

Minutes

City of Goodhue Economic Development Authority

Goodhue City Hall

Thursday, September 18, 2025

5:30 PM

Commissioners:

<u>Katie Kurtti</u> President	<u>Sarah Bien</u> Vice President	<u>Calvin Ryan</u> Treasurer
<u>Jeannine Nagel</u> City Council	<u>Ernest Valenzuela</u> Mayor	

I. Call Meeting to Order

- A. *Meeting called to order by President Kurtti at 5:31 PM*
- B. *In attendance: Bien, Ryan, Kurtti, Nagel, and Valenzuela*
- C. *Also in attendance: Todd Kieffer, EDA Coordinator*

II. Approve Agenda

- A. *Motion to approve agenda by Nagel and seconded by Ryan.*
- B. *Motion carried 5-0.*

III. Approve Minutes

- A. *August 28, 2025*
- B. *Motion to approve the minutes made by Nagel and seconded by Ryan.*
- C. *Motion carried 5-0.*

IV. Public Hearings/Comment

- A. *None*

V. New Business

A. Goodhue EDA Goals Motion to Adopt

1. **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.
2. **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:
 - a. Partner with local entrepreneurs to offer social media training.
 - b. Connect Goodhue business owners with successful peers in surrounding communities for mentorship and collaboration.

- Motion to approve final draft of EDA Goals made by Bien and seconded by Ryan.
- Motion carried 5-0.

B. Goodhue Business Owners' Results Presentation to Chamber

1. Tuesday, September 16 Update

- Feedback from 10 members present at the meeting was supportive.
- We agreed that the work of the EDA and the Chamber is very much aligned and we need to make sure we are working smarter together rather than harder because efforts are not in alignment.

C. Revolving Loan Fund (USDA) Update

1. Connected with USDA in regard to establishing a revolving loan fund through the USDA forgivable loan application.
2. Each state used to have its own competitive application process. In 2025 they changed it to a national competitive process. MN had 0 applications accepted.
3. Chuck Phillips, MN USDA, and Todd will be connecting in November to see if there is a clearer picture of available funds and if the process will return a portion of it to each state.

D. Goodhue "Legacy" Foundation Introduction

1. October 23 EDA Meeting – 5:30 PM
 - Alissa Oeltjenbruns – Speaker (SMIF)
 - Invite for City Council members to also attend to listen to the potential future benefits of a local City endowment fund.

E. Cat Country Tire Shop

1. Mike Harvey
2. New business opened up in Goodhue.
 - EDA did discuss the possibility of promoting or spot lighting individual businesses throughout the year on the city website.
 - Focus would be to keep the local businesses front and center and hopefully bring more boots on the ground to their place of business.

F. Hardware Store Update

1. Kyle Poncelet update

- Kyle has done much work to the hardware store. He has good ideas and most importantly he has the work ethic to make this become a reality once again for Goodhue.
- Kyle reported that he has received many compliments and words of encouragement from the residents of Goodhue already.

VI. Old Business

A. Façade Improvement Applications

1. The Goodhue Depot-update

- Not completed to date.

2. 2nd Street Pub-Update
 - Not completed to date.

B. Business Directory Update

1. I will provide you with an update each EDA meeting until it is completed.
2. *Todd is compiling excel spreadsheet and will be working with Lisa to create a user-friendly interactive business directory accessible on the city website.*

C. Todd out of office next week at training conference.

VII. Reports

A. None Scheduled

VIII. Items for next EDA Meeting

- A. *Business Directory*
- B. *Possible Business signs on Highway 58 identifying specific businesses in Goodhue.*
 1. *Need to talk to MnDOT or local land owners to get permission.*
 2. *These would be similar to what you see along interstate highway off ramps.*
- C. *Could City Facebook also assist in bringing attention to local businesses.*
- D.

IX. Adjourn

- A. *Motion to adjourn the meeting at 6:25 made by Ryan and seconded by Bien.*
- B. *Motion carried 5-0.*

Next EDA Meeting will be October 23, 2025.



Goodhue, Minnesota 55027

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.