

## **Beulah JDA Meeting Minutes**

**June 21, 2023**

**5:00 PM – Beulah City Hall**

**Members Present - Auston Biles, Beaver Brinkman, Kim Kessler, Ben Lenzen, Nathan Richter, Scott Solem (arrived 5:12 pm) and Vern Muscha (arrived 5:20 pm)**

**Members Absent: Mary Lou Horning**

**Guests: Losson Leonard**

A. Auston called the Meeting to Order at 5:08 pm

B. Additions and Approval of Agenda

Losson Leonard was added to the agenda under new business. Nathan moved to approve the agenda as amended; Kim seconded. Motion approved unanimously.

C. Approval of May 17, 2023 Meeting Minutes

Approval of the May 17, 2023 meeting minutes was tabled.

D. Financial Report

The Financial Reports were provided prior to the meeting. Nathan questioned certain transactions being reported as debits and credits. Ben explained the accounting methods used for the various entries in question. Nathan noted that the expenses for repairs and snow removal at the USDA building have increased significantly for the year. It was asked if the USDA's rent could be increased to address the increases and Beaver noted that it could. It is something that he is reviewing. Nathan moved approval of the financial reports as presented; Scott seconded. Motion approved unanimously.

### **E. UNFINISHED BUSINESS**

#### **Marketing JDA**

Nathan proposed advertising the programs JDA offers through Beulah Buzz and other social media platforms. Staffing needs to implement and maintain this were discussed. Beaver will follow up with the City Auditor to determine what if anything can be initiated. Business models in other communities were discussed along with consideration of possibilities in uniting the different organizations in Beulah to support their common goals in promoting Beulah. Beaver noted that there needs to be a unified vision and strong leadership to accomplish this successfully.

#### **Main Street Project Signage and Storefronts**

Beaver noted that he has contacted an architect in looking at this proposal.

#### **Purchase of CD's**

Beaver reported that he has not yet heard back from First Security Bank West. Minutes and organizational documents are being requested. Nathan moved going forward with the purchase of a CD from The Union Bank. The CD will be in the amount of \$120,000.00 for seventeen (17) months at a 5% interest rate; Vern seconded. Motion approved unanimously.

### **F. NEW BUSINESS**

#### **Losson Leonard**

Losson wanted to personally thank the board for the funding he received from JDA toward the purchase of new signage at County Kettle. It makes a big difference and is very much appreciated. He updated

the board with a list of the improvements he is hoping to undertake while the Main Street Project is being completed.

### **Mill Levy and Renaissance Zone Consideration**

Auston questioned if JDA needs to look at foregoing the mill levy that it receives from the city. It was determined that JDA is not self-sufficient and it does rely on the funding from the mill levy. Other ways of assisting the city were discussed.

There was extensive discussion on creating a Renaissance Zone in Beulah. Beaver noted that the proposal was made to City Council in the past and that Council was not receptive to the proposal. He has not been able to locate any historical information on the prior proposal by John Phillips. It was proposed that JDA contact other communities that have undertaken implementing Renaissance Zones to gather more information. Beaver recommended that JDA first needs to define the project before taking any steps along with receiving a commitment from City Council to go forward.

Nathan left at 5:55 pm

### **USDA Building – Legend Air Quote**

Quotes from Legend Air for a new air conditioning unit at the USDA building were considered. Ben moved to approve the Bronze Option; Scott seconded. Motion approved unanimously.

### **Rental Assistance for Luna Pokes Tattoo**

Luna Pokes is requesting rental assistance from JDA. She is renting the 129 W. Main Street location from David Whipps. Her monthly rent is \$375.00. Beaver made a recommendation for JDA to approve rental assistance in the amount of \$200.00 per month for twelve months. Beaver moved approval of the rent assistance; Kim seconded. Motion approved unanimously.

### **Home Program**

Tabled

### **Mill Levy**

Additional discussion was tabled.

### **Red Door Lease Extension**

Ben moved a one-year extension of the Red Door lease at the Greystone building at \$1,000.00 per month; Scott seconded. Motion approved unanimously. Red Door also rents out the third floor on a month-to-month basis at \$250.00 per month.

### **Jessica Beck – Letter of Interest**

Jessica Beck has submitted a letter of interest to join the JDA board. It was noted that appointment to the board was ultimately up to the Mayor but the board has been asked to review the request and provide a recommendation on the appointment. Jessica will be invited to attend the next board meeting to discuss her interest in participating on the JDA board and what she would be able to provide to JDA.

Auston encouraged everyone to actively seek out new board members that they think would provide a benefit to JDA.

Scott left at 7:00 pm

### **Daycare**

Kim reported that she has been in contact with a local church that is considering starting a daycare in Beulah. There was considerable discussion regarding the issues of trying to open a daycare and

obstacles in making it financially viable. Community and business support is a necessity. Government regulations and staffing are major concerns. Auston recommended that the church be encouraged to do the research on the feasibility of opening a daycare in Beulah with the understanding that JDA can then work with it if it decides to go forward with the project. Auston also recommended that the church be provided contact information for churches in Bismarck that currently have successful daycares.

Ben did raise the issue that JDA needs to focus on small scale projects and make those successful rather than reaching for large scale projects that are harder to make happen.

Meeting adjourned at 7:31 pm.