

**MINUTES**  
**REGULAR MEETING - ECONOMIC DEVELOPMENT AUTHORITY (EDA)**  
**Wednesday, May 11, 2022 – 6:00 p.m.**  
**Mississippi Room, Monticello Community Center**

Commissioners Present: President Steve Johnson, Vice President Jon Morpew, Ollie Koropchak-White, Hali Sittig, Councilmember Jim Davidson  
Commissioners Absent: Treasurer Tracy Hinz, Mayor Lloyd Hilgart  
Staff Present: Executive Director Jim Thares, Angela Schumann, Haley Foster, Hayden Stensgard

1. **Call to Order**

President Steve Johnson called the regular meeting of the Monticello EDA to order at 6:00 p.m.

2. **Roll Call 6:00 p.m.**

Mr. Johnson called the roll.

3. **Consideration of Additional Agenda Items**

None

4. **Consent Agenda**

- a. **Consideration of Approving Regular Meeting Minutes – March 9, 2022**
- b. **Consideration of Approving Regular Meeting Minutes – April 13, 2022**
- c. **Consideration of Approving Workshop Meeting Minutes – April 13, 2022**
- d. **Consideration of Approving Payment of Bills**

OLLIE KOROPCHAK-WHITE MOVED TO APPROVE THE CONSENT AGENDA. JIM DAVIDSON SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY, 5-0.

**Regular Agenda**

5. **Consideration of Draft Integrated Marketing and Communications Plan (IMCP), Nicole Gaustad, Senior Marketing Specialist, AE2S**

Executive Director Jim Thares provided an overview of the agenda item to the EDA and public. The draft Integrated Marketing and Communications Plan created by AE2S Communications was funded through the Community Energy Transition (CET) grant awarded the City in March 2021 by the State of Minnesota. Final draft of the plan is expected to be completed by May 23, 2022.

Nicole Gaustad, of AE2S, provided the EDA and the public with a presentation outlining the process and creation of the marketing plan. The goals focused on in the plan include employment recruitment and retention, executive leadership positions recruitment, manufacturer retention, recruitment and attraction, redevelopment & revitalization,

and relationship building. These goals were previously discussed between the EDA, staff and AE2S in a prior workshop meeting. Ms. Gaustad then discussed the research conducted in the beginning stages of developing the plan as well as the results collected from the focus groups and discreet source research efforts.

6. **Economic Development Director's Report**

Mr. Thares provided an overview of the agenda item to the EDA and the public. The prospects and projects were reviewed in detail.

7. **Adjourn**

OLLIE KORPCHAK-WHITE MOVED TO ADJOURN THE REGULAR MEETING OF THE MONTICELLO EDA. HALI SITTIG SECONDED THE MOTION. MOTION CARRIED UNANIMOUSLY, 5-0, MEETING ADJOURNED AT 6:45 P.M.