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MEMORANDUM

TO: EDA BOARD
FROM: JOSHUA TETZLAFF, CITY ADMINISTRATOR
SUBJECT: FUTURE EDA ENDEAVORS (NEW MEMO)
DATE: JANUARY 3, 2025

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. Due to the holidays, staff has not been able to meet with Ehlers yet, but there is a meeting scheduled in January to start this process.