

The monthly Beulah JDA Meeting was held Wednesday, February 15, 2017, 4:30 pm, Beulah City Hall.

Present: John Phillips, Darrell Bjerke, Sarah Tunge, Dwight Hatzenbuhler, Clyde Schulz, Gloria Olheiser, Mark Pierce, Mary Lou Horning, Dan Schmidt, Travis Jordan

Absent: Mark Pierce, Scott Solem

Also in Attendance: Kate Johnson

Chairman Bjerke called the meeting to order. Minutes of the January 24, 2017 meeting were reviewed. Motion by Schulz to approve the minutes as sent out. Seconded by Olheiser. Motion Carried. He continued the meeting asking if there were any additions to the agenda. There being none it was approved as presented. Phillips asked if there were any questions on the January, 2017 financial statements that were emailed to board members. There being no questions/discussion motion by Schulz to approve the financials as presented. Seconded by Olheiser. Motion Carried. .

OLD BUSINESS

✓ **Wellness Center**

Schulz noted the bid opening for the Wellness Center should have read the opening is scheduled in March rather than February which was reported. He continued saying construction drawings are complete and plans are to move equipment and start hauling fill materials to the site before road restrictions are enforced.

✓ **Chinese Restaurant**

Phillips reported there is still interest in locating a Chinese restaurant in Beulah. Finding a location seems to be a challenge as a possible location / retrofit of a building has been difficult.

✓ **Former Grandview / Curve Project**

Phillips expressed his concern/disappointed relative the recent social media, Facebook, posts criticizing the city for not working with the "Curve" project to assist it for a Beulah opening. He informed the board the posts were very inappropriate and uninformed. He continued explaining to the board the business plan executive summary was incomplete and could not be submitted to a lender, it was questionable if Patrick would be able to secure a liquor license and the management staff he had identified did not have the qualifications to support the work necessary to provide the management assistance to the business he had identified. He further commented it is unfortunate the city is criticized from uninformed individuals as that does not create a business recruitment / development atmosphere for future growth.

NEW BUSINESS

RETAIL BUSINESS / SERVICE NEEDS – NEW/EXPANSION / RECRUITMENT –
(Gloria Olheiser, Dan Schmidt, Mark Pierce)

✓ **New Business Opportunities**

Phillips reported he continues with work with potential business leads and the incubator facilities that are currently owned by Traver Industries. There is still interest in an additional barber shop and several retail business startups/expansions and relocations. He continued his report stating he is working with Jennifer Gisinger, Dept. of Commerce Business Research Specialist compiling largest employer information to entice business site selectors to select locations for new businesses.

INDUSTRY/COMMERCIAL – (John Phillips, Scott Solem)

It was reported the industrial business lead provide by Pierce has not responded to the attempted contact calls. There are no additional industrial business leads at this time.

BUILDINGS AND PROPERTIES-PROPERTY INVESTMENT – (John Phillips, Darrell Bjerke, Scott Solem)

✓ **Greystone Building**

Olheiser reported she has sent out letters to a variety of businesses to encourage them to get involved with the business incubator to grow their business.

CITY REVITALIZATION (Stacey McLaughlin, Mark Pierce, Dan Schmidt, Sarah Tunge)

✓ **B’Dolce’s Bakery Project**

Phillips discussed the need to work with another contractor along with Bonnie and Mark in order to move the bakery project forward. Bonnie has indicated she wants to pursue that location and may be willing to make modifications to the plan to enable the development to move forward.

✓ **Club Store Outlet**

Phillips presented comments on the cost to retrofit the former “Spier Building” owned by Scott Solem in order to accommodate the Club Outlet Store. He continued depending on Scott’s decision there may be a need to pursue an alternate location. The company remains very interested in a Beulah opening but Phillips feels it needs to move forward in a timely manner in order for it not to locate in a city with close proximity to Beulah.

✓ **City Events**

Brief discussion ensued regarding Retiree retention and workforce recruitment to establish Beulah/Mercer County as the place to live. Thoughts expressed by the group it is a significant “leak” to the Beulah economy at the present time and plans are to try and determine how to accomplish that retention/attraction. It was also reported both Sarah and John are attending the Vison West meetings and events to “Share Beulah’s Story” and get involved with the 19

western counties governmental entities, schools and other organizations to share in their work to create a better Quality of Life for the area and their particular cities. Phillips commented the membership dues level JDA has paid are \$150.00

HOUSING AND PROPERTY DEVELOPMENT – (Mary Lou Horning, Darrell Bjerke, Darrold Bertsch, John Phillips)

✓ **Single Family**

Horning reported the housing market is starting to rebound. The price range that seems to show interest at this time is that \$180,000 -- \$225,000 range.

✓ **Shovel Ready Buildable Property**

The continued lack of commercial and industrial site availability for growth was again address as an issue limiting Beulah's retail growth and jobs creation.

✓ **Funding Assistance Requests**

Phillips presented a Flex Pace financing assistance request from The Union Bank and traverindustries. Following discussion relative the project, business plan, cash flow needs, business growth, building and site development Schulz motioned to recommend to The Union Bank and BND the interest rate be bought down to 3%. Seconded by Olheiser. Motion Carried. Phillips then suggested an onsite tour of the business and location for the board members as he felt it was a unique start up business model.

Other Business

- ✓ Chamber / CVB Event Updates – Tunge reported they continue work on the Chamber/CVB events with the primary focus at this time the DWC.
- ✓ Bjerke addressed the group as the Mayor and explained the proposed 3% franchise fee for both the Roughrider and MDU franchise renewals. He reviewed what had happened at the council meeting when it was initially discussed and had first reading. A somewhat lengthy discussion relative to how it would impact businesses and households ensued as it seemingly has become a controversial issue and is being tracked by the Chamber, as well as Beulah businesses and residents. He continued indicating that was only a first reading of the ordinance and that action does not pass an ordinance. It is anticipated there will be changes made on how to create the street light fund.
- ✓ The West River Transit Bus Service was again discussed and those in attendance were encouraged to make use of the bus as well as make that service known to others.

There being no further business, meeting adjourned.