

Beulah JDA Meeting Minutes

April 19, 2023

5:00 PM – Beulah City Hall

Members Present - Auston Biles, Beaver Brinkman, Mary Lou Horning, Ben Lenzen, Kim Kessler (by Zoom), Vern Muscha (by phone), Scott Solem

Members Absent –Nathan Richter

- A. Auston called the Meeting to Order at 5:00 pm
- B. Approval of Meeting Minutes – February 15, February 27, March 15 and March 30
The minutes for the February 15, February 27 and March 15 meetings were sent out on March 23 as requested at the last regular meeting. The minutes which included the March 30 minutes were again sent out on April 18 prior to this meeting. Members were not prepared to approve the minutes and Ben moved to table approval until the May meeting, Beaver seconded. Motion approved unanimously.
- C. Additions and Approval of Agenda
Beaver asked that discussion of pest control at the Greystone building and an update on the USDA furnaces be added under New Business. Mary Lou asked to have discussion of the Greystone appraisal be added as well. Beaver moved to approve the agenda as amended, Mary Lou seconded. Motion approved unanimously.

Financial Report

The financials reports were sent out for review.

D. UNFINISHED BUSINESS

Old Nursing Home/Daycare

Beaver reported that City Council approved going forward with an income survey in the city. It would divide the city into five (5) districts for the purpose of applying for community block grants to assist with infrastructure improvements which would include the library and daycare.

There was extensive discussion regarding the need for daycare services in the city and ways of trying to fund those including grants and business commitments for ongoing support. It was recognized that there are cash flow concerns in operating a daycare and any daycare would most likely require some type of assistance to operate.

Certificates of Deposit

Beaver reported that he has not moved forward in purchasing the CDs as previously approved by JDA in November 2022. The purchase was delayed in getting the paperwork from the various banks. Given the length of time since that approval, he is looking to the Board to determine how it would like to proceed. He also noted that purchasing CD's might limit JDA's ability to actively use the funds for upcoming projects. No action taken.

E. NEW BUSINESS

Proposal - Incentives re: Special Assessment Assistance for Home Building

Beaver proposed JDA consider a program under which it would provide assistance in the payment of special assessments on designated vacant lots to encourage home building in Beulah. The program would offer a number of benefits to area employers and the city. The benefits would include creating growth and additional jobs in the community along with the sale of certain vacant lots for which the city is responsible.

There was discussion regarding the potential benefits and risks. There was concurrence on the need for housing to attract future workers to the community along with the need to be proactive in creating housing that was not cost prohibitive to workers relocating here for employment . Mary Lou expressed concerns that there were other needs for the funds and that the risk might outweigh the potential benefit. Scott noted that daycare needs are also a driving factor in attracting families to Beulah.

Beaver moved to table the discussion in order to move forward on the other agenda items, Ben seconded. Approved unanimously.

Proposal – Marketing Initiatives

Beaver noted that JDA needs to initiate a marketing plan to reach out to businesses in the community. There is a lot of misinformation out there about what is available through JDA incentive programs. He proposed JDA look at ways to reach out to businesses to encourage their coming to JDA for assistance. Mary Lou moved to authorize Beaver to look into marketing strategies, Scott seconded. Approved unanimously.

Main Street Project Signage and Storefronts

Beaver reported that the city is moving forward with the Main Street Improvement Project. He proposed that JDA look at taking a pro-active approach in assisting Main Street businesses in undertaking improvements on their signage and storefronts in conjunction with the street improvements. It was proposed that JDA seek out the services of an exterior designer or company that specializes in providing expertise in coordinating business storefronts as a marketing tool. Mary Lou moved to authorize Beaver to seek out estimates for exterior design services, Kim seconded. Approved unanimously.

Greystone Pest Control

There continues to be an issue with boxelder bugs at the Greystone. Beaver has received a bid of \$2,100 from All Pest Control to undertake sealing the outside of the building with silicone caulk to address the problem. Mary Lou moved to authorize Beaver to go forward with hiring All Pest Control to spray and seal the Greystone building at \$2,100, Beaver seconded. Approved unanimously.

USDA Furnace Update

Beaver reported that Legend Air provided a bid of \$13,100 for the new furnaces at the USDA building. He will continue to seek out grants to help cover the cost.

Greystone Appraisal and Sale

Tabled

Meeting adjourned at 5:55 pm.