

**ROSEMOUNT PORT AUTHORITY
REGULAR MEETING PROCEEDINGS
NOVEMBER 1, 2016**

CALL TO ORDER

Pursuant to due call and notice thereof a work session of the Rosemount Port Authority was held on November 1, 2016, at 5:30 p.m. in the Administration Conference Room at City Hall, 2875 145th Street West, Rosemount.

Chair Weisensel called the meeting to order with Commissioners Droste, Wolf, and DeBettignies attending. Staff present included City Administrator Johnson, Community Development Director Lindquist and Communications Coordinator Cox.

WORK SESSION-ECONOMIC DEVELOPMENT WEBSITE

The meeting started with an overview of the changes that will occur with the new platform on the existing website. Mr. Cox reviewed the changes and explained that some of the modifications promoted in the webinar on economic development website would not work with the old and new systems. He indicated some of the proposals entailed inserting modules into the website which would not be possible with the current vendor. The Commissioners understood that changes wouldn't be evident until the new website system was in place.

Mr. Cox also presented information about use of the website and provided the metrics illustrating the visits to individual sites and the number of visitors. He noted that the "business incubator" information visits were down compared to last year but there are more visits to many of the other pages, including the new development pages.

Chair Weisensel raised the question about having a separate website for Rosemount Economic Development. The group discussed the pros and cons and decided that there might not be enough information for a separate site. There was also a concern about site selectors and residents finding a separate site. Cost was also a factor.

The group reviewed information they would like to see on the site and questioned whether it was included and also asked about the timing of website updates so the information is fresh. Staff noted that much of the demographic information was from other sources and was only available on an annual basis or more. There was discussion about having more interest on the website including videos highlighting local businesses and owners. Staff noted that there are two different audiences, the Realtor/site selector who is looking for specific demographics and testimonials about how easy it is to work with the City. The community is more interested in what's going on in the community and interesting tidbits about businesses and services in the community. The group decided there is room on the website for both and that the information may be restructured to appeal to differing interests.

Commissioners want to pursue having videos on the page and discussed potential ideas of subjects, people and businesses. It was suggested that something relating to sustainability and clean energy which could include the wind turbine, the solar farm, and co-gen plant at FHR. It was suggested that small businesses be identified as well as larger ones in the Business Park. Staff noted that larger businesses are looking for people to vouch for a quick and easy processing of approvals. They want certainty in the process. Residents are interested in finding out information about the community. Cox indicated that the website can accept both types of video information. Staff was directed to determine how to get some videos shot. There was some discussion about how professional the

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videos should be, with members saying some of general interest could be more informal but the ones to attract businesses should be more professional in presentation. Other subjects that the website and potentially videos should emphasize include education levels of residents, educational opportunities in the community, infrastructure including fiber, and availability of land.

NEW BUSINESS

ADJOURNMENT

There being no further business to come before the Port Authority meeting was unanimously adjourned at 6:40 p.m.

Respectfully Submitted,

Kim Lindquist, Deputy Director