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## MEMORANDUM

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**TO:** EDA BOARD  
**FROM:** JOSHUA TETZLAFF, CITY ADMINISTRATOR  
**SUBJECT:** FUTURE EDA ENDEAVORS (NEW MEMO)  
**DATE:** FEBRUARY 6, 2025

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The EDA has been talking at a very high level what the next steps will be for quite some time. With the Comprehensive Plan wrapped up, it is time for the EDA to begin looking at the next steps more seriously. While this is certainly something we can attempt to plan for in house, getting help on how we move forward in an organized way may be worth investing in.

The City's new financial advisors, Ehlers, does offer EDA Strategic Planning within their portfolio of offerings. Lakeville recently went through this exercise with them and Ehlers shared what the Lakeville proposal looked like as well as the final product.

At the last meeting, the EDA asked staff to explore with Ehlers a proposal more tailored to New Prague that would give a better indication of a cost that works for both Ehlers and the New Prague EDA. Working with Ehlers staff, we were able to get a more focused proposal. This proposal was able to be reduced because staff was willing to do help collect some data, as well as being able to use some data since the City just went through the Comprehensive Plan update.

I would recommend the EDA moves forward with this Strategic Planning. A coordinated strategic plan that is facilitated by Ehlers will help the EDA work through what it wants its next goals/projects to be. The final product will than act as a guide for local developers, the EDA, staff, and citizens as the EDA looks to facilitate future growth throughout the City.