

MINUTES
WOODBURY ECONOMIC DEVELOPMENT AUTHORITY
Wednesday, March 14, 2018

Pursuant to the due call and notice thereof, a regular meeting was duly held at the Woodbury City Hall, 8301 Valley Creek Road, on the 14th day of March 2018.

CALL TO ORDER

President Mary Giuliani Stephens called the meeting to order at 7:15 p.m.

ROLL CALL

Upon roll call the following were present: President Mary Giuliani Stephens, Andrea Date, Amy Scoggins, Julie Ohs, and Christopher Burns. Absent: None

Others Present: Dwight Picha, EDA Secretary; Mark Vierling, City Attorney; Mr. Clinton Gridley, Executive Director; and Janelle Schmitz, Assistant Community Development Director

APPROVAL OF JANUARY 24, 2018 EDA MEETING MINUTES

Member Burns moved, seconded by Member Scoggins, to approve the minutes of the January 24, 2018 EDA Meeting.

Voting in Favor: Scoggins, Date, Ohs, Burns, Stephens
Absent: None

ADOPTION OF 2018 ECONOMIC DEVELOPMENT STRATEGIC PLAN

Ms. Janelle Schmitz, Assistant Community Development Director explained that the 2018 Economic Development Strategic Plan is titled “Optimizing Our Development and Redevelopment Potential”. The Strategic Plan is one of the main functions of the EDC and the previous plan was adopted in 2014. This new plan builds off of the positive momentum of that plan and also leverages the strong economy in order to optimize the development potential of the city.

As part of the strategic planning process, staff reviewed the existing plan, hired Cushman & Wakefield to conduct a labor market analysis, surveyed members of the Woodbury Area Chamber of Commerce, reviewed feedback from the city’s Business Outreach Program, reviewed the city’s business subsidy policies and other strategies used to facilitate development, reviewed the marketing strategies that had been used to attract new development, and identified metrics that could be used to measure progress of the plan.

The EDC recommended two primary goals for the plan and action strategies for each goal.

Goals:

1. Promote Woodbury as a Community of Choice
 - a. Increase awareness of Woodbury as a premier destination for business
 - b. Encourage growth and expansion of existing businesses
 - c. Stimulate new business investment
2. Optimize Development and Redevelopment Opportunities
 - a. Enhance development readiness of vacant parcels
 - b. Encourage economic reinvestment
 - c. Identify and support redevelopment opportunities
 - d. Plan for appropriate public infrastructure improvements to prepare for economic growth and serve business needs

Implementation and Metrics

The Economic Development Commission will use metrics from the Critical Success Factors (Business Climate) and Performance Measures to monitor the implementation of the Economic Development Strategic Plan. The City Council already reviews these metrics, and it is appropriate for the EDC to use them for this purpose as well.

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Staff asked that the Economic Development Authority recommend that the City Council approve the 2018 Economic Development Strategic Plan.

President Stephens noted that although it was a short presentation, she assured everyone that the Economic Development Commission and staff put in a lot of time into updating this plan and that the final product will serve the city well.

Member Burns, seconded by Member Scoggins,

To adopt the following resolution

EDA RESOL NO. 18-02

Resolution of the Board of Commissioners of the Economic Development Authority (EDA) in and for the City of Woodbury, Minnesota recommending approval of the 2018 Economic Development Strategic Plan to the Woodbury City Council

Voting via voice:

Andrea Date – aye
Amy Scoggins – aye
Julie Ohs – aye
Christopher Burns - aye
President Mary Stephens – aye

ADJOURNMENT

There being no further items to be brought before the EDA; President Stephens adjourned the meeting at 7:25 p.m.

Mary Giuliani Stephens

Approved by the Woodbury Economic Development Authority on May 23, 2018.