

PROCEEDINGS OF THE ST. CLOUD ECONOMIC DEVELOPMENT AUTHORITY BOARD

A special meeting of the St. Cloud Economic Development Authority Board was held on January 21, 2014, at 4:30 p.m. in City Hall Conference Room 1. Members present were Banaian, Gruenes, Lawson, Lenzmeier, Libert, and Siyad. Masters was absent. Staff present were Cathy Mehelich, Tammy Campion and Ashley Skaggs.

Consent Agenda: Lenzmeier moved to approve the consent agenda as follows:

Approval of December 3, 2013 EDA Board Meeting Minutes

Approval of EDA Revenue/Expenditure Report as of November 30, 2013

Approval of EDA Revenue/Expenditure Report as of December 31, 2013

Designate St. Cloud Times as Official Newspaper for 2014 EDA Legal Notices

Appoint Cathy Mehelich as 2014 EDA Executive Director

The motion was seconded by Siyad and carried unanimously.

2014 EDA Election of Officers: Lenzmeier made a motion to elect the following slate of officers: President, Dave Gruenes; Vice President, Diana Lawson; Treasurer, Tohow Siyad; Assistant Treasurer, John Norman; and, Secretary, Ashley Skaggs. The motion was seconded by Banaian and carried unanimously.

2014 EDA Regular Meetings Time / Place Designation: Libert made a motion to approve the 2014 EDA Meeting Schedule as presented. The motion was seconded by Lenzmeier and carried unanimously.

2014 Economic Development Strategic Planning Discussion: Mehelich explained that an opportunity may exist to coordinate the EDA's strategic planning process with the City's update of its Comprehensive Plan in 2014. Board members agreed that delaying the strategic plan process to

match up with the Comprehensive Plan update would be practical. Mehelich stated that an update will be given at the March meeting.

Finalist Interviews for Brand Launch: The Johnson Group and Agency 128/Next Communications presented their proposals for the City of St. Cloud's branding launch.

After considerable discussion, the Board agreed upon selecting Agency 128/Next Communications for the City of St. Cloud's branding launch.

Lenzmeier made a motion to select Agency 128/Next Communications as the firm for the City of St. Cloud's branding launch. The motion was seconded by Lawson and carried unanimously.

Adjournment: There being no further business, the meeting was adjourned at 7:20 p.m.

Ashley Skaggs, EDA Secretary