



## **CITY OF FREEPORT**

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### **December 16, 2013 - EDA Meeting Minutes**

A regular meeting of the Freeport EDA Board was called to order by President Matt Worms at 12:05 P.M. with members Mason Schirmer, Andy Welle, Carrie Goebel and Bud Heidgerkin present. Also present was Administrative Assistant Adrianna Hennen.

#### APPROVAL OF AGENDA

C. Goebel moved and Schirmer seconded a motion to approve the agenda. Motion carried 5-0.

#### OLD BUSINESS

Welle moved and Heidgerkin seconded a summary motion to approve: 1) November 12, 2013 special meeting minutes; 2) October 29, 2013 special meeting minutes; and 3) October 21 regular meeting minutes. Motion carried 5-0.

#### NEW BUSINESS

Hennen presented a proposed newspaper advertising strategy. Hennen identified the Dairyland Peach, Annandale Advocate and Classy Canary as low-cost publications that cover the Freeport area as well as areas to the East and West. Schirmer reminded members that previous advertising was an ad in the Dairyland Peach. Schirmer said advertising is being discussed to help sell the remaining Industrial Park lots, but also to spur any question members may have for the realty team that will be presenting later in the meeting.

Worms said the ad design which incorporated the smiling water tower look most visually appealing and members agreed.

Heidgerken recommended finding a publication that circulates close to the west metro that could cover cities around the Rockford area, an area presently experiencing rapid growth that may have employers looking to relocate to central Minnesota to take advantage of available workers.

At 7:40 P.M. Jesse Godzala and Jon Brenny presented how their company (Godzala | Brenny Realty Team of Edina Realty) could help sell the remaining Industrial Park lots. Godzala described the marketing abilities of their firm, the use of a day-to-day contract, fixed commission rate of 6.5%, and their willingness to add additional advertising at no additional cost.

C. Goebel left the meeting at 1:00 P.M.

Schirmer reminded members that no motion is needed at this time; rather, it is an opportunity to get an understanding of what a realtor can do for our efforts to sell lots. Schirmer thanked Godzala and Brenny for their time.

Members agreed on the use of newspaper ads. Schirmer said no motion was necessary, so long as they understand the anticipated costs when invoices are received.

ADJOURN

Schirmer moved and Welle seconded a motion to adjourn the meeting. Motion carried 4-0. Meeting adjourned at 1:20 P.M.

Matthew Worms, President    Mason Schirmer, Secretary