

# MINUTES

## City of Goodhue Economic Development Authority

Goodhue City Hall

Thursday, August 28, 2025

5:30 PM

### Commissioners:

Katie Kurtti

President

Sarah Bien

Vice President

Calvin Ryan

Treasurer

Jeannine Nagel

City Council

Ernest Valenzuela

Mayor

### **I. Call Meeting to Order**

- A. Meeting called to order by Vice President Bien at 5:33 PM.*
- B. In attendance: Sarah Bien, Calvin Ryan, Jeannine Nagel. Not in attendance: Katie Kurtti and Ernest Valenzuela.*
- C. Also in attendance was Todd Kieffer, Goodhue EDA Coordinator*

### **II. Approve Agenda**

- A. Motion to approve agenda made by Ryan and seconded by Nagel.*
- B. Motion carried 3-0*

### **III. Approve Minutes**

- A. July 24, 2025*
- B. Motion to approve minutes by Nagel and seconded by Ryan.*
- C. Motion carried 3-0*

### **IV. Public Hearings/Comment**

### **V. New Business**

- A. Business Survey Update*
  - 1. 18 responses completed*
    - 1. Key strengths of Goodhue Business Climate*
      - a. Supportive nature of Goodhue community*
      - b. "Small Town" feel*
      - c. Positive relationships with customers.*
    - 2. 5 key takeaways summary*

<b>Topic</b>	<b>Key Insight</b>	<b>Why It Matters</b>
<i>Business Environment</i>	<i>Average rating of <b>3.4 out of 5</b>, leaning slightly positive but with room for improvement.</i>	<i>Shows that while most owners feel generally positive, there are notable concerns that could discourage growth if not addressed.</i>

<b>Topic</b>	<b>Key Insight</b>	<b>Why It Matters</b>
<i>Top EDA Priority</i>	<i>The highest-rated focus area was <b>supporting existing businesses</b>.</i>	<i>Reveals what business owners value most, guiding where EDA should focus resources first.</i>
<i>Support Needed</i>	<i>Most requested support includes: <b>marketing/advertising assistance, infrastructure improvements, and small business loans/grants</b>.</i>	<i>Directs EDA toward practical programs that would have immediate impact for businesses.</i>
<i>Missing Industries</i>	<i>Commonly cited gaps include: <b>restaurants/food options, healthcare/dentist, and retail variety (e.g., second-hand store)</b>.</i>	<i>Identifies clear gaps in the local economy that could guide recruitment of new businesses or incentives.</i>
<i>Growth Limitations</i>	<i>Several businesses noted <b>space limitations and lack of development-ready sites</b> as barriers.</i>	<i>Points to infrastructure and land-use planning as key issues for long-term business retention and expansion.</i>

#### **B. Goodhue EDA Goals**

- **Goal 1: Strengthen Community Understanding of the EDA**
  - *Continue educating residents and stakeholders about the role and value of an EDA in a small community.*
  - *Use presentations, newsletters, and community events to build awareness of how the EDA supports local growth.*
- **Goal 2: Support and Retain Existing Businesses**
  - **Launch an interactive Business Directory** on the city website to increase visibility and accessibility of local businesses.
  - **Provide marketing and advertising assistance** to business owners:
    - *Partner with local entrepreneurs to offer social media training.*
    - *Connect Goodhue business owners with successful peers in surrounding communities for mentorship and collaboration.*

#### **C. Goodhue Community Foundation**

##### **1. SMIF-Small Town Grant Update**

##### **1. 9-hole disc course update**

- a. *Superintendent, Evan Gough, provided a letter of support.*
- b. *This was deemed by EDA as worthwhile addition and the grant was submitted on August 27. Awards will be announced in October.*
- c. *This will not create any conflicts with the use of the football/soccer green space.*
- d. *If granted then course architects from the company will come to Goodhue to work with local representatives to plan accordingly.*

## VI. Old Business

### A. Façade Improvement Applications

1. The Goodhue Depot-Approved
2. 2<sup>nd</sup> Street Pub-Approved

### B. Reschedule September 23 EDA Meeting

1. Thursday, September 18, was approved.

### C. Goodhue Legacy Foundation Presentation to EDA

1. *October 23, 5:30 PM– Alissa Oeltjenbruns (Southern Minnesota Initiative Foundation, Owatonna) City Council and any residents are invited to attend.*

1. *A local community foundation is a permanent, non-profit endowment designed to improve the future of an entire community. It brings people and resources together to address critical needs, while producing results that are significant, widely shared, and lasting.*
2. *The Goodhue Community Foundation would be guided by a local volunteer board of residents, responsible for fundraising, marketing, and recommending local grants. The foundation would operate independently from the City of Goodhue, but with technical and financial management support provided by the Southern Minnesota Initiative Foundation (SMIF). SMIF currently administers **32 community foundations** across the region, providing expertise in administration and investment.*
3. *The timing is critical. By **2030, an estimated \$47.9 billion of wealth will transfer** from one generation to the next in Minnesota, including **\$7.1 billion within SMIF's region alone**. A community foundation creates a trusted way for a portion of that wealth to stay local, benefitting Goodhue for generations.*
4. *Other communities have already seen powerful results. For example, **Harmony, MN** launched their foundation seven years ago. With the help of one major gift and steady community support, they now have an endowment of **over \$1 million**. Each year, the interest alone funds local grants to businesses and organizations — all while the capital is preserved for future generations.*
5. *With SMIF's 501(c)(3) nonprofit status, the organization handles all the paperwork, compliance, and investment strategies to secure strong returns. This allows the Goodhue Community Foundation board to focus entirely on growing the fund and supporting projects that make a difference locally.*

**VII. Items for next EDA Meeting**

- A. Continue developing business directory*
- B. CEDA resources for social media and other business promotional services.*
- C. Opportunity for creating revolving loan funds for Goodhue EDA*
- D. Connect with Goodhue Chamber to share information.*

**VIII. Adjourn**

- A. Motion to adjourn the meeting at 6:23 by Nagel and seconded by Ryan.*
- B. Motion carried 3-0.*

Next EDA Meeting will be September 18, 2025.



**Mission Statement**

The Goodhue Economic Development Authority's mission is to unite our community across all ages in supporting existing businesses and attracting new opportunities. We strive to promote transparency, enhance quality of life, create a strong business network, and foster growth and unity for the healthy future of Goodhue.