, IAG
Michael Sedley, IAG

Date: August 5, 2021

Regarding: Wright County Government Center Survey/Focus Groups

The WSB/IAG Commercial “team” is continuing to move forward with the completion of the project for the determination of the future use of the current Wright County Government Center site. This process included a community engagement component comprised of both focus groups and an on-line survey. These components will allow for the Wright County “EDA” to gain input from variety of sources as they move forward with the project.

The team completed the focus group meetings on July 7-8 with a series of 9 focus groups that were comprised of government officials (elected and appointed), local business leaders, area residents and real estate developers. These focus groups were well attended and allowed for the team to gather a significant amount of information concerning the site. To encourage the flow of ideas, no formal attendance was taken of the focus groups nor were answers attributed to any attendee.

In addition to the focus groups, an on-line survey was conducted in July to allow for community members that were unable or not included in the focus groups to provide input on the future use of the site. This survey had an outstanding response rate with over 650 people participating. The survey was comprised of 13 questions and included a number of both open-ended questions and set responses. Once again, to encourage the flow of comments the respondents could remain anonymous if they chose not to provide their name and email address. Over 300 of the respondents did provide their information.

The team will be presenting the results of the survey and the focus groups at the meeting on August 10th to the EDA. In addition to the results of the focus groups and the survey, we will also be leading the discussion on the interpretation of the information that was gathered. This discussion will allow for the EDA to continue to make decisions on the future direction of the project and how to best utilize the information that has been gathered.

Based upon the discussion at the EDA meeting, the team and the EDA will develop the direction for next steps for the project and to begin to fine tune the future of the site.

RETAIL MARKET AREA PROFILE STUDY WITH U OF M EXTENSION

PROJECT OVERVIEW

To try and better understand the retail purchasing needs of area residents, the Wright County Economic Development Partnership in partnership with University Of Minnesota Extension, will conduct a Market Area Profile study. This will involve analyzing exiting secondary retail data and trends to identify retail spending gaps and potential retail business options. In addition, mobile location data will be used to identify travel trends in Wright County. The Wright County Economic Development Partnership, local businesses, and community members will be able to use this information to make effective local business decisions regarding future retail sectors to develop in their communities.

University of Minnesota Extension created the Market Area Profile (MAP) program to assist Minnesota communities in developing their retail and service sectors. The purpose of this project is to provide existing businesses, potential businesses, and economic development organizations with information that will better serve their individual market and business strategies.

Extension staff will create a Market Area Profile report using secondary data and an analysis compiled through Business Analyst, a Geographic Information System (GIS) software program from Esri (www.Esri.com), along with the U.S. Census. Esri synthesizes national market research data every year from almost 26,000 adult consumers through in-home, face-to-face interviews about their media choices, demographics, lifestyles and attitudes, and usage of almost 6,000 products in 550 categories. Since the major customers for these data are national brands, information is not collected for independent business categories, such as antique stores, attorneys, dental offices, etc.

PROJECT APPROACH AND METHODOLOGY

The County of Wright County Economic Development Partnership has asked The University of Minnesota Extension Center for Community Vitality to assemble a project proposal for market area profile work in the Wright County area. After an initial conversation about the desired outcomes and uses for the project data, Extension staff proposes the following method for analyzing the local retail trade area.

We propose doing the following activities:

- 1.) Working with a small group (Retail Study Group) from Wright County communities to identify a realistic convenience trade area and individual community trade areas. Trade areas are used as a basis for the analysis.
- 2.) Assembling secondary retail data about the selected trade area from ESRI, US Census, and Minnesota Department of Revenue retail trade data sources.
- 3.) Completing a Retail Gap Analysis for the selected trade areas with the assistance of community leaders. This includes providing training to community leaders to in Wright County communities to allow them to complete gap analysis for their community. In single community projects, retail gap analysis is done in collaboration with the retail study group. As a county-wide project, a gap analysis will be completed for each community, and then the results will be aggregated to the county level.
- 4.) Analyze mobile location data patterns such as the origin and destination of travelers, time of day patterns, and community hotspots.

5.) Assemble a Market Area Profile report synthesizing the information from steps 1-4. This report would be similar to a recent project our team completed in Eyota:

<https://conservancy.umn.edu/bitstream/handle/11299/197853/eyota-map-2017.pdf?sequence=1>

STUDY AREA

The study area, a reasonable trade area for each community & for the county, will be defined by a local study group of key informants who understand local business traffic and patterns. Extension will work with this group to determine this study area.

PROJECT DELIVERABLES

A report of the results from the “Project Approach and Methodology” section will be developed for Wright County. The report will also include other secondary data such as demographics and retail trends for the Wright County area. The report will also include the results of a Retail Gap Analysis.

Additionally, when data is available, Extension will provide a report of the historical taxable retail sales for individual communities in Wright County. In general, the Minnesota Department of Revenue provides data for with more than 4,500 residents. The data available most often allows for the analysis of retail trends at the community and industry level. (An example of this type of report can be found here:

<https://hdl.handle.net/11299/212144>) Extension will also assist individual communities in by creating short summaries of retail gap analysis.

Extension will deliver a presentation of the results to the Wright County Economic Development Partnership and other interested stakeholders when complete. Extension will also deliver a presentation in a workshop format via Zoom to the local business owners to learn how to apply the results to their own businesses.

Examples from two similar past projects can be found here:

<https://conservancy.umn.edu/bitstream/handle/11299/197853/eyota-map-2017.pdf?sequence=1>

<https://conservancy.umn.edu/bitstream/handle/11299/183508/2017-mahnomen-market-analysis.pdf?sequence=1&isAllowed=y>