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MEMORANDUM

TO: EDA BOARD
FROM: JOSHUA TETZLAFF, CITY ADMINISTRATOR
SUBJECT: FUTURE EDA ENDEAVORS (NEW MEMO)
DATE: MARCH 7, 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 directed staff to continue working through the proposal with Ehlers and to try incorporate at least a joint City Council meeting to ensure the City Council understands what the EDA is doing.

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.