

HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY
September 23, 2021
5:00 p.m.

MEETING CONDUCTED IN PERSON & VIA ZOOM

ROLL CALL: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher

CITY STAFF: John Mulder, City Administrator; Eric Johnson, Community Development Director; Joe Wicklund, Communications Director; Steve Overom, City Attorney

ABSENT: Commissioners Haapanen, Ronchetti,

VISITORS: Heidi Timm-Bijold

MINUTES

Motion made by Commissioner Nelson, seconded by Commissioner Hauschild to approve the July 29, 2021 HEDA Minutes. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

MOTIONS

RESOLUTIONS

2021-04H Resolution Approving An Agreement For Professional Consulting Services With Braun Intertec Corporation For The Total Consideration Of \$18,973.00

Motion made by Commissioner Geissler, seconded by Commissioner Peterson to adopt Resolution 2021-04H, Resolution Approving An Agreement For Professional Consulting Services With Braun Intertec Corporation For The Total Consideration Of \$18,973.00. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

2021-05H Resolution Approving An Agreement For Professional Consulting Services With Northland Consulting Engineers, LLP For The Total Consideration Of \$9,820.00

Motion made by Commissioner Hauschild, seconded by Commissioner Peterson to adopt Resolution 2021-05H, Resolution Approving An Agreement For Professional Consulting Services With Northland Consulting Engineers, LLP For The Total Consideration Of \$9,820.00. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

WORK SESSION

Special Meeting Time – October 25, 2021 – 5:00 p.m. - Strategic Planning Review with Northspan: John Mulder asked if it would be possible to move the October meeting to Monday October 25th to accommodate Northspan's schedule to provide a follow up to our strategic planning effort. Northspan was unavailable on October 28th. Several members were unavailable, so the Commission asked to see what other dates might work for Northspan.

Discussion on Marketing Plan – Joe Wicklund: Joe Wicklund presented some ideas about a marketing plan in order to get feedback and direction from the Commission. The plan would center around the theme of making Hermantown your “Home Town.” There would be a focus on the people in our community “Herman beings” participating in activities that make living here a good thing. The first area of focus would be activities termed “youth sports” and would define youth as anyone involved in an activity and that those experiences, those “youth sports,” that make for a home town experience.

In order to do that, HEDA would engage a local partner to professionally capture images of the community that make Hermantown feel like a home town. Commissioners were asked to send Joe a list of images they might like to see captured as part of that effort. We would try to capture many of those images in the very near future in order to capture the fall colors.

Motion made by Commissioner Peterson, seconded by Commissioner Nelson to recess at 5:59 p.m.
Motion carried.

Recorded by:

John Mulder, Executive Director