

City of East Bethel
Economic Development Authority Special Meeting
April 15, 2013

The East Bethel Economic Development Authority (EDA) met on April 15, 2013 for a regular meeting at City Hall at 6:30 p.m.

MEMBERS PRESENT: Dan Butler Heidi Moegerle Richard Lawrence
Mike Connor Julie Lux John Landwehr

MEMBERS EXCUSED: Brian Bezanson

ALSO PRESENT: Colleen Winter, Community Development Director/City Planner

Call to Order Moegerle called the meeting to order at 7:00 p.m.

Adopt Agenda Moegerle a motion to adopt the April 15, 2013 Economic Development Authority (EDA) agenda. Butler seconded. All in favor; motion carries unanimously.

Approval of Meeting Minutes Butler said the City Council voted for verbatim minutes, if we approved minutes striking all the verbatim and approve the substance, is that ok. Moegerle said she was the sole voice for summary minutes across the board. For the primary reason for cost, she thought it was for only Council minutes not across the board. Lawrence opposed her. There is a good reason to oppose her, so now he can bring it up. Lawrence said he has talked with people about summary minutes and he feels we should go to summary minutes. It is a lot of time. Moegerle said it is a lot of cost. If people are reading the packets, they compare the minutes and who votes for what, is in there. How often is the discussion relevant? Connor voted for summary minutes. These are obviously not summary minutes. He will make a comment in light of the last two of three council minutes. There is a lot of contentious activity in the Council. Moegerle said there are differing opinions. Connor believes summary minutes for the EDA are just fine. If he wanted more information, he could go to and get the information. He is beginning to wonder what is going on. Butler said the minutes versus viewing online. So viewing online is a different take on what is going on. In terms interaction versus what you read in the minutes. In the latest packet that came out for Wednesday night. If you read the work meeting minutes, they were ten pages. He got through that, and got back to his conversation if you want transparency, you are much better off to not have 112 City documents to read every month. That is not leisurely reading.

Moegerle said lets get back to the EDA minutes. We meant what we said when we went to the summary minutes. Or we could say, what we said in February, beginning now we do summary. Winter said both EDA and Planning Commission voted for summary minutes. She went back and said if the City Council chooses to do the other, can we still do summary and she was told that is not how it works. Connor asked who said that. Winter said staff directed her.

Moegerle said that conversation was not held at Council. Lawrence said that the Council was not directing all the other commissions. Connor said if we make a decision to go with summary minutes, if someone said we couldn't do that, he harkens back to why are we here. Moegerle said so let's hear a motion on what we want to do with the minutes. Lawrence asked why we have to do that.

Lawrence said we hereby approve the minutes we have in front of us March 18, 2013 as presented. Butler seconded; all in favor, motion carries.

Butler motioned to approve the February 25, 2012 minutes as presented. Lawrence seconded; all in favor, motion carries.

Lawrence motioned to have summary minutes from this meeting forward. Landwehr seconded.

Connor said we made this decision in February, why are we talking about this.
Butler called the question.

City Council said they wanted to stay with verbatim minutes. Moegerle said she understood from staff, if Council did not approve summary minutes for itself, it didn't approve it for the others. She hasn't found any authority for that. Lux said the video is record. Why can't that be verbatim minutes? Moegerle said that very point was made at Council. Watching through the DVD again and again was a problem. Landwehr said it was a problem. Moegerle said you couldn't find the items on the tapes. Conner said it is so contentious.

Butler said we should stick with the topic. He sent information out to the City Council. He gave them his opinion. He appeared at the City Council meeting and restated that position. He stated it is more transparent to have fewer minutes. He had in his hand 80 or 90 pages worth of minutes. One City Council member expressed verbatim minutes explain exactly what is going on. Who is reading 100 pages per month? Some Council members have day jobs. If they don't they may have time to read everything. Moegerle said if there are misstatements they don't need to be transcribed. The facts are what is in the packet, what has been reviewed. Landwehr said if the summaries are done objectively, then it is fine. Sometimes you throw things out to see all the discussion. It isn't always to cause harm and it isn't meant to hurt anyone. If it is contentious, feelings get hurt.

Butler asked what the cost of verbatim versus summary, minimal it is \$5,100 per year. You are talking 30 hours per month and we are behind on minutes.

Lawrence restated his motion from this day forward our method of minutes is summary to provide transparency. Motion carried unanimously.

Website Update

Winter demonstrated the website to the EDA. Winter stated here is our website. We will have a website committee meeting next week. Right now, under economic development, this is all that we have. Under business that is where economic development is located. So this is the page that needs to have information filled in. One of the things that we have been talking about is the real estate locator page. It actually will be a button on that page and the home page. This is the available property and it would link to a Google map. There are things that we found that are quirks and those are being worked on. She should also inform the EDA that inquiries went out to all known property owners that had vacant commercial land for sale and only 9 property owners responded, so we will be doing follow up with the rest of the businesses.

Butler asked if she has contacted Tim Chies. Yes he has, and he has hasn't responded.

This would be the front page that she talked about, and it would have feature pages. You can click on it and it would bring you into more detail and it would have a hyperlink. Butler wanted to know if it could be slide show. Lux asked if it was searchable. Winter said yes and you can put in the parameters you want, such as land or building. Butler said that might be a feature you want to add later. Winter said if you put in a slide show it would be good if people had no clue what they wanted. If they wanted industrial property boom it would be up. Butler said it looks nice. Winter said and over here is where you search.

Moegerle said is there a way you can go through all of them, like more or an arrow. Winter stated that if you don't put any parameters in, you would get them all. Moegerle said you couldn't see 100 properties on one page. Winter said you might be able but won't know that until the properties are all put in. Moegerle said everyone is different, and they might want to see 100 properties on one page but others might think that is annoying.

Moegerle asked what you could search for. Winter said for sale or rent, price, property id or the number of acres. Moegerle asked if the acreage could be a range. Winter said she thinks it is a range, but she hasn't played with it. Lux said like a pull down menu. Winter will check.

Butler asked if it is live. Winter said no, it isn't, but we are very close. Butler said that is why I can't find it. Winter stated that in addition to commercial properties, we are going to have demographics and traffic count maps and we are hoping to have a little City video someday.

Moegerle asked if we could link with the SBA. Winter said we could have a link to other financial resources. Conner asked if the East Bethel businesses would be listed at that time and their link. Winter said yes, and showed where that listing is on the website and that this area has already been populated.

Conner so it would include a link to Unique Dining Experience. Winter said if you have given it to us we have it, so yes. Conner said he couldn't get to the breakfast like he hoped.

Lawrence said a gentleman up by Coopers Corner is trying to lease his building and he said he has been in contact with the City a few times. He will get Winter the name.

Winter said there is a little bit of sensitivity with the buttons. Moegerle said the minutes aren't where she would look for them. Winter said on the Community Development page, she doesn't think she can move down. Moegerle said reduce it down now, and change it with the side bar. Winter said you have all this information as well.

Actually we need to get Steve listed on there. This might take a moment and we will bring up the City Map. This is the official map of the City of East Bethel. This is a great map, but we will want to add the street map. If you go over here, you can go under building inspection, obtaining permits, why do I need a permit. We have all our permits on here, and all the helpful handouts. Butler said there should be a link from EDA to this page. Landwerh said you could always go back to home.

Under Planning and Enforcement ordinance division, this is where you find the code.

This is very important. Let's say you wanted to know about barking dogs, it will bring up all the codes related to barking dogs. If you click on it, it will show you everything that has dogs in it. Any ordinances related to that.

Moegerle asked what the time frame is to getting the website populated with the minutes. It is really hard to go back and search these things when the items are not online. Winter said she isn't sure she can look into it.

Lawrence asked if the find it fast button works. Winter said it does.

Moegerle said she has a question for the EDA for a "Welcome to Our World". It kind of sounds to her that we are space aliens. Landwerh said we talked about this before. It sounds like you are coming to somewhere strange. Lux said we are different than you. Moegerle said it reminds me of the TV show "This Is My World and Welcome To It". If there are any ideas, we have to kick around how we change that picture.

Winter said they are planning on having a website meeting on Tuesday at 7:00 p.m. Lux asked if the picture could be rolling. Winter said it is changing. Landwerh said it could go from Coon Lake to the trail, etc. Winter said we don't have pictures of industry. Lux said we need those pictures. Landwehr said even a picture of the theatre that took guts to build a theater in the field. Lux said like Booster Day shots, and pictures of the community. Moegerle said the pictures that the community submitted weren't the right type. We would need more pictures with the right resolution.

Butler said he is sending Winter pictures of Aggressive Hydraulics. He thinks that we have such a mix that it is really hard to say there is one really good way to communicate with the residents. We need to get the school system involved. Get their emails hooked up, so we can run it up the flagpole and find out their thoughts. Landwehr said he was thinking more of the businesses.

Butler said if your business is here, you would be home right now. Columbus Township has a really nice billboard on 35E. Moegerle mentioned that to Davis. Is the reader board up yet? Winter said it would be done Friday. Moegerle said it would go where the other one is. She doesn't know what it costs to get a static billboard. Butler said there is one at the ice arena. Butler said if you located your business in East Bethel, you'd be home now. Moegerle said that is very clever. Lux said if you have something really important, and switch it up, people will be reading it. Lux said that is great.

Sunrise Business Breakfast

Winter said we had a breakfast meeting that was held at Route 65. It was very well attended - 54 attendees. Staff didn't talk a lot, we introduced people. Dan and Joey got up and talked about the Chamber. It was a great networking opportunity for me. We didn't get into the sewer and water this time. We kept it very simple. The next one will have a website presentation, and we will send out a survey in advance to ask if there is a topic the business community would want addressed. Landwehr said that would be a good time to send you pictures. Winter said they have that option now. Maybe once the reader board is up. Moegerle asked what percentage of positive response we got. Winter said we had a good turnout. The largest one was 58.

Moegerle asked how many businesses we invited. Winter said 70. Moegerle said that is great. Lux said even though you didn't talk, they know you care, and they get the opportunity to network. Lawrence said he talked with some business people outside of the meeting. They were excited to show up to find out what was going on.

Butler said how many people responded by filling out the white slip. Winter said 33. Landwehr said give them assigned seating. Lux said make them change tables after lunch. Lux continued or maybe introduce yourself and move to another table. Landwehr said force some integration. Lux said so we are doing those quarterly. Winter said if we did that more than that, it wouldn't be as relevant. Maybe once the Chamber gets rolling it might decrease the business breakfast. Moegerle said how do you envision these two working together. Winter said what I was just saying, is we have to see how the initiative with the Chamber goes. We might do it once a year or twice a year. Simply because she thinks that you want to get people engaged and involved and you don't want to be repetitive.

**Chamber
Update –
Dan Butler**

Butler said on May 2nd at 8:00 a.m. there would be a meeting at the All State Office, next to Fat boys and Northway Sports and we are going to be reminding people about that meeting. Based on the people at the April 2nd meeting, we have set the dues for the first year at \$75.00 regardless of the number of employees. Doesn't matter the size of the business. The bylaws are being filed and incorporation. The name that is filed is the East Bethel Chamber of Commerce. There might be a DBA that will be decided at some other point by those who join the Chamber. He would encourage anyone here, or any other place to spread the word. Conner asked who is coming to the meeting. Butler said anyone who is a business owner in the East Bethel trading area. What is the purpose of the meeting? Butler said to start the Chamber for East Bethel. Butler said he is going to contact the 54 people that attended the meeting, well actually the 70. Moegerle wanted to know what the Chamber plans for a website is. Butler said that would be up to the Chamber. Moegerle asked what you get for your \$75.00. Butler said that is dependent on if 4 or 40 show up; that is a huge difference. He has talked with the Ham Lake Chamber of Commerce to have quarterly meetings together and have presentations. Moegerle said you are filing your articles before you have that meeting. Butler said you couldn't open a bank account, until you have something to open deposit them to. Moegerle said she applauds the boldness to moving forward without support.

**Business
Activity**

Winter said staff and the Council has heard me state that Economic Development is a marathon and not a sprint and it takes time. Winter said Julie you know this. Winter stated she has had a lot of interest lately. Some commercial interest, housing, retail, it has been a mix making that initial inquiry. She has not been able to dedicate 30% of her time to contacting businesses such as those on the list that Lux provided before. That is where she would eventually like to get to. But right now it is about making sure that we know and understand what it is we have to offer from both an Economic development and Planning process, ensuring that the public is receiving superior customer service from City staff, and dealing with the day to day inquiries at City Hall. Planning is picking up. Ordinances are going through. The corridor is being defined. Even if she has folks that she is talking to, she wants to provide them good information. We are going to have sewer and water on the south side. The City Council will be talking about the loan fund and instead of calling it a revolving loan fund; we are calling it a utility infrastructure fund. She is hoping Council will move forward on it. That is helping the existing business community. Right before she got in here, the State Legislature was in session looking at the Jobs and Economic development bill. Depending on what the Legislature does, there may be funds available to help businesses from the State of Minnesota. The utility infrastructure loan fund is just another tool to help existing businesses. It is really exciting in a lot of ways. It lays the foundation for operating loan programs for the future. We will lend you the money and we will have the local banks also help out. Just a couple different options. She is very hopeful the Council will move forward with that.

We have a town hall meeting tomorrow night.

Butler said the utilities infrastructure fund, should you call it existing business utilities infrastructure fund, unless it is something beyond the existing. Winter stated that loans will be offered to property owners in Phase I of the Utility Infrastructure improvement area.

Conner asked is this an outcome after Council Member DeRoche made some comments on the WAC and SAC charges that existing businesses couldn't afford it. Moegerle said these discussions have been going on for a year and a half. Conner said Davis said there would be consideration for other financing opportunities in the future. So this isn't one of five that are going to be presented. Moegerle said this is the loan program. Winter said that the loan program as proposed would not just pay for the City's access charges it will also have funding for the Met Council's charges and also help businesses with other expenses to hook up to the system. It will help them with their whole utility program. Moegerle said there is a real interesting aspect of that. If the City makes a loan, some will go to the SAC charge for Met Council. Their WAC charge comes back to the City. It is something like self-funding. It does replenish like a well. Some of the issues with that it will go to a contractor and it won't be replenished. It only comes back with payments. Winter said she doesn't know if the City Council members have read the information yet in their packets. Moegerle said that is necessary, people are in the fear mode. The more transparent and simple it is, the better. Lawrence said we did reschedule the ERU fees. They will get a discount if they hook up now. It would be down the road a little bit. Moegerle said the WAC and SAC charges increase at 5% per year. The earlier you hook up the better it is. Conner said he thought they had to hook up within 8 month. Moegerle said yes, they do have to hook up. It is better to hook up early. Lawrence said we did reduce the costs. Conner said that particular point about the savings and hooking up early, he doesn't remember it being talked about at a recent Council meeting. Moegerle said we need these businesses to hook up now. If they don't hook up by the end of the year, we have a \$400,000 shortfall. Businesses in East Bethel pay 3% of our property taxes in East Bethel.

Conner said Winter your business activity you talked about the revolving loan fund. He also wanted to know about the WAC and SAC charges. He wanted to know where you were going with phone calls. Who called regarding housing? Let me share with you my thoughts. During one of those two meetings you had referenced a study and indicated you would get that Anoka County study to us. As we look at housing, and talk about senior housing, how much conversation has been there been to get an apartment complex on Highway 65. We need to raise revenue quickly. Is an apartment complex a valid consideration? As we talk at each meeting about ideas and brainstorming. What would we do with that? It is conceivable to have a 200 unit apartment complex in five years. Lux said no, and she is knowledgeable about this because it is her line of business. There is some development going on in Blaine. The rent for square foot, you can't pay to build the building. Our rents here are 60 cents per square foot. It will get there, but it will need to be heavily subsidized. He asked when? Lux said ten years. Moegerle said senior housing would not happen unless Our Saviors moves forward on it. Anoka County did their housing study, and the Oak Grove facility isn't full. We only have 9% seniors here, so we don't have a large population of seniors.

Conner said if housing is reasonable topic for us. He understands the issues with senior housing. Should we migrate into apartments or condos? He thinks he is getting a better understanding what we can do quickly. Winter said we need higher density, than what we

have now. We might need to explore other options. Conner asked about a condominium concept, like Lakes of Blaine. Would that be an option? Lux said we would move slowly with density. Conner asked what the land availability map is.

Winter said we have limited areas in the corridor set aside for residential development. One of the things that she feels very strongly about is redefining areas in the corridor that work for mixed use concepts where residential, commercial and retail could all exist in one area, a PUD concept. We have eager and interested people, who haven't hooked up with the right development groups. Moegerle said we need to be desirable. Lux said the land prices have to match up with what they can sell the houses for. Moegerle said there is a new home going up by EJs. Winter said we have the contract inspection for Oak Grove and they have had quite a few homes. Lux said Blaine has been approving new plats. Landwehr said high density he doesn't think would be good along Highway 65. Moegerle said the more businesses we get, they more they need workers. Lux said you get more houses when you get more bodies, etc. It builds.

Conner said we were talking about high- density units. Did I hear that the occupancy rate is 95%? Butler said and higher. Conner said if that demand is that high, in all due respect, is that not feasible on Highway 65. Lux said you take in to account the people in the area, who are the renters, what percentage would be renters and it is purely mathematics. Lawrence asked what kind of housing inquiry was made. Winter said market rate housing. A discussion was held about assisted senior housing with pharmacy, medical, transportation all as part of a complex.

Winter said you might find someone who will take a chance. Right now you don't get the speculative land folks. The developers want the infrastructure. What can we do to attract them to this area? Conner asked what they need. Lux said there is a lot of land out there that banks own and they are writing it down to nothing. Until that is gone, they won't be looking at other land. Lux said that cities have land that they are willing to give away.

Other Reports

Moegerle went to the art crawl. She went to Sherry Allenspach house. She asked if there would be a fall crawl. Butler said there has always been a fall crawl. Moegerle said what about having something at the ice arena in September? Are they going to be at Booster Day? Moegerle said at Booster Day people aren't looking for fine craft, you get a lot of lookers not a lot of buyers. Moegerle gave Dan the card from Glenn. Maybe the new Chamber can work on that.

Lawrence City Council report. We had a discussion about a water park. Some of the other stuff, some people didn't realize they would be paying for water and sewer for the system. One individual said we don't need to build anything for East Bethel. Don't build it we don't want it.

Moegerle said please come to the town hall meeting. On February 19, 2011 we had the option to stopping completely and the cost per household would have been approximately \$2,000. It is back because people aren't aware of the conversation. Lawrence said you have a large number of people unaware. Conner said there are two members that were opposed to it all.

Butler said the contentiousness of the City Council meetings is causing problems. Regardless of who throws the bait, don't be the fish. Lawrence doesn't take the bait. Moegerle said here is the problem. There aren't witnesses. The general public sees if we don't take the bait we utilize our free time in undoing the damage. Here she doesn't let a

statement stink up the room. That isn't exactly what is going on. Responding can look argumentative. It is so hard to make progress in a non-reactive way.

**EDA Packet
Delivery**

Winter said she brought this up because Council has gotten to the point that everything is electronic. She is trying to be environmentally conscious. Lux said it was perfect. Winter said we would deliver them electronically. Butler said so Council receives their packets electronically. Moegerle said they should be or be charged for it. Lawrence said they are. Butler asked why they have a packet and an \$800.00 laptop. Lawrence said yes and that is being addressed at the next City Council meeting. Butler said then is it being delivered to their home. Lawrence said he doesn't know. Butler said we don't need to have a motion. Moegerle said she invites the motion.

Butler motioned from today forward get packets via electronic means. Moegerle added an amendment if a paper copy is requested, they are charged. Butler accepted the amendment. Landwehr seconded; all in favor, motion carries unanimously.

Adjourn

Landwehr made a motion to adjourn the Economic Development Authority meeting at 8:40 p.m. Conner seconded; all in favor, motion carries.

Respectfully submitted by:

Jill Anderson
Recording Secretary