



Minutes

Roseville Economic Development Authority (REDA)

City Council Chambers, 2660 Civic Center Drive

Monday, September 18, 2023 – 6:00 p.m.

1. Roll Call

President Dan Roe called to order a meeting of the Roseville Economic Development Authority (REDA) in and for the City of Roseville at approximately 6:00 p.m. Voting and Seating Order: Etten, Groff, Strahan, Schroeder, and Roe.

Present: President Dan Roe and Board Members Jason Etten (Remotely), Wayne Groff, Robin Schroeder, and Julie Strahan.

Others Present: Attorney Peter Mikhail Executive Director Pat Trudgeon, and Community Development Director Janice Gundlach

2. Pledge of Allegiance

3. Approve Agenda

Strahan moved, Schroeder seconded, approval of the September 18, 2023 EDA Agenda.

Ayes: 5

Nays: 0

Motion carried.

4. Public Comment

5. Business Items

a. Review a Preliminary Budget and Adopt a Resolution Requesting a Preliminary Tax Levy Collectible in 2024.

Community Development Director Janice Gundlach provided a brief summary of this request as detailed in the staff report and attachments dated September 18, 2023.

Member Strahan indicated she was talking to a small business owner who said they had not heard of any of the programs mentioned in the report and had been working with the City for a number of months on a few different items. She wanted to make sure that small businesses hear about all of these programs. She wondered how smaller businesses can learn about these programs.

Ms. Gundlach explained the main avenues the City uses to promote the programs is Grow Roseville so if that business owner is not signed up to receive email alerts through Grow Roseville, please ask the business to contact her and she

will get them signed up. The City also promotes the programs in the City newsletter. She knew the newsletter was read primarily by the residential property owners, but the commercial property owners receive it as well. She encouraged the businesses to pay attention to the back page. At least once a year, if not twice a year, the City does promote these programs through the Roseville Business Council. She noted there have been five businesses applying for the forgivable micro loan so that has proven to be successful, at least in the preliminary stage.

Member Schroeder thanked Ms. Gundlach for presenting this and answering all of her questions before the meeting. She indicated she did like this format and showing last year's information and the budget. She wanted to make sure to mention that the EDA has a fund balance brought forward each year and \$464,000 will be brought over this year, she believed it is through August right now. Her point is that the City does have a cushion in case it is needed for anything that comes up.

President Roe asked if all of the fund balance was unrestricted in terms of the \$464,000.

Ms. Gundlach indicated the \$464,000 is the levy-supported fund. There are no restrictions on what the EDA could spend that money on. Any restricted balances are kept separate. She noted staff budgets \$5,000 every year for printing/marketing materials and a portion of which is set aside for a study in the future, which will cost more than \$5,000 total.

Member Etten thanked Ms. Gundlach for adding the detail with the actuals. He indicated for some of the funds he thought it would be nice to see some years before this as it looks like the City is budgeting far more than what is being used. He was curious and would like to understand that better in the future. He noted an example would be the Energy Efficiency Program or some of the professional services pieces or the Economic Development Consultant on call.

Ms. Gundlach provided information on the funds that Member Etten asked about.

Member Etten indicated he appreciated the explanation. He thought the EDA may need to see the 2018-2019 budgets to understand what was happening when things were normal, pre-COVID. He noted the City is coming back to normal and he would like to see what normal looks like.

Ms. Gundlach indicated staff can put that information together.

President Roe thought one of the things the City could do with the EDA is to be a little more consistent with the documentation that staff does for the rest of the City as typically, there is a high-level summary and shows four years of actuals

based on the certified financial reports, the current year budget, and the proposed budget. He thought for consistency it might make sense to try to do that.

Mr. Trudgeon noted this format was tried previously with the EDA and there was a desire at that time to go back to the current format. He stated staff can put together whatever format the EDA would like and should have some conversation about it in the future.

President Roe clarified that the high level summary would be in addition to the current level of detail provided, which is similar to the way the rest of the City budget is presented.

President Roe offered an opportunity for public comment with no one appearing to speak to this issue.

Groff moved, Strahan seconded, adoption of REDA Resolution No. 116 entitled, "Resolution Requesting a Tax Levy in 2023 Collectible in 2024."

Ayes: 5

Nays: 0

Motion carried.

6. Adjourn

Strahan moved, Schroeder seconded, adjourning the REDA meeting at approximately 6:22 p.m.

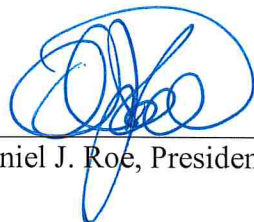
Ayes: 5

Nays: 0

Motion carried.

ATTEST:


Patrick Trudgeon, Executive Director


Daniel J. Roe, President