MINUTES OF A REGULAR EDA MEETING HELD MONDAY, OCTOBER 10, 2011 – 5:00 P.M. - ROCKVILLE CITY HALL

The meeting was called to order by President Vern Salzl. Roll Call was taken and the following members were found to be present – President Salzl & Ed Karls. Absent: Duane Willenbring and Bill Becker.

Staff present was: Rena Weber & Heidi Peper.

Also present were: Tony Nathe – Rocori Area Community Foundation, Steve Joul & Dennis Gregory – Central MN Community Foundation, Dan Steil – Cold Spring EDA, and Matt Killian – Central MN Initiative Foundation.

MINUTES OF 8/8/11 – ***Motion by Member Karls, second by President Salzl to approve the minutes of 8/8/11 as presented. Motion carried unanimously.***

PRESENTATION – ROCORI COMMUNITY FOUNDATION – Tony Nathe was present to review a proposal to establish a community foundation. The Rocori Trail Construction Board was very interested in getting a foundation started and have given their support.

Tony Nathe reported that he was hired by Assumption Nursing Home as an independent consultant to seek/start a foundation for them. With budget cuts happening subsidies will be cut back and all non-profits will become short of funds. He has two missions:

1) Long term savings account – an endowment to continue
2) Checking account – to fund local projects that people are excited about like the Rocori Trail

This foundation would:

- Receive monies targeted for specific, local area projects
- Establish a permanent, unrestricted endowment from which only the interest earnings may be used by the community
- Expose community needs and make recommendations on how to meet those needs
- Capture a greater portion of the expanding wealth turnover of the next 25 years and keep it local
- Fill financial gaps crated by drastic reductions in county, state and federal funding
- Expands the economic development of the community through new business, expanded tourism, and community support programs for residents

Tony Nathe wants to work with all three communities and set up a board to oversee the foundation. This would do marketing, staff hiring, establish the boundaries, etc.

Assumption Nursing Home has allocated 100 hours for this purpose this quarter. He would be the project coordinator. Tony would like something in place by January 1st.

Steve Joul congratulated the group by saying people 100 years for now will really appreciate this. Alex Didier founded a community foundation in St. Cloud just to keep the money in the area. This is a vehicle to help donors give back to the community. One form the foundation can use is charitable annuity where you donate and they give you back interest for the rest of your life.

Tony Nathe indicated that Central MN Community Foundation and Central MN Initiative Foundation are both present tonight and one would be our sponsor once we get started.

Matt Killian reported that this concept is catching on, but the question is how we sustain this once we begin.

Dennis Gregory spoke of very specific things the City of Rockville could benefit by.

Need a resolution of support and volunteers. President Salzl would like to have input from the missing members before a vote would be taken.

Another presentation will be held on 10/27/11 at the American Legion in Cold Spring. Tony will have another announcement in the Cold Spring Record.

RENTAL OF CITY HALL –Rena Weber reported that Aaron Miller - APS has been renting the city hall meeting room 2 – 3 times a week and will continue to do so if they can get a discounted rate $100 per month. Rena reported that this has not been an issue and feels the extra income does not hurt. Heidi and Rena are also in talks with APS about an expansion so once that is done they won't need the meeting room.

Motion by Member Karls, second by President Salzl, to approve the request to rent city hall meeting room at $100/month to APS. Motion carried.

SURVEY – Heidi Peper reported that 13 of 56 business owners responded to the survey. Heidi gave an update and reviewed the results. Attached is a copy of the results.
Rena Weber reported that two of the responding businesses are working with the city on plans to stay and/or expand so this was a very good measure.

Heidi was asked to call those who have not responded such as major employers like Capital Granite and Granite Tops.

TREASURER'S REPORT & LIST OF BILLS – ***Motion by President Salzl, second by Member Karls, to approve the Treasurer's Report:***

Fund 209	***$254,595.37***
Fund 304	***221,994.15***

List of Bills:

CK 013158	***Cold Spring Record***	***$31.17 – abatement notice***
013169	***Kraemer Electric***	***990.00 – Electric hook up for new heater***
013216	***SEH***	***772.88 – Heidi Peper's time***

Motion carried unanimously.

ADJOURN – ***Motion by Member Karls, second by President Salzl, to adjourn the meeting at 6:24 p.m. Motion carried.***

VERENA M. WEBER-CMC	**VERN SALZL**
SECRETARY/TREASURER	**PRESIDENT**

ROCKVILLE BUSINESS RETENTION & EXPANSION
RESULTS – 13 of 56 (23%)

Business Classification

23 – Construction	3	53 – Real Estate & Rental & Leasing	1
32 – Manufacturing	2	72 – Accommodations & Food Service	3
44 – Retail Trade	2	81 – Other Services	2
52 – Finance/Insurance	1		

Industries Served

Residential – 11	Commercial – 2	Ag – 1
Auto – 1	Construction – 1	

Major Suppliers / Where

Food Distributors (i.e. Sysco) – 4	Twin Cities Metro – 4
Beverage Distributors – 7	St. Cloud Area – 5
Granite / Stone Suppliers – 3	MN – 1
Lumber yards – 1	
Pipe Suppliers – 3	

Major Customers / Region

St Cloud Area – 8	State-wide – 1
Midwest – 1	National – 1

Why Rockville

Live Here – 7	Available Land/Bldg – 3	JOBZ – 1
Small Town – 1		

Rockville's Business Environment

Great 2 Good 2 OK 6 Poor 3

If not great or good, what could be done to improve Rockville's business environment?

Work better w/existing bus / lack of support for local bus. – 3
Less restrictions/regulations – 3
Signage on 23 – 2
Move it farther from St. cloud
Do more road maintenance,
Mayor / council
Lower water and sewer costs
2 bars and church doesn't draw;

Perceptions of Rockville

Small town – 5
Anti-change – 1

Hard working - 2
Melding of the former entities – 2
Conservative
Close knit community
Rural
Loyal/honest
No shopping, doesn't feel like a city
Lots of rental - little single family housing
My hometown so I have nothing but good to say

Rockville's Top 3 Strengths
Transportation – Hwy 23 / I-94 – 9
Proximity to St. Cloud – 4
Available land – 3
Location / central – 2
People – 2
Labor supply
City staff/committees user friendly
School
Fire department
Business friendly
Gas/food
Bank/post office
Pro-active council

Rockville's Top 3 Weaknesses
Lack of signage / off of highway – 3
Assessments – 2
Mayor/council – 2
State & federal regulations
Lack of main street merchants
Unknown town, small
Bedroom community of St. Cloud
Regulations
Taxes

How Long in Business
1-5 years 3 6-15 years 3 16-25 years 1 25+ years 6

Company's Sales Last 3 Years
increased 4 decreased 3 stayed the same 6

Company's Sales Next 3 Years
Increase 7 decrease 0 stay the same 6

Full Time Employees
≤ 5 7

6-20	3
21-50	2
51-100	0
>100	1

Percentage live in Rockville

0 – 30%	3
31 – 65%	1
66 – 100%	3

Workforce Skills / Training Needed

Food service/bartending – 3
Carpentry
Experienced operators, pipelayers, laborers,
Accountants
Administrative
Mechanics,
Welders
Auto repair
People skills
Math
Septic certification,
Class a driver's license
High school education,
2-4 college degree

Average Wage of Starting Employees

$10.93 (only 7 businesses answered this question)

Satisfaction with Local Workforce

Very satisfied 4 Somewhat satisfied 5 Not satisfied 2

Difficulty Finding New Employees

Yes 3 Somewhat 0 No 7

Business Equipped For information technology

Very well 7 Somewhat 5 Not at all 0

Access to ISDN, DSL, or Other High-Speed Internet

Yes 12 No 0

Importance of the Internet to Business

Very important 7 Somewhat important 4 Not important 1

Expansions Plans

Yes 6 No 5 Maybe 2

When? next year 3 1-5 years 5 5+ years ☐

What? additional space 1

additional land☐

additional employees 2

new products / services 5

other☐

Hurdles To Growth?

Yes 7

No 3

What Are They?

Economy	4
Regulations	2
Location	2
Cost	2
Competition	

Incentive Type

1 $25,000 low-interest loan (2% - 5%)

0 $2,500 grant

4 $50,000 low-interest loan (2% - 5%)

4 $5,000 grant

Incentive Activities

3 Exterior rehabilitation

4 Purchase new equipment

3 Add to existing building or build new building

1 Other Relocate to higher visibility/traffic area

How Can City Help

Financing assistance	2
Stop adding fees/lower cost	2
Highway signage	1
Do business w/local businesses	1

Businesses to Recruit

None listed.