



ECONOMIC DEVELOPMENT AUTHORITY

MUNICIPAL COUNCIL CHAMBERS

830 WHITEWATER AVE, ST. CHARLES, MN 55972

REGULAR MEETING

FRIDAY, JANUARY 3RD, 2025

7:00AM

- 1. Call to Order**
- 2. Approval of Agenda**
- 3. Approval of November 1st, 2024 Meeting Minutes**
- 4. Financial Review** (available day of meeting)
- 5. New Business**
 - a. Grants Update**
 - i. Economic Development Cost Share Program**
 - b. Hotel Feasibility Study Provider** (see attached)
 - c. 2025 CEDA Community Work Plan** (see attached)
- 6. Adjourn**

MINUTES OF THE ST. CHARLES ECONOMIC DEVELOPMENT AUTHORITY

REGULAR MEETING FRIDAY, NOVEMBER 1ST, 2024 7:00 AM

BOARD MEMBERS PRESENT: Bill Spitzer, Eric Omdahl, John Schaber, Wayne Getz

BOARD MEMBERS ABSENT: Tim Hoff, Ryan Grobe, Tim Gossman

OTHERS PRESENT: Andrew Langholz (city administrator), Ron Zeigler and Lorena Reichert (CEDA), Robert Routh (school superintendent), Jayden Glaze (Jubilee Gathering and Gifts)

7. Call to Order- meeting was called to order by Bill Spitzer at 7:15 am.

8. Approval of September 6th, 2024 Meeting Minutes- motion to approve made by John Schaber. Seconded by Wayne Getz. Unanimously approved.

9. Financial Review- (available day of meeting)- Motion was made by Wayne Getz to approve the financials. Seconded by Eric Omdahl. Unanimously approved.

10. Business

a. **New CEDA staff- Lorena Reichert** – Lorena Reichert introduced herself as the new CEDA staff for the St. Charles EDA. She described her prior economic development experience as a Business Project Manager for the Nebraska Department of Economic Development. She expressed that she excited for the role.

b. **Introduction to new school superintendent-** Robert Routh introduced himself. He would like the school district to be a partner for the EDA. He highlighted the opportunities for student involvement in the community, such as with volunteer hours, internships, job shadowing, and work experience for students. He said that the school district will be out of statutory operating debt after this school year. The administration investigated a four-day school week but has determined that the public is not interested from survey results and public meetings. The administration will investigate an operating levy at the end of the school year and see if the public would be interested in this option. Bill Spitzer thanked Mr. Routh for coming in. Mr. Routh said that he would like to do a job fair. Currently the district does not have a school counselor.

c. **Subordination Agreement** - Jubilee Gathering and Gifts – Jayden Glaze from Jubilee Gathering and Gifts aka The Giftary LLC spoke on the request to have the subordination agreement approved. Omdahl made a motion to approve. Schaber seconded the motion. Vote was unanimous.

d. **New Hotel Feasibility Study** – Lorena Reichert briefly spoke about the pros and cons of proposals from two companies that could provide hotel feasibility studies. Additional information will be provided at a future meeting.

e. Grants update-

i. Recommendation to accept SMIF Small Town Grant for city comp plan - \$10,000 for the comp plan – Andrew Langholz spoke on the SMIF Small Town Grant being awarded to the City of St. Charles for \$10,000 for the city's Comprehensive Plan. None of the members of the EDA had objections to recommending acceptance of the SMIF Grant to the City Council.

ii. REC Club – Andrew Langholz informed the EDA that the St. Charles REC Club was awarded a SMIF Small Town Grant of \$7,070 for new streetlight banners.

11. Adjourn- Motion made by Wayne Getz. Seconded by John Schaber. Unanimously approved. Meeting was adjourned at 7:40 am.

MEMORANDUM

TO: ECONOMIC DEVELOPMENT AUTHORITY BOARD

FROM: LORENA REICHERT (CEDA)

SUBJECT: HOTEL FEASIBILITY STUDY PROPOSALS

DATE: 12/30/2024

In mid-2024, CEDA requested and received a Market Intelligence Dashboard review of Hotel Market Potential in St. Charles from Krakerjak Marketing & Sales Strategies. CEDA had a grant to use the services of Krakerjak, so this review did not require any additional resources. Krakerjak narrowed the area around St. Charles several different ways, including by zip code, county, and census block groups. When looking at information from six census block groups including and surrounding St. Charles, the marketing firm estimated that there is an estimated \$4.7 million in market potential for lodging on out-of-town trips. The firm recommended considering a family-friendly hotel for the area, given that the second largest customer segment is married couples with children. Based on this report, CEDA moved forward with requesting proposals from companies that conduct hotel feasibility studies.

CEDA received proposals from two companies, Core Distinction Group (CDG) and HMI, Inc.

In the proposal from HMI, Inc., the Comprehensive Hotel Market Study was estimated at the fee of \$10,500. In addition, the Operational Proforma & Investment Analysis would be \$2,250. The total of these reports would be \$12,750. The work sample provided was of a generic community.

In the proposal from CDG, the project would include the Hotel Market Feasibility Study and Financial Projections/Proformas (2 Separate Brand Specific Proformas). The total of these reports would be \$15,000. The work sample provided was of an actual location similar in size and region to St. Charles that has employed the services of CDG.



2025 CEDA Work Plan

St. Charles Economic Development Authority – DRAFT

1. Fill Chattanooga I-90 Industrial Park
 - a. Look toward future expansion to gain 10+ acre lot
 - b. Coordinate with CEDA Grant Department, MiEnergy, and MN DEED to understand what grants may be available to prospective businesses.
2. Business visits & interactions
 - a. Especially focus on businesses that are “more off the radar” or don’t often seek out help/attention on their own.
3. Manage loan funds (ongoing)
 - a. Facilitate new applications, inquiries, and service existing loans.
4. Housing Issues/Discussion
5. Administration (monthly)
 - a. Minutes, agenda packets, memos, scheduling, etc... for EDA meetings.
 - b. Reports, compliance, and record keeping.
 - c. Update EDA pages on the city website.
6. Chamber/City Efforts
 - a. Assist with joint efforts.
7. Prospective projects (ongoing):
 - a. Other expansion/relocation projects in town.
 - i. Future redevelopment of E 9th street
 - b. Work on “missing” businesses (hotel, dentist, large industry/manufacturer, more retail shops on main street, _____ etc...)
 - c. Attend events pertaining to economic development.