

# **Rothsay Areawide EDA MEETING**

## **Rothsay City Hall**

### **February 19, 2025**

**Prairie Days Planning meeting**  
**6:00 pm**

#### **ORDER OF AGENDA**

**1.0 Call to Order** by Secretary Heather Weber at 6:12 PM; others present were board members Cecil Mosher, Stacy Honer, Rachel Puff. President Stephanie Curtis joined the meeting at approximately 6:25 PM and took over leading meeting at that time. Jim Boyce joined the meeting at 6:40 pm. Guests present: Diane Kunze, Patrick Lee, Jordan Barry and Rita Olson.

**2.0 Approval of Agenda**  
**Puff moved to approve the agenda, seconded by Mosher. Motion carried.**

#### **3.0 Committees**

2.1 Social Media and Marketing-No report

2.2 Events-No report

2.3 Sponsors and Fundraising

Mosher has been calling and has gotten a good response so far but it may be a little early yet. Has had one negative response but feels we will hit our target. Some checks have already arrived and some businesses have give verbal commitments.

2.4 Volunteers-No report

#### **4.0 New Business**

4.1 Car show and pedal pull

- Previous car show organizer and sponsor unable to participate this year. New partners may be interested in hosting. Steph Curtis will attempt to coordinate with potential new sponsors.
- Olson's report that they have numerous other commitments for Pedal Pulls on the same weekend as Prairie Days. They are looking to see if a sub-contractor is available to work with us for the event. If available costs would be approximately \$600-\$700. They offer a \$100 discount if we provide two volunteers to work the event. Olson's will reach out once they have determined if they are available for the event.

4.2 Schedule and location of events

- Street Dance will occur at the Powerhouse and feature The Willing. TC's are looking at event times, possibly starting earlier and other details. This will be the 50<sup>th</sup> annual TC's street dance. Discussed billing this event as the Alumni Gathering as opposed to the Friday night event.
- Rothsay Lions are celebrating their 10<sup>th</sup> anniversary and would like to incorporate that into events on Friday night. Would like to host a community picnic, possibly with service projects including a food drive to support Wilkin Richland Food Pantry and Kid Sight vision screenings. Also a music/band for family entertainment until the fireworks.

- Other events basically as prior years with some adjustments to be made after car show and pedal pull determined.
- 4.3 NLLC Youth fundraiser  
New Life Lutheran Church Youth have offered to host a fundraiser at the park during the vendor show to offer lower cost family meal options with a sub sandwich meal. Decision tabled to future meeting date.
- 4.4 Tee shirts  
Brief discussion on event staff t-shirts. Puff offered to assist with design. Further details to be discussed at future meeting date.

## **6.0 Adjourn**

**Motion to adjourn by Honer, seconded by Puff. Motion carried at 6:57 PM.**

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## **RAEDA Regular Meeting 7:00 pm**

### **ORDER OF AGENDA**

**1.0 Call to Order** by President Stephanie Curtis at 7:00 PM; others present were board members Heather Weber, Cecil Mosher, Stacy Honer, Rachel Puff, Jim Boyce, and John Reber. Guests present: Diane Kunze.

**2.0 Approval of Agenda**  
**Motion to approve by Reber, seconded by Boyce. Motion carried**

**3.0 Approval of Minutes**  
3.1 Approval January 15 meeting minutes  
**Motion to approve with one correction by Boyce, seconded by Honer. Motion carried.**

3.2 Review and Approval of Financials  
Checking account balance: \$48,992.76, Savings account balance: \$9,542.17  
**Motion to approve by Mosher, seconded by Puff. Motion carried.**

### **4.0 Committee Reports; if any**

4.1 Social Media and Marketing-Prairie Days will be scheduled now that scheduled and some aspects have been set.

4.2 Housing and Consumer Services-Additional properties have been listed for sale in Rothsay including the Jergenson home and Evans home as well as unsold homes being re-listed. Honer is looking at a project to purchase an existing home to move into Rothsay and resell. Boyce wants to look at options for smaller single homes or commercial development.

4.3 Workforce and Commercial Development-Residents interested in starting a grocery store are waiting on bids for construction.

4.4 Events and Fundraising-Fire Department is willing to explore possibilities regarding sharing of Bingo license in the future for fundraising efforts for EDA. They need to inquire about updating location information on their license before we can proceed. Additional concerns around accounting, etc. to be determined.

## **6.0 Old Business**

### 6.1 Home at 214 1st Ave NW

- Olson reports that the home had run out of propane and temperatures were dangerously low. Propane company and Jesse Samuelson called to rectify the situation.
- Realtor DJ Holland reports limited activity on home. He wanted to know groups' thoughts on next steps. Discussion on pricing strategies and timelines. Decision made to hold at current price until next EDA meeting.

### 6.2 Fitness Center Fees Follow-up

Fees have stopped being deposited into the EDA checking account. Weber will discuss with City Staff a plan for reimbursement of funds to the City prior to next meeting.

### 6.3 SVEDA/JPA Loan application status

Due to having a loan out with SVEDA/JPA we cannot access additional funds at this time. We are welcome to apply for new funding when the loan is closed.

### 6.4 Q1 edition of Rothsay Enterprise

Enterprise is basically ready to be published but we need a few more pieces to fill out the edition. Puff will create a advertising campaign piece for the EDA. Balken is working to gather additional pictures and advertisements as well. Balken also reported prior to the meeting that he will work on getting invoices sent out for advertising as well.

### 6.5 Follow up items from WCI Training

WCI staff member Samantha VanWechel-Meyer is continuing to look into the insurance questions we presented. Curtis will review the Operational Guidelines and forward them back to WCI.

## **7.0 New Business**

### 7.1 Breakfast with Business Members

EDA will host a breakfast meeting with local business leaders, also inviting other community leaders to present EDA function and then brainstorm with businesses to get business and community leader feedback. The goal is to do at regular intervals. First breakfast set for March 21<sup>st</sup> at 7:30 am. Location TBD.

### 7.2 Lawn of the week

Discussion regarding building community engagement with a lawn of the month program to recognize homeowners/residents who maintain their properties well. Winning properties would display a traveling sign and receive a prize from local business. Need to determine prizes, and signage options.

### 7.3 New resident welcome basket

New Life Lutheran Church would like to reach out to new community members and EDA/City could partner. Discussion regarding aspects of this welcome initiative. New Life would provide a coffee mug which could house gift certificates, pamphlets from local service clubs, business, business cards, etc. Discussion on whether City could provide a free fitness center membership.

### 7.4 Website photos

Discussion regarding the City website and updating to include more information, particularly information that would benefit new residents. EDA professional headshots should also be taken to provide more consistency on City website. Members were asked to review the website and provide suggestions for improvements.

**8.0 Action Item Takeaways**

- Weber to discuss with the City Council, free fitness membership for new residents.
- Weber to discuss with City Staff fitness center fees reimbursement.
- Curtis and/or Puff to secure photographer for EDA headshots.
- Mosher contact sign company regarding Lawn of the Month sign design/cost.
- Weber to check on the availability of REC and AV equipment for the March 21<sup>st</sup> meeting with business leaders.
- Puff to send filler/advertising campaign piece to Shane Balken.
- Curtis to discuss sale plan with realtor DJ Holland.

**9.0 Adjourn**

**Motion to adjourn by Honer, seconded by Puff. Motion carried at 8:23 pm.**