

CITY OF WOODBURY
DRAFT ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

February 23, 2021

Pursuant to due call and notice thereof, a meeting of the Economic Development Commission was held at Woodbury City Hall, 8301 Valley Creek Road, on the 23rd day of February, 2021.

ITEM 1. CALL TO ORDER

Chair Craig Johnson called the meeting to order at 7:30 a.m.

ITEM 2. ROLL CALL AND INTRODUCTIONS

Upon roll call the following members of the EDC were present: Craig Johnson; Chair, Kimberly Moore; Vice-Chair, Emanuel Ekstrom, David Hoelzel, Kwadwo Adutwum, Michael Zoladkiewicz, Pamela Morke, Eric Schurr, Katie Westfall, and Joseph Ward.

Absent: Bill Routt

Also present: Anne Burt, Mayor; Janelle Schmitz, Community Development Director; Karl Batalden, Community Development Coordinator; Jamie Thoen, Administrative Assistant; and Rob James, Information and Communications Technology Director.

ITEM 3. OATH OF OFFICE

Mayor Anne Burt administered the Oath of Office to the new and newly reappointed members David Hoelzel, Kwadwo Adutwum, Michael Zoladkiewicz, Katie Westfall and Emanuel Ekstrom.

ITEM 4. APPROVAL OF MINUTES

MOTION: Pam Morke moved to approve the minutes from the December 1, 2020 meeting.

SECOND: David Hoelzel

VOTE:

All in favor: Craig Johnson, Kimberly Moore, Emanuel Ekstrom, Kwadwo Adutwum, Michael Zoladkiewicz, Eric Schurr, Katie Westfall, and Joseph Ward

Against: None

ABSENT: Bill Routt

ITEM 5. OVERVIEW OF THE 2021 EDC WORK PLAN AND MEETING SCHEDULE

Karl Batalden, Community Development Coordinator, discussed the meeting schedule dates and work plan for the 2021 calendar for the Economic Development Commission. The following meeting dates were confirmed: May 25, June 22, July 27, August 31, September 28 and November 30. Mr. Batalden told the Commission that they will spend much of 2021 updating the Economic Development Strategic Plan.

ITEM 6. REVIEW OF THE DRAFT 2020 COMMUNITY DEVELOPMENT ANNUAL REPORT

Janelle Schmitz, Community Development Director, gave background to the theme for the 2020 Annual Report "Powering through the Pandemic" and reviewed the highlights of the annual report. She asked the EDC members for feedback and potential edits to the annual report. EDC members had a variety of questions and comments related to:

- Who is the audience of the annual report and what is the intended purpose of it? The City Council is the primary audience, as ordinance requires the EDC to prepare an annual report for their consideration. However, staff uses this in some of its marketing efforts, whether by sharing the entire report or by using the data that is within the report to respond to specific requests.
- What is the order of the content, why was it chosen and does that relate to the message we are trying to convey? Historically this has been a printed document in a booklet format, so the order is sometimes done with the perspective of what pages are across from each other (two-page side-by-side). Also, there was consideration given to putting the most used information toward the front of the document, such as the demographics and the charts with the residential and commercial growth.
- Recognizing that most people would view this report electronically, is there is a way to use hotlinks for some of the data or guide readers to various pages of the city's website (i.e. Valley Creek Road redevelopment)? This would really make the report come alive.
- The table of contents could also have hot links.
- The report should incorporate graphic design tools minimize the amount of text.
- How are the education attainment levels calculated?
- On the employment page, it talks about some employers having lower numbers than in prior years sentence but we don't say by how much. We should either delete this or build upon it, as it leaves a natural question of 'how much'.
- The page titled employment trends should really just be 'Employment' as it is more of a snapshot than a trend in terms of how it is presented.
- Is there value in listing the major employers in the chart, since the data source is a phone survey? The Commission thought we should keep the chart.
- Consider adding the days on the market for housing, to provide more context to the incredibly hot housing market. Page 15 has a lot of information regarding the robust housing market.
- Growth page is one of the stronger pages showing the 10 year taxable market value chart.
- In terms of the new commercial construction chart, the commission did not feel it was important to separate the retail and non-retail.
- What story do we want to tell? Each year, we do a deep dive on certain topics, and this year, the Northeast Area was one of those stories.
- Consider adding bold text to specific points or data that we want to call out on each page as a way to call attention to the key messages.
- Prioritize the main impressions on each page by using additional visual tools.
- It would be helpful for a first meeting with the EDC on the annual report to be earlier in the schedule to discuss key messages and big picture items with a second meeting to review the draft report for details.

Janelle Schmitz thanked the commissioners for their input and noted that the Planning Commission will also be reviewing the report. She said that staff would incorporate changes into the final document which will likely be presented to the Council on March 28. She said that staff will review their work plan at the end of the year and determine the feasibility of a two-step process with the EDC to obtain input on the theme and the messaging, prior to the report being drafted.

ITEM 7. ADJOURN

MOTION: David Hoelzel moved to adjourn the meeting.

SECOND: Kimberly Moore

VOTE:


All in favor: Craig Johnson, Pamela Morke, Emanuel Ekstrom, Kwadwo Adutwum, Michael Zoladkiewicz, Eric Schurr, Katie Westfall, and Joseph Ward

Against: None

ABSENT: Bill Routt

The meeting of the EDC adjourned at 9:03 a.m.

Respectfully submitted,



Karl Batalden, Community Development Coordinator

Approved by the Woodbury Economic Development Commission on May 25, 2021

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