

**MINUTES
OF THE WORK SESSION OF THE
EDINA CITY COUNCIL
HELD AT CITY HALL
OCTOBER 19, 2010
5:35 P.M.**

ROLLCALL Answering rollcall were Members Bennett, Brindle, Swenson, and Mayor Hovland. Staff present included: Ceil Smith, Interim City Manager; Cary Teague, Director of Planning, Wayne Houle, City Engineer/Public Works Director; Jennifer Bennerotte, Director of Communications and Marketing; and Debra Mangen, City Clerk.

Mayor Hovland called the meeting to order and stated the purpose of the meeting was to receive a presentation about the proposed Regional Economic Development Authority from Kathy Schmidlkofer. He introduced Ms. Schmidlkofer, Vice President with General Mills and the Transition Director of MSP Regional Economic Development Partnership (REDA).

Ms. Schmidlkofer presented the REDA to the Council using a slide presentation that highlighted need for a regional economic development agency. She noted the region has fallen behind the nation in terms of job growth. A group of business leaders – The Itasca Project Job Growth Task Force – came together to study factors that support job growth and identify strategies and policies to create, attract and retain quality jobs in the region.

Ms. Schmidlkofer reported the task force has completed its work and proven the need for a REDA. She stated the task force has also begun a CEO search for the REDA and has begun to secure founding investment from both the private and public sectors. Cities and counties within the 13-county metropolitan area have been asked to contribute annually to fund the agency. The private sector will fund 70% of REDA's activities and the public sector will fund 30%. Edina has been asked to contribute \$10,000.00 to the initial funding for REDA and \$10,000 annually thereafter.

Council members discussed the need for a Regional Economic Development Agency and will consider Edina's potential contribution further during 2011 budget discussions.

Mayor Hovland adjourned the meeting at 6:40 p.m.

Respectfully submitted,

Minutes approved by Edina City Council, November 1, 2010.

Debra A. Mangen, City Clerk

James B. Hovland, Mayor