

**VILLAGE OF COTTAGE GROVE
COMMUNITY DEVELOPMENT AUTHORITY
Monday, January 13, 2020**

MINUTES

1. Call to order

The January 13, 2020 regular meeting of the Community Development Authority was called to order at 5:32 p.m. by Lennberg.

2. Determination of quorum and that the agenda was properly posted.

It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, John Hogan, Mike Elder, Kim Sale, Sarah Valencia. Absent and excused was Mike Millage and Jerrud Rossing. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese, Village Clerk Lisa Kalata, and Kyle Adams from Ruedebusch.

3. PUBLIC APPEARANCES – Public’s opportunity to speak about any subject that is not a specific agenda item.
None

4. Discuss and Consider approval of minutes of the December 12, 2019 CDA meeting.

Motion by Hogan to approve the minutes from the December 12, 2019, seconded by Sale. **Motion** carried with a voice vote of 5-0-0.

5. Overview of Mid-America Economic Development Corp. Annual Site Selector Conference.

Ruth handout an overview of the conference at the last meeting for the committee to review. There were no questions. Ruth reported that the first speaker spoke about traditional success metrics however there are alternate success metrics that measure quality of life. Another presenter spoke on site selector information and the most important information on a website is contact information, current data, recent projects, available lands and sites, testimonials, 3D tours of industrial/business parks, videos and annual reports.

6. Discuss and consider goals for marketing project.

Ruth indicated that they looked at the economic development goals in the Comprehensive plan last meeting and also the strengths, weaknesses, opportunities and threats the next step would be to make a decision on the focus of the marketing plan if it should be one goal or a broader program. The committee agreed that it should be one goal. The process will continue with the next meeting.

7. Future agenda items

Marketing plan
Project on Hwy BB
CGI updating videos

10. Adjournment

Motion by Hogan to adjourn at 6:12 pm, seconded by Elder. Motion carried with a voice vote of 5-0-0.

**Lisa Kalata, Clerk
Village of Cottage Grove
Approved:**

These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.