

Rothsay Areawide EDA MEETING

Rothsay City Hall

May 21, 2025

Approved Minutes

Prairie Days Planning meeting

6:00 pm

ORDER OF AGENDA

1.0 Call to Order by President Stephanie Curtis at 6:03 pm; others present were Board Members Cecil Mosher, Heather Weber, Rachel Puff and John Reber. Guest present: Mayor Shane Balken.

2.0 Committees

2.1 Social Media and Marketing

- Facebook posts have been scheduled and are being posted focusing on highlighting sponsors and events
- The Rothsay Regional will be running advertising the week of June 16th.
- Leighton Media has proposed an advertising package of 100 15-second ads to run the week before Prairie Days, 1 interview and live chatters for a cost of \$750. Discussion had regarding cost. Shane Balken will reach out to Leighton Media contact to see about options for price reduction. **Motion made by Curtis to approve the expenditure of up to \$750 for radio advertising, pending City Council approval for Prairie Days, seconded by Puff. Motion carried.**
- Website has been updated with the Prairie Days page going live. Additional updates will be posted as well when available and appropriate.
- Thirty posters will be printed for distribution. The Powerhouse will also be printing tabletop posters for their location.
- Enterprise Edition will feature Prairie Days information, it will be a shorter version. Addition content options shared with Shane Balken including Yard of the Week promotion, Eric Larson resignation, Prairie Days Event Sponsor Highlights, etc.

2.2 Events

- Schedule of events reviewed in detail with minor suggestions and edits provided
- Posters will be finalized and sent to print this week
- Currently have approximately 15 vendors for the park, looking for 5 more

2.3 Sponsors and Fundraising

- Sponsorships have raised a total of \$5,390 not including the Fire Departments contribution of \$2,750 towards the Fireworks or the In-Kind donation for the Watermelon feed.
- Curtis will work with Otter Tail Printing and Hillbilly Laser to design and print the Sponsor Banners to display in town during and after the event.

2.4 Volunteers

- The Watermelon Feed will require at least 3 or 4 volunteers to cut and serve. Reber and Balken will lead that event.

- Bingo calling will be handled by Puff.
- Reber will lead the 5K event.
- Curtis will lead the Kids Activities with assistance from Post Prom and students.
- Honer will assist with the Kinda Like Olympics with outside volunteer assistance.

3.0 Old Business

3.1 Tee Shirts

- Event Staff t-shirts will be bright orange and feature the Prairie Days logo on the front and Event Staff on the back. Misty Boots will provide.

3.2 Schedule and location of events

- Everything seems to be set with minor details on Kids Games yet to be worked out which will be done at the next meeting

3.3 Street Dance / All school event

- TC's managing the dance, seems to be ready to go

4.0 New Business

4.1 Event budget

- Seems in good shape due to excellent fundraising efforts. Kids Activities is last event to work out details, current plan is to spend up to \$500 for prizes and we will determine participation fee and Post Prom donation at next meeting.

4.2 Meeting schedule

- Additional Prairie Days Planning meeting set for June 4th at 6 pm at City Hall

5.0 Action Item Takeaways

- **Curtis** to work on Kids Activities plan, registration fee and prizes.
- **Curtis and Honer** to secure additional assistance for Kinda Like Olympics event.
- **Weber** to check with Amanda at City Hall on availability for June 4th meeting.
- **Curtis** to forward all necessary logos to both Hillbilly Laser for banners and Misty Boots for t-shirts.
- **Balken** to complete work on Enterprise and forward for printing.
- **Balken** to reach out to Leighton Media on advertising costs.

6.0 Adjourn

Motion to adjourn by Curtis, seconded by Weber. Motion carried at 7:00 pm.

**RAEDA regular meeting
7:00 pm**

ORDER OF AGENDA

1.0 Call to Order by President Stephanie Curtis at 7:12 pm, others present were Board Members Cecil Mosher, Rachel Puff, John Reber and Heather Weber. Guest present: Mayor Shane Balken.

2.0 Approval of Agenda

- **Motion to approve the agenda by Reber, seconded by Weber. Motion carried.**

3.0 Approval of Minutes

3.1 Approval of April 16 meeting minutes and approval of special (emergency meeting) minutes from May 1 and May 15.

- **Motion to approve the April 16, May 1 and May 15 minutes by Reber, seconded by Curtis. Motion carried**

3.2 Review and Approval of Financials

- Financial report given by Curtis. Checking account balance \$34,851.89, savings account balance \$9,553.93. **Motion to approve the financials by Puff, seconded by Weber. Motion carried.**

4.0 Committee Reports; if any

4.1 Social Media and Marketing

- Prairie Days focused at this time with Facebook posts scheduled.
- Rothsay Regional article scheduled for June 16th
- Radio advertising being sought
- Posters being printed this week for Prairie Days
- Website updated with Prairie Days information

4.2 Housing and Consumer Services

- Weber attended the Otter Tail Housing Summit and reported on some key takeaways from the event.

4.3 Workforce and Commercial Development

- Balken reported on the progress regarding the purchase and clean-up of the Schleeter building. It is being prepared for tear-down. Long term plans for site are uncertain at this time.

4.4 Events and Fundraising

- No report, covered in depth during Prairie Days Planning meeting.

6.0 Old Business

6.1 Home at 214 1st Ave NW

- Home is set to close on May 30th. EDA is waiting on one additional document from contractor to forward to buyers at this time.

6.3 Breakfast with Business/Community Leaders – next date

- Next meeting will be planned for July 10th at 7:30 am. We will look at using New Life Lutheran Church. Curtis or Reber will check with church on availability.

6.4 Lawn of the week promotion

- Begins the week of June 2nd. Judges will make their selection June 1st, with homes being the Lawn of the Week Sunday to Sunday. Judges preliminarily chosen as Jordan Barry, Amanda Kuschel and Cecil Mosher with Rachel Puff serving as an alternate. Weber will reach out to Barry and Kuschel to get their agreement.

6.5 New resident welcome basket

- Baskets of some kind are needed. Curtis will look for options and also contact local businesses for more items for the Welcome Basket. We likely have 5-8 currently needed.

6.6 Website photos/updates

- Ongoing project with updates being done as needed

6.7 Fundraising – Cookbook

- Previously have used Morris Press Cookbooks for this work. An estimate for 500 books with higher finishes would cost approximately \$8.50/book with a suggested sale price of approximately \$25.00/book. This would give a profit of about \$10,000.
- To accomplish this project we will need a committee to locate and process recipes and design the book for uploading to the publisher.
- The goal would be to have everything ready for sale prior to Christmas.
- Balken, Curtis and Reber will reach out to various contacts to seek committee members. Puff also willing to assist with project.

6.8 Childcare closing

- Superintendent of the school requested a meeting with Mayor Balken to discuss the childcare issue in Rothsay and the vacated spaces at the school.
- Balken will meet to discuss the childcare issue.
- New Life Lutheran Church is also a possibility for space sharing for a family childcare provider if needed. Curtis can bring to church council if needed.
- If space is available, EDA may need to serve a role as intermediary to help a new provider navigate the setup process of a family childcare facility.

7.0 New Business

7.1 Grocery store delivery service

- The Barnesville grocery store has informed Rothsay that they will be providing delivery services to Rothsay. Details are still being worked out at this time. The EDA is interested in keeping a close eye on this project to evaluate usage and determine if this fills the need for grocery services or if more is required. The owner of the Barnesville grocery also has expressed interest in possibly leasing a store in Rothsay if one was built. Previous interested grocery owners would not want to lease, but would possibly want to buy if a store front was constructed.
- Additional building options and multipurpose opportunities also discussed

7.2 Possible future land acquisition

- Discussion of plans for future land acquisition and development as well as priorities for EDA future projects

8.0 Action Item Takeaways

Curtis or Reber to check with New Life Lutheran Church about July 10 availability for Business Breakfast

Weber to check with Jordan Barry and Amanda Kuschel to see if they would be judges for the Lawn of the Week promotion.

Curtis to locate baskets and additional business items to incorporate into Welcome Baskets.

Balken, Curtis, Reber, Puff seek committee members for Cookbook Project and continue work on same.

Curtis and Balken continue discussions with school and church regarding childcare issues.

9.0 Adjourn

Motion to adjourn made by Mosher, seconded by Puff. Motion carried at 8:57 pm.