

Jackson Economic Development Authority
Meeting Minutes
Tuesday, October 8, 2024, 12:00 p.m.,
Jackson City Hall

Quorum: 4

Attendance: Kent Bargfrede, Mike Brinkman, Tim Olson, Vice Chair; Marcus Polz, Mayor; Rocky Sieler, Chair; Michelle Eckert, Secretary; and Joe Pell, Council Member and Treasurer

Absent: Rich Almich

Staff: Shelley Pohlman

Guest(s): Corey Christopher, Jackson Area Chamber of Commerce

Call the meeting to order.

Rocky Sieler, Chair, called the meeting to order at 12:00 p.m.

1. Agenda Changes

a. b.

A motion was made by Joe Pell, seconded by Mike Brinkman, to approve the agenda as presented. The motion passed unanimously.

2. Consent Agenda

September 10th meeting minutes

A motion was made by Mike Brinkman, seconded by Joe Pell, to approve all consent items. The motion passed unanimously.

3. Financials

Shelley said the October financial report will be provided at the November meeting. The EDA reports were run and given to her this morning, and she didn't have time to update the spreadsheets.

4. Selling the Sunset View to Contractors for \$1.

Motion made by Marcus Polz and seconded by Michelle Eckert to affirm the EDA's decision on June 11, 2024, regarding the sale of \$1 lots 7-12 located in block 3 of the Sunset View Addition to be sold only to actively licensed and bonded contractors only. The motion passed unanimously.

5. Sale of parcel 23.024.6810 'TV Tower' Ballard Ave. property to David and Dusti Thorn of Odin, Minnesota.

Kent said that the EDA Office is working with David and Dusti Thorn to facilitate the sale of the 10-acre property on Ballard Ave. to the Thorns. The Thorns intend to construct a residence and establish a wrestling/gymnastics business on the property. The City of Jackson will retain 3.5 acres to store equipment and access to clay. The Thorns are responsible for all legal fees regarding the land sale. The EDA Office is asking the EDA board to approve the sale.

Michelle Eckert moved to approve the sale of the 10-acre Ballard Ave. property to David and Dusti Thorn for \$5K. Mike Brinkman seconded the motion. The motion passes unanimously.

6. Other Business

- a. **JBDC update (Corey):** Corey said the JBDC group is passionate about downtown and is an excellent group. The JBDC manages two programs: the Building Improvement Program (BIP) and the Jackson Business Challenge program. The JBDC board has approved BIP applications to the Deputy Registrar, Cosmos & Clover, Hesper Auto, Royal Treatment, and Spiral Spa. The JBDC received four applications for the Business Challenge program.

Tim wanted to confirm with Corey that the applicants for the Challenge will have regular business hours with signage. Corey said yes, the guidelines clearly include that.

- b. **EDA lot parcel id 23.575.0040 between Condon and Bidne**
Kent explained that 10.1 feet of land between the Condons and the Bidnes should be divided between the two families. He contacted both families and asked if they would like to purchase half of 10.1 feet. They said both agreed. Kent said this would get the property on the tax roll.

Marcus moved to split lot 23575.0040 (10.1 feet) between both property owners and deed it to them for \$1. Michelle Ekert seconded the motion. The motion passed unanimously.

- c. **Davis home on 258 N. Pond Drive update.**
Kent mentioned that Davis's purchase agreement for lot 10 is nearly finalized. He will come to the EDA office to make a payment of \$5,500 for the purchase.
- d. **Coast to Coast Update**
The Mayor informed the Economic Development Administration (EDA) office that the City of Jackson has secured a \$156,000 loan to demolish a building. The EDA office is in the process of forming a committee to plan the next steps for the demolition, which includes preparing documentation for the Minnesota Historic Preservation Office. Additionally, the EDA office is currently awaiting a packet from the Department of Employment and Economic Development (DEED) office.
- e. **UCAP update**
Kent and Dave emphasized the importance of the UCAP program and their collaboration with Jeff Gladis regarding the UCAP program to continue in Jackson. Jeff said he will provide an update in 30 days.
- f. **Sale of lots 5 and 6 under the 'Contractor' program to Andy Welp.**

Kent said Welp Construction meets the guidelines (active license and bonded), so I recommend to the board that the lots be sold to him for \$1 each.

Kent made a motion that lots 5 and 6 be sold to Welp Construction for one dollar. The motion was seconded by Mitchell Eckert. The motion passed unanimously.

Tim Olson inquired about the price of lot 15. Rocky stated that, due to its size, the price is \$9,600.

Lots 13-15 \$9,600

Lots 16-20 \$9,100

Rocky said any questions regarding waiving hookup and utility fees need to go to the Jackson City Council.

7. Adjourn:

Joe Pell motioned to adjourn the meeting, seconded by Mike Brinkman. The motion passed unanimously. The EDA meeting adjourned at 1:50 p.m.

The next meeting is Tuesday, November 15, at noon.

Date:

11-12-2024

Respectfully Submitted:





JACKSON BUSINESS CHALLENGE 2024

Sponsored by:



Jackson Business Development
Committee



Creating and Promoting New Possibilities

Carlson & Butzon, LLP



Livewire
PRINTING COMPANY



**SOUTHWEST
BROADBAND**



The Jackson Business Challenge:

The Jackson Business Development Committee in conjunction with The City of Jackson, Jackson Area Chamber of Commerce, JEDC and Economic Development Office is offering an incentive package worth over \$20,000 for a winning business that will open in downtown Jackson by **September 1, 2024**.

Overview

The Jackson Business Challenge is an entrepreneurial start-up competition for Jackson's [central business district](#). Business concepts eligible for the competition are: (1) new businesses; (2) a second or third satellite business from an existing location in another town; or (3) a significant expansion of a current business that includes an additional business concept.

Goals:

- To initiate innovative recruitment of businesses that will enhance the business mix in downtown Jackson
- Provide entrepreneurial businesses a head-start during the first year of business operation.
- To strengthen the economy and the downtown environment of Jackson by attracting unique and specialty businesses.
- To transform empty business spaces into more attractive and beneficial locations
- To build a "buzz" and promote Jackson as a great place to start a business
- To display the community's commitment to downtown Jackson; to take ownership in and demonstrate pride in downtown Jackson.

Eligibility:

- Contest is open to all legal U.S. residents, 18 years of age or older.
- Proposed businesses need to be a retail/service business that fits within existing [central business district](#) zoning requirements. If a suitable location is not available in the central business district, locations within the Jackson city limits can be considered. Preference will be given to businesses that will be located in the central business district.
- Proposed businesses can be independent operations or franchised.
- Proposed businesses can be a one-person or a team concept.
- The business concept is open to a second or third satellite business from an existing location in another town.
- A current downtown business may apply so long as it shows a substantial change or addition to the current business' services or market reach.
- The business must open by **June 2, 2025**.

Contest Prizes:

The winner will receive the prize package listed below. An estimated value over \$20,000!

- **Forgivable Loan of \$10,000 (forgivable over 3 year)**
- \$5,000 Rental/Building Purchase Assistance from the JEDC
- \$500 in Print/Digital Advertising from Livewire Printing Co.*
- \$500 in commercial printing or design services from Livewire Printing Co.*
- \$500 in Free Advertising with Community First Broadcasting.
- Free marketing (radio, website and social media) consultation with Community First Broadcasting (Value \$500)
- 6-months free internet from Southwest Minnesota Broadband** (value \$600)
- Two hours of Legal Services from Costello, Carlson, Butzon LLP (value \$500)
- QuickBooks Service/Assistance from Reed & Brinkman (value \$250)***
- Chamber Membership – One year Free Chamber Membership (Value: \$200+)

* Products and services from Livewire Printing must be redeemed within six months.

**Must be redeemed within six month, must be used for new accounts only and not existing services

*** Services from Reed & Brinkman must be used by 12/31/25.

Application Process:

The Jackson Business Challenge will be comprised of three rounds.

1. Round 1: Preliminary business idea. - Due September 30th, 2024

Applicants must submit the following:

1. Contest entry form
2. A one to two-page description of the business concept. That includes the name of the proposed business. Applicants are encouraged to use creativity in the description. Please include the following:
 - What are the products or services that would be delivered or sold
 - Define and describe the market for this business
 - How will your business enhance downtown Jackson and the Jackson community as a whole?
 - What resources and assets do you have and what resources would be needed to develop this concept (personal, financing, equipment, etc?)
 - What are your qualifications to develop/expand this business
 - Are there any similar businesses around already? If so, how is your's different?
 - What is your unique angle, and any other information that will "sell" the committee on our concept?

All business concept entries must be received at the indicated physical address or email address by no later than 5 pm on September, 30th, 2024. Applications received past the deadline will not be considered for this Challenge.

All applicants selected to move onto Phase 2 will be offered a mentor/coach and receive free business plan counseling from the Jackson Economic Development Office.

2. Round 2 : Detailed Business Plan – Due November 8, 2024

- Rough draft due November 1, 2024

Contestants will submit a detailed business plan to the reviewing committee, not to exceed 30 pages, and include the following sections:

- a) Executive summary
- b) Business Description
- c) Timeline
- d) Competition/Market Analysis
- e) Marketing Plan
- f) Management Plan – challenges, opportunities, strategies.
- g) Financial Plan
- h) Owner Qualifications - resume(s) of Owner(s) + two professional references
- i) Building plan
- j) Community Impact Summary – describe how your business will complement/enhance the existing businesses downtown and throughout the community.

All business concept entries must be received at the indicated physical address or email address by no later than 5 pm on November 8, 2024. Applications received past the deadline will not be considered for this Challenge.

3. Round 3: Oral presentation – November 1, 2024 to November 22, 2024.

The final pitch will be a dialogue with the Judging Panel. Phase 3 participants will describe their ideas in person in front of the judges. Phase 3 encompasses all of the previous steps, so participants should be prepared to display and show their business plan. The presentation can be verbal or include media (video, PowerPoint, etc...)

The highest-scoring finalist will be determined based on all 3 rounds.

Judging

- Judging based on the set of criteria listed on the Business Plan Scoring Sheet.
- The Judges reserve the right to accept or reject any and/or all business plans at their sole discretion.
- Participants retain rights to their business plan at all times.
- All decisions by judges are final.
- Program sponsors reserve the right to modify the timeline at their sole discretion.
- Program sponsors reserve the right to modify the scoresheet at their sole discretion.
- All submissions will remain confidential. If a contest winner is determined, a public announcement will be made naming the winner, business name, and description of that business.
- Judges Panel: The Judges' Panel will be comprised of a mix of local professionals in business, banking, and sponsors.

Timeline:

- **Phase 1** - Business Concept Due: September 30, 2024 (Mon)
 - Announcement of those advancing to Phase 2: October 4, 2024 (Fri)
- **Phase 2** - Business Plans Drafts Due: November 1, 2024 (Fri)
 - Business Plans Due: November 8, 2024 (Fri)
 - Announcement of those advancing to Phase 3: November 15, 2024 (Fri)
- **Phase 3** - Final Proposal Presentations: Personal Interviews will be scheduled for the weeks of November 18, 2024 – November 22, 2024
 - Announcement of the Grand Prize Winner: December 6, 2024 (Fri.)
- **Open** - Business Must be Open: June 2, 2025 (Mon)

Dates are subject to change

Official Rules & Regulations:

- Prizes are non-transferable and may not be redeemed for cash; substitutions by Prize Winner may not be requested.
- Printed copies of business proposals submitted into the contest may not be returned.
- The Jackson Business Development Committee will select business concepts from the first round to proceed to the 2nd round. After which, a Judging panel consisting of 5 individuals representing sponsoring organizations will judge/score business concepts.
- By participating in this contest, you agree to these Official Rules and to all decisions of Sponsors and Judges, which are final and binding in all respects.
- The Jackson Business Challenge reserves the right to use participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions and written or oral statements, for advertising and promotional purposes without additional compensation unless required by law.
- The Grand Prize winner shall assume responsibility for the final payment of all other items that are not a part of the incentive package.
- The Grand Prize winner is required to have at least monthly contact with the Economic Development office prior to opening, in order to keep the committee apprised of progress.
- In accordance with the IRS Code regarding prizes and awards, a Form 1099-MISC may be issued by the JBDC to the Grand Prize Winner. Please consult your tax advisor for additional information.
- Contingency rules for loans shall be given, which are separate from contest rules.
- The Winner of the Grand Prize must have the business open by June 2, 2025, unless an extension is requested in writing by May 1, 2024, and granted by the JBDC. If not completed thereafter, the grand prize is forfeited and may be given to another entrant.

- By accepting the Grand Prize, the winner releases and discharges the Jackson Business Challenge, the JBDC, EDA, ED Office, The Jackson Area Chamber, City of Jackson and JEDC, their affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this promotion, and all their respective employees, officers, directors, representatives and agencies from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the Grand Prize or from participation in this Challenge.
- Information regarding the Grand Prize winner will be posted on related websites and Facebook pages and released to the public.
- The contest rules are not specifically bound by the category they are in (i.e., "Phase 1"). These category separations are for easier reading of the rules
- The Jackson Business Challenge reserves the right to modify and or extend the deadline dates of the program.
- If the Grand Prize winner is unreachable after 15 business days, an alternate Grand Prize winner will be selected.
- The JBDC reserves the right to take a phased approach and choose only one or two winners in the first round.

How To Apply/Questions:

All applications to be submitted via mail or e-mail to:

The Jackson Area Chamber Of Commerce

Attn: Jackson Business Challenge

114 3rd St. Jackson, MN 56143

Email: Chamber@jacksonmn.com

*Contestant required to verify receipt of entry



JACKSON BUSINESS CHALLENGE

Application Form:

Date: _____

Name/Business Owner Contact Information: _____

Address (Street, City, State, Zip): _____

Phone (Home): _____ (Cell): _____

Email address: _____

Business Concept or Potential Name of Business:

Names and contact information of any additional business owners/co-applicants:

I have read the competition rules, timeline, and eligibility requirements, and I attest that all information included in this application and business concept is true and accurate.

Signed: _____ Date: _____

Phase one checklist:

- Contest entry form
- Two-page description of the business concept.
- Name of the proposed business
- Products or services delivered/sold
- Defined market
- How business will enhance downtown and community as a whole?
- Resources and assets needed vs have (personal, financing, equipment, etc?)
- Personal qualifications
- Similar businesses around already? If so, how is your different?
- Unique angle