

**UNAPPROVED MINUTES
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
CITY OF WYOMING, MINNESOTA
APRIL 8, 2013**

CALL TO ORDER:

Jerry Owens, EDA Vice President called the Regular Meeting of the Wyoming Economic Development Authority to order for April 8, 2013 to order at 5:45 P.M.

CALL OF ROLL:

On a Call of the Roll the following members of the Wyoming Economic Development Authority were present: EDA Members: Jerry Owens, Nate Wilner, Ray VinZant, Eric Peterson, Linda Nanko Yeager and Mike Soule.

Absent: Ted Phillips

Also Present: City Administrator Craig J. Mattson, Chisago County HRA/EDA Director Nancy Hoffman

DETERMINATION OF A QUORUM:

The EDA Vice President, Jerry Owens, determined a Quorum was present.

PLEDGE OF ALLEGIANCE:

OPEN FORUM:

"An opportunity for members of the public to address the EDA on items not on the current Agenda. Items requiring EDA action maybe deferred to staff for research and future EDA Agendas if appropriate."

APPROVAL OF MINUTES:

1. Consider approving the minutes of the "Regular Meeting" of the Wyoming, Minnesota City EDA for March 11, 2013.

A MOTION WAS MADE BY EDA MEMBER NANKO/YEAGER, SECONDED BY EDA MEMBER PETERSON TO APPROVE THE "REGULAR MEETING" MINUTES OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY FOR MARCH 11, 2013 WITH THE RECOMMENDED CHANGES TO ADD "RAY VINZANT" TO IN ATTENDANCE AND TO VOTING RECORD.

Voting Aye: Peterson, Owens, VinZant, Wilner, and Nanko-Yeager

Voting Nay:

Absent: Phillips, Soule

SCHEDULED BID LETTINGS: NONE.

SCHEDULED PUBLIC HEARINGS: NONE

CONSENT AGENDA:

Items under the "Consent Agenda" will be adopted with one motion; however, council members may request individual items to be pulled from the consent agenda for discussion and action if they choose.

None

COMMUNICATIONS: NONE

NEW BUSINESS: NONE

OLD BUSINESS:

2. Community Profile Video Update

*Discussion regarding the Staff report on the **Minneapolis Art Institute** Proposal which would be brought back to the May meeting for consideration – potential cost \$500 to \$1,000.*

EDA Member Ray VinZant suggested a Channel 5 Producer that he is acquainted with who has produced videos for the Health Industry and the City of Woodbury (available on the Woodbury website). A five minute video would cost about \$5,000 to \$6,000. It was decided to pursue this idea for further information.

Brainstorm

Mike Soule arrived at 5:55 PM

Brochure Development

*Eric Peterson, Ray VinZant and Mike Soule had met in a Brainstorming session on Saturday to discuss **Brochure Development** and other **Community Branding** and **Promotion ideas**. They shared their thoughts with the EDA Including the format and contents etc.*

Branding of Community/Community Celebration

Thoughts were shared regarding enhancing “Stagecoach Day’s” by inviting the “Back to 50’s” cars up to the event

Ray VinZant suggested “Antique Fire Truck” gathering in light of the fact that Rosenbauer/General Safety one of the largest providers of Fire/Emergency Vehicles Worldwide is located in Wyoming, maybe we should be celebrating that fact and gaining identity through it. It was decided to see how “Stagecoach Day’s” develops this year with WABA and then proceed with planning for the Fire Truck event.

Marketing Plan

Linda Nanko/Yeager liked all of the ideas for Branding and promoting the community but felt the EDA should focus on a Marketing Plan as a Guide to follow and give clarity to the ideas.

Nancy Hoffman, Chisago County HRA/EDA Director has a model Marketing Plan that she could present for the EDA to adopt which would help them focus their efforts to Brand, Promote, and sell the community to future investors/developers.

ADJOURN

A MOTION WAS MADE BY EDA MEMBER NANKO/YEAGER SECONDED BY EDA MEMBER PETERSON, TO ADJOURN THE APRIL 8, 2013 “REGULAR MEETING” OF THE WYOMING, MINNESOTA ECONOMIC DEVELOPMENT AUTHORITY MEETING AT 6.35 P.M.

Voting Aye: Peterson, Owens, VinZant, Wilner, Soule, and Nanko-Yeager

Voting Nay: None

Absent: Phillips