

Fergus Falls

Port Authority

112 West Washington, Fergus Falls, MN 56537

Phone: (218) 332-5459 FAX: (218) 332-5449

MEMORANDUM

TO: Port Authority Commissioners
Rolf Nycklemoe
Bill Sonmor
Mayor Ben Schierer
News Media

FROM: Klara Beck

DATE: June 17, 2024

A Port Authority meeting will be held on **Monday, June 17, 2024** in the Council Chambers of City Hall following the City Council meeting

The Agenda is as follows:

- 1) Approval of Meeting Minutes from the open January 16, 2024 and closed February 5, 2024 Port Authority meetings
- 2) Consideration of Greater Fergus Falls proposal
- 3) Old Business
- 4) Adjourn

For accommodations if you have special needs, please call 332-5400 or 1-800-627-3529, TTY, Voice, ASCII (Minnesota Relay Service)

Port Authority
January 16, 2024

The Fergus Falls Port Authority held a meeting on January 16, 2024, at 5:15 pm in the City Council Chambers. Secretary Anthony Hicks called the meeting to order, and the following members were in attendance: Thompson, Rachels, Hicks, Fish, Job, Kvamme, and Rufer.

Minutes

A motion and second were made by Rachels and Thompson approving the minutes of the October 16, 2023, meeting and the motion carried.

Election of Port Authority Officers

Thompson made a motion nominating Scott Rachels as President of the Fergus Falls Port Authority. Rufer made a nomination for Scott Kvamme. Job offered a second for Scott Rachels and no second was made for Scott Kvamme. The motion for Scott Rachels was called to a vote and the motion carried.

A motion and second were made by Rufer and Fish nominating Scott Kvamme as the Vice President of the Fergus Falls Port Authority and the motion carried.

A motion and second were made by Thompson and Kvamme nominating Tom Rufer as the Secretary of the Fergus Falls Port Authority and the motion carried.

A motion and second were made by Rachels and Fish nominating Laura Job as the Assistant Treasurer of the Fergus Falls Port Authority and the motion carried.

A motion and second were made by Rachels and Fish nominating Finance Director Bill Sonmor as the Treasurer of the Fergus Falls Port Authority and the motion carried.

The meeting adjourned at 5:21 pm

Lynne Olson

Proposal: Marketing and Selling City Government Land Assets

Introduction:

City governments often possess land assets that are underutilized or surplus to their immediate needs. These assets represent valuable opportunities for generating revenue, fostering economic development, and improving community infrastructure. However, effectively marketing and selling these properties require a strategic approach to maximize their value and ensure their successful transfer to new owners who can contribute positively to the community. This proposal outlines a comprehensive strategy to assist city governments in marketing and selling their land assets.

Objectives:

- Identify and assess city government land assets.
- Develop a marketing strategy tailored to each property's unique characteristics.
- Reach potential buyers through targeted marketing channels.
- Facilitate the sale process to ensure transparency and compliance with regulations.
- Maximize the value of land assets for the city government and the community.

Proposal Details:

- **Asset Inventory and Evaluation:**
 - Conduct a thorough inventory of all city government-owned land assets, including vacant lots, underutilized properties, and surplus parcels.
 - Evaluate each asset based on factors such as location, size, zoning regulations, potential land use, and market demand.
 - Prioritize properties based on their potential for redevelopment, economic impact, and community benefit.
- **Marketing Strategy:**
 - Develop a tailored marketing strategy for each property, highlighting its unique features and potential uses.
 - Utilize a combination of online and offline marketing channels, including websites, social media platforms, print media, and real estate listings.
 - Create compelling marketing materials such as brochures, virtual tours, and videos to showcase the properties to potential buyers.

- Highlight the benefits of investing in city government land assets, such as tax incentives, development opportunities, and proximity to amenities.
- **Targeted Outreach:**
 - Identify and target potential buyers, including developers, investors, businesses, and community organizations.
 - Utilize data-driven approaches to identify potential buyers based on their previous investments, preferences, and market trends.
 - Engage in direct outreach efforts, including networking events, industry conferences, and targeted advertising campaigns.
 - Collaborate with local real estate agents and brokers to leverage their networks and expertise in reaching potential buyers.
- **Sale Process Facilitation:**
 - Establish clear guidelines and procedures for the sale of city government land assets, ensuring transparency and compliance with relevant regulations.
 - Provide comprehensive information to potential buyers, including property specifications, zoning regulations, environmental assessments, and purchase terms.
 - Facilitate site visits and inspections for interested parties, allowing them to assess the properties firsthand.
 - Coordinate negotiations between buyers and city government representatives to reach mutually beneficial agreements.
- **Value Maximization:**
 - Implement strategies to maximize the value of land assets for the city government and the community.
 - Consider alternative approaches such as land leases, joint ventures, and public-private partnerships to optimize the use of city-owned land.
 - Encourage sustainable and equitable development practices that benefit the community and promote long-term economic growth.
 - Monitor market conditions and adjust marketing strategies as needed to ensure optimal outcomes for all stakeholders.

Conclusion:

Effectively marketing and selling city government land assets requires a strategic approach that considers the unique characteristics of each property and engages with potential buyers in a targeted manner. By implementing the proposed strategy, city governments can unlock the value of their land assets, generate revenue, and

promote economic development while ensuring transparency and community benefit throughout the process.

Proposed Payment Structure:

\$4,000 stipend per month & 5% Commission based on the sale of properties paid to Greater Fergus Falls.

--

?

Lance Anderson

Executive Director, Greater Fergus Falls Corporation

612-889-5220 (cell) 218-321-2079 (office) | lance@greaterfergusfalls.com
www.greaterfergusfalls.com

[Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Blog](#)

Happy with our service? [Leave us a Google Review!](#)