

April 20, 2026

City Administrator Jill Wolf
Mayor Patrick Baustian and Council
PO Box 659
Luverne MN 56156

To Administrator Wolf, Mayor Baustian and Members of the Council:

The CVB applauds and thanks you for your efforts to develop housing opportunities within the City of Luverne. The development of additions like the Lopau addition and other subdivisions are well thought out and provide the opportunity for future growth.

At our meeting on April 9th, we discussed the proposed townhome development within the downtown commercial corridor. After our discussion, we agreed that we need to share some of our concerns and ask that you take a step back before moving forward with a decision. These are our concerns:

- The current Plaza on Main and the acquisition of blighted properties on the south side of that block were part of the recommendations from Roger Brooks on the growth and development of Luverne as a tourism destination. His report, strongly encouraged the community that a downtown green space benefits retail and commercial businesses, generates tourism traffic and strengthens bonds between residents. Building housing in that area is not what the Roger Brooks' study recommended and does not fit the CVB's ideology of promoting tourism to support downtown Luverne.
- We're also very concerned that building housing in this area destroys the opportunity for potential expansion of the History Center. The development of their displays and growth of the nutcracker collection continues increase visitor numbers; which is a key factor in the development of Luverne as a tourism destination.
- Following that report, a Plaza Planning Committee was named and developed a strategic vision and plan with the Southwest Regional Sustainable Partnership. The preliminary final report was presented to the public and it is our understanding that the final report was never officially presented to the Council. We strongly believe that the Council should review the report and take it into consideration before any final decisions are made about the only greenspace within our downtown corridor.
- Family-friendly amenities are one of the greatest strengths of our community. They quite often are the reason why people consider becoming residents of Luverne. Some type of green space or public plaza would only enhance the livability of this community. By moving forward with new permanent housing, the community loses any opportunity to enhance our amenities and strengthen downtown.

In conclusion, we ask you to take time to do a thorough evaluation of what will benefit businesses, residents and visitors in the long run. The work you have done over the past 8-9 years to acquire that site was the result of input from experts, citizens and businesses. Don't make a decision before considering what is going to benefit everyone both now and in the future. We'd be honored to meet with you to discuss our concerns. We hope this letter will help you see the bigger picture.

Sincerely yours,

LUVERNE CONVENTION & VISITORS BUREAU

Mike Davis, Chairman
Diana Hensley, Secretary

Vance Walgrave, Vice-Chairman
And Members of the Committee

CC: Council Members Caroline Thorson, Kevin Aaker, Dan Nath, Mert Kracht and Holly Sammons