

Rothsay Areawide EDA MEETING

Rothsay City Hall

March 19, 2025

Approved Minutes

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

ORDER OF AGENDA

1.0 Call to Order by President Stephanie Curtis at 6:02 PM; others present were board members Cecil Mosher, Rachel Puff, Heather Weber. Stacy Honer joined the meeting at 6:10 PM, John Reber at 6:27 PM and Jim Boyce 6:45 PM. Guests present: Shane Balken.

2.0 Committees

2.1 Social Media and Marketing

- Teaser post for Prairie Days Street Dance posted on Facebook, more posts planned as events are being finalized.
- The Enterprise has been sent out and should hit mailboxes this week.

2.2 Events

- Details to be discussed in old business
- All events need to be set by April meeting

2.3 Sponsors and Fundraising

- Cecil Mosher reports that to date \$2,300 has been secured with approximately 4 additional funders likely.
- Fireworks confirmed to be at a cost of \$5,500. Fire to cover ½ the cost.
- John Reber to speak with Misty Boots regarding t-shirts for 5k event.

2.4 Volunteers

- Volunteers will be needed for general events and 5k route

3.0 Old Business

3.1 Tee Shirts

- Event staff t-shirts would be beneficial. Steph Curtis to speak with Misty Boots about options.

3.2 Schedule and location of events

- Car show will not be hosted by former sponsor or new ownership. EDA members will have until April 1st to try to locate new organization or individual to manage car show. If the car show is held, it will be moved to East Park. If unable to secure a new host, EDA will look for alternative events. Heather Weber will notify Jordan Barry about the car show closure.
- All other events as planned but may look to add music for park events or other kids events such as Touch a Truck or Ag Machinery display.
- Pedal Pull is still pending, Steph Curtis will reach out to Rita Olson for more information.

3.3 Street Dance / All school event

- Street Dance will be held from 8 PM to 12 AM at the Powerhouse.

4.0 Action Item Takeaways

- **Curtis** and **Reber** to speak with Misty Boots regarding t-shirts.
- **All EDA members** speak to and look for new car show hosts, send information to Curtis on interested parties.
- **Weber** notify Jordan Barry regarding car show cancellation/change of location.
- **Curtis** speak to Rita Olson regarding Pedal Pull.
- **Mosher** continue fundraising efforts.

5.0 Adjourn

Motion to adjourn by Honer, seconded by Weber. Motion carried at 7:04 PM.

RAEDA Regular Meeting

7:00 pm

ORDER OF AGENDA

1.0 Call to Order by President Stephanie Curtis at 7:05 PM; others present were board members Heather Weber, Cecil Mosher, Stacy Honer, Rachel Puff, Jim Boyce, and John Reber. Guests present: Shane Balken.

2.0 Approval of Agenda

Motion to approve by Honer, seconded by Puff. Motion carried

3.0 Approval of Minutes

3.1 Approval February 19 Prairie Days and Regular meeting minutes

Motion to approve by Boyce, seconded by Honer. Motion carried.

3.2 Review and Approval of Financials

Checking account balance: \$52,882.60, Savings account balance: \$9,542.70

Time spent this month working with City Clerk and City Auditor

Motion to approve by Reber, seconded by Mosher. Motion carried.

4.0 Committee Reports; if any

4.1 Social Media and Marketing

- Enterprise is in the mail

4.2 Housing and Consumer Services

- May be interest in the City owned lots for development, inquiries regarding costs of the lot. Shane Balken will work to determine costs of water and sewer installation and lot costs.
- Possible new construction being proposed with owners of lots in Prairie Addition.
- SVEDA Representative attending RAEDA April meeting to present on programs and opportunities.

4.3 Workforce and Commercial Development

- Local resident working on grocery store plans have received costs for buildings and are waiting on financing decisions.

4.4 Events and Fundraising

- Discussed in Prairie Days meeting and regular agenda items

6.0 Old Business

6.1 Home at 214 1st Ave NW (open house and price adjustment)

- Reviewed realtor analytics, more sales in the area recently but still very slow
- Open house scheduled for March 30th from 1-2:30
- Discussion regarding dropping the price of the home, but opted to continue to hold at current price.

6.2 Fitness Center Fees Follow-up

- The RAEDA account has not received any automatic debits or credits for the fitness center since January. The amount owed to City for these fees is \$19,300.65. **Motion made by Boyce, seconded by Curtis to approve payment to the City pending City Council approval.** Heather Weber will bring to Council for approval.

6.3 Q1 edition of Rothsay Enterprise

- Enterprise is in the mail, should arrive by end of week
- Next Edition will be a Special Prairie Days Edition coming out early June.

6.4 Follow up items from WCI Training

- Operational Guidelines for the Rothsay Area Community Fund were reviewed and completed. Heather Weber will return to West Central Initiative for review and signing.

6.5 Breakfast with Business/Community Leaders

- Scheduled for March 21 at 7:30 am at the REC
- Several business and community leaders replied they will attend
- The event will include a short presentation and time for discussion
- Cecil Mosher will secure donuts for the event.

6.6 Lawn of the week promotion

- Lawn of the week promotion will begin in June
- Cecil Mosher secured sign pricing of \$100 for 5 signs. Signs are 18x24 inches made of corrugated cardboard and double-sided.
- Cecil Mosher will follow up to secure a proof of the sign, featuring a prairie chicken, for the April meeting.

6.7 New resident welcome basket

- Project in progress to partner with City
- Will also promote at the business breakfast

6.8 Website photos/updates

- Steph Curtis spoke with a local photographer regarding new photos for the RAEDA members to produce uniformity on the website.

7.0 New Business

7.1 Website update plan

- Heather Weber highlighted work done on a mock City website. Discussions regarding changes and suggestions for improvements. Heather Weber will continue working on the website and begin implementing on the live site.

7.2 Fundraising – Community Cookbook

- Previous editions have been well received, and old files may still be available to help make a new edition
- Shane Balken has been speaking with Julie Brenden and it could be possible to have a new edition ready in time for Christmas.
- Shane Balken will research costs for publication and present to RAEDA for final decisions.

8.0 Action Item Takeaways

- **Shane Balken** determine costs to bring water and sewer to city owned lots for development and set lot costs.
- **Heather Weber** request City Council approval for EDA expenditure of \$19,300.65 for Fitness Center Fee reimbursement to City.
- **Heather Weber** return WCI Operational Guidelines and follow-up with Philanthropy Officer Samantha VanWechel-Meyer.
- **Cecil Mosher** order two dozen donuts for Business Breakfast on March 21 and bring to event.
- **Cecil Mosher** request proof of Lawn of the Week signs for April RAEDA meeting.
- **Heather Weber** continue work on website refresh.
- **Shane Balken** research costs for publication of cookbook.
- **Rachel Puff** lead team on removing holiday lights from chicken area.

9.0 Adjourn

Motion to adjourn by Reber, seconded by Curtis. Motion carried at 8:46 pm.