

**MINUTES  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
OCTOBER 11, 2016**

The meeting was called to order at 6:10 p.m.

Present: Artner, Horak, Keleher, McCune, Scherman, Zinschlag; Town Board Liaison: Kermes; Clerk: Short; Sara Hanson, WBA Chamber of Commerce.

**INTRODUCE NEW MEMBER – HEIDI JOHNSON:** The Clerk reported that Heidi Johnson's introduction will be scheduled for the next EDAB meeting.

**APPROVAL OF AGENDA (Additions / Deletions):** Scherman moved approval of the agenda with the following amendment: Add to Item 5) Town Hall Fundraising Letter. Horak seconded. Ayes all.

**TOWN HALL – UPDATE:** The Town Board awarded two contracts, one for the Town Hall site improvements and one for building repair. The Pember Companies, Inc. base bid was approved with the elimination of the steel edging; rock mulch – over weed barrier; and turf seeding. The landscaping was eliminated so that the work that Pember did would not be compromised since scaffolding will have to be brought in for the building repairs. The second contract was for Husnik Homes. That bid was approved with the elimination of stucco repair. The stucco will only be removed as needed and patched.

**Fundraising Letter:** Sara Hanson, WBLA Historical Society reported that she is interested in fundraising for the Town Hall. She reported that there is a balance of \$15,000 in the Town Hall account and another \$16,000 in pledges. She is proposing to send a letter to Town residents updating them on what has been done to the Town Hall to date and what is needed to be done. The end of the calendar year is a good time to solicit donations since people donate for charities in November and December. The cost of the letter, envelopes and postage is estimated to be \$3,000. Comments, questions, and suggestions included:

- Could a request be included in the Utility bills? (No. Utility billing is a business activity and fundraising is not. Fundraising should be separate from Township responsibility.)

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- Ask the Town Attorney for opinion on fundraising.
- The letter should be informative and when contributions are asked for the letter should state that the donor can indicate if they want their donation to be for bricks and mortar or for programming.
- If people donate for a purpose they need to state what the purpose for their donation is.
- Can people make on-line contributions? (The Historical Society is able to accept on line contributions.)
- Place information on the Town's website on how people can donate.
- Can the \$16,000 that is pledged underwrite the cost of the fundraising letter? (\$1,000 is not designated and could be used.)
- Does not feel good about using public money to raise money.
- Are there any sponsors who would underwrite the cost of the fundraising letter?
- Would any donors do a match. (Sara Hanson stated that they might.)
- Would businesses be targeted the same as residents? (Sara Hanson stated that they would be targeted but that their letter may be a bit different from the resident letter.)
- Donor lists are important. People like to see their names on donor lists.
- Include photo of Town Hall in letter. Might be good to have a pic of how it looked (on Hammond Road), how it looks now, and how it may look when the work is all done.
- If the EDA paid for the photos and envelopes could there be an "in-kind" contribution to help with the rest.
- The Township could pay for elements (paper, printing, postage) to get the job done but not provide cash.
- Give a gift for a donation. How much money would a person have to donate to get a history book as a gift?

Kermes stated that guidance should be sought from the Town Attorney on what can and cannot be done regarding unencumbered funds. He suggested that the Town Attorney and Jenny Boulton, TIF Consultant sit down with the EDAB to provide guidance regarding the opportunity to raise money, use of EDA funds, or gifts in-kind.

Horak moved to recommend to the EDA to authorize the Town Attorney and TIF Attorney to attend an EDAB meeting to provide guidance regarding using EDA funds for projects, such as fundraising. McCune seconded. Ayes all.

McCune moved to recommend to the EDA to approve a fundraising letter to be sent to residents and Town businesses, subject to the guidance of the Town Attorney and TIF Attorney. Zinschlag seconded. Ayes all.

Sara Hanson reported that she is in the process of completing a grant application for the Town Hall, such as historical markers for the sidewalk on the outside of the building. She stated that the outside of the building is as important as the inside. She stated that

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the exhibits on the inside would also be grant fundable. The grant application will be submitted on Friday.

Horak asked how the Historical Society gets compensated for their efforts on behalf of the Town Hall project. Sara Hanson stated that primarily it is their effort to preserve history. She explained how the City of White Bear Lake contributes to the Historical Society annually. The City has a contract for services and the Historical Society receives \$15,000 each year for those services. Historical Society compensation will be discussed at future meetings.

**EVENTS & COMMUNICATIONS DIRECTOR – DEB STENDER PROPOSAL:** The Clerk reported that Deb Stender has been the coordinator for the annual Township Day event for the past two years. Part of the Deb Sender's roles as coordinator is to find ways to raise funds. Another role was to contact Township businesses for the purpose of sponsoring various segments of the Township Day event, such as sponsoring the bands or fireworks. Deb Stender attended a previous EDAB meeting to see if there would be a list of Township businesses she could contact for possible sponsorships. The Park Board has been discussing ways to perform fund raising activities for the proposed amphitheatre at Polar Lakes Park. They wondered if Deb Stender could also provide marketing and promotion support not just for Township Day but for the Town in general. She had submitted a proposal for an Events & Communications Director which includes not just Township Day but also to provide strategy development, writing, copy, proofing drafts, coordinating design and social media presence. She also proposes to make recommendations to various Township Commissions and staff and drive initiatives when approved. She has past experience in photos, consulting on development of sponsorship opportunities, press releases and relationships with local media. Compensation for services is \$10,000, which includes \$5,000 Township Day Coordinator fee.

Comments included:

- Deb Stender could help with featuring one Township business at a time and highlighting their accomplishments.
- Could prepare a one page overview of the Township. Find out how Deb Stender would approach the project. Have a template that could be updated each year.
- Need to discuss opportunities for redevelopment in the Township.
- Have a FAQ document for potential employers such as tax rate, name of the watershed district, etc. Kind of like a "Did You Know".
- Put info in News & Views regarding donations as part of a fundraising endeavor.
- May be an opportunity to clarify an initiative of what the Township has to offer.

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The Clerk will ask Deb Stender to expand her proposal to include the EDAB's comments. The matter will be discussed again when the information is received.

The meeting adjourned at 7:43 p.m.

Respectfully Submitted,

William F. Short  
Clerk/Treasurer