

**City of St. Charles**  
**Economic Development Authority**  
**Regular Meeting**  
**Minutes**  
**September 9<sup>th</sup>, 2011**

1. Meeting was called to order at 8:05am at City Hall by Greg Gall. Present were: Gall, Bill Spitzer, Dan Pearson, Bill DeBruyckere, Mark Linderbaum, City Administrator Nick Koverman, and EDA Coordinator Cris Gastner
2. **Minutes:** Minutes from the July 8<sup>th</sup> meeting were reviewed. Motion made by Pearson and seconded by Spitzer to approve. All Ayes, Motion Carried.
3. **Financials:** Financial reports were reviewed. A motion was made by Linderbaum and Seconded by Pearson to approve the financials. All Ayes. Motion Carried
4. **Business Items:**
  - a. Community Marketing Piece  
Koverman has been working with a company on a new community marketing piece. The new piece would be very similar to the old St. Charles booklet with new pictures and some additional features. Koverman asked about the Board's interest in contributing to the project in order to reduce the price for advertising for our local businesses. A suggestion was made to approach the Winona County EDA to see if they would like to participate. Koverman will be talking with the chamber as well.  
  
A Motion was made by DeBruyckere and seconded by Linderbaum to contribute \$1,000 to the project. All Ayes, Motion Carried
  - b. Website Statistics  
Information was presented to the Board on the statistics for the St. Charles website. The site continues to grow in viewership and is becoming a very useful marketing tool. Koverman also noted that the City's Facebook page has been very useful for getting information out to residents. Mayor Spitzer introduced QR Codes to the group and will put together additional information for next month's meeting.
  - c. Resolution  
Gastner passed out the resolution for EDA funding that will be sent to the County for the board to review. This year the amount that the EDA may levy for dropped by about \$2,000 to \$39,120. That number is based on a formula that uses the total taxable market value for the City.
  - d. I-90 Project Update  
Board members and staff went up to the I-90 construction site for an update on the project.
5. Motion to Adjourn was made by Spitzer, seconded by Linderbaum. Motion carried.