

PROCEEDINGS OF THE ST. CLOUD ECONOMIC DEVELOPMENT AUTHORITY BOARD

A meeting of the St. Cloud Economic Development Authority Board was held on December 3, 2013, at 4:30 p.m. in City Hall Conference Room 1. Members present were Banaian (@ 5:15 p.m.) Gruenes, Lenzmeier, Libert, Masters and Siyad. Lenzmeier and Siyad were absent. Staff present were Cathy Mehelich, Tammy Campion and Ashley Skaggs.

Consent Agenda: Libert moved to approve the consent agenda as follows:

Approval of October 30, 2013 EDA Board Special Meeting Minutes

Approval of EDA Revenue/Expenditure Report as of October 31, 2013

The motion was seconded by Masters and carried unanimously.

Update on City Branding and Economic Development Marketing: Campion reminded Board members of the process that has taken place regarding City branding and Economic Development marketing. Staff issued RFQs in November for a consultant to work with the EDA and City to assist coordination of a brand launch plan for the new brand identity that was approved in October 2013. Six proposals were received. Board members discussed the difference between the branding campaign and the City's logo. Campion indicated the brand identity has been approved with the City logo to follow later. Campion asked for volunteers to take participate in the interviewing of consultants. Lenzmeier, Libert and Siyad indicated interest in participating if available.

Director's Report and Discussion of 2014 EDA Work Plan: Mehelich presented a summary of EDA activities completed in 2013 and a draft of the 2014 EDA Work Plan for discussion.

Mehelich suggested a daytime meeting to update the EDA's Strategic Plan. A date and time is yet to be determined. Board members discussed the possibility of a facilitator to give input on process, etc.

Mehelich presented the 2014 EDA Meeting Schedule.

Adjournment: There being no further business, the meeting was adjourned at 5:54 p.m.

Ashley Skaggs, EDA Secretary