

**City of East Bethel**  
**Economic Development Authority Meeting**  
December 16, 2013

The East Bethel Economic Development Authority (EDA) met on December 16, 2013 for a regular meeting at City Hall at 7:00 p.m.

MEMBERS PRESENT:      Mike Connor    Heidi Moegerle    Brian Bezanson  
                                 Dan Butler      John Landwehr

MEMBERS EXCUSED:      Julie Lux        Richard Lawrence

ALSO PRESENT:            Colleen Winter, Community Development Director  
                                 Jack Davis, City Administrator

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

**Adopt Agenda**            **Bezanson motioned to adopt the agenda. Conner seconded; all in favor, motion carries.**

**Approval of Meeting Minutes**    Moegerle said she also said that a packet that had been sent. Butler said it says that. Moegerle said staff said it. Butler said Davis said a packet was sent.

Winter reminded people to speak into their microphones.

Moegerle said in the first full paragraph, the approval of the June 17, 2013. Lawrence has no clue. Maybe we should redact that in entirety. Maybe we can take a look at that, if he gets here. Butler said maybe it should say, "Lawrence has no clue who it was."

**Butler motioned to adopt the minutes with the changes. Bezanson seconded; all in favor, motion carries. (Moegerle opposed.)**

**2013 Year in Review**

**2013 Accomplishments**

- Facilitated discussions, coordinated and participated in a cost share agreement with Anoka County Highway Department on behalf of East Bethel Properties, LLC, so that they were able to participate in improvements to their private party at the same time that Anoka County Highway Department was completing a major construction overlay project on County Highway 22 (Viking Blvd.). Resulting in a substantial cost savings for East Bethel Properties, LLC.
- Developed policy and application for Revolving Loan Fund program that was approved by City Council to help those businesses that have to connect to the municipal utility system. To date there will be one business that will be taking advantage of that, and they will be coming in tomorrow.
- Approved EDA by-law changes.
- Assisted in the development of content for the City website; Coordinated and worked on the available land and building inventory on the city website. This is a work in progress. One area that gets used an awful lot, the building department. People use Municode and the City Maps. People use the website to make complaints to the public works department.
- Reader Board installed and operating. Green lettering and white lettering on the

- black background works well.
- Hosted Sunrise Business Breakfast in April 2013 which was attended by 54 business folks.
- Started East Bethel Chamber of Commerce.
- Held a joint meeting with Planning Commission to discuss MN State Hwy 65 corridor, Comprehensive Plan and the City Center District.
- Continue to refine EDA role and work towards goals as outlined in Ady Voltedge study.
- Met with five different Development groups who have expressed an interest in East Bethel, MN.
- Met with several individuals, businesses who were inquiring about properties in East Bethel, expanding or relocating.
- Assisted in the development of Assessment scenarios for the west end businesses.
- Met with Our Saviors Church to discuss sewer and water project for potential senior housing project. We have another meeting scheduled this week.
- Working with a Developer on a 60 lot single family planned unit development project south of Anoka County Highway 22 and west of MN State Hwy 65.
- Remodeled Community Development offices to make them more customer friendly and streamlined services. We continue to be very, very busy.
- Hired additional Building inspector.
- Started contract with Oak Grove for building inspection services.
- New construction housing – 17 homes East Bethel and 51 Oak Grove.

### **Business Expansions/Start-ups/Relocation**

- **Aggressive Hydraulics – 18800 Ulysses St NE.** Opened its new 62,000 square foot corporate and manufacturing facility in July 2013. No. of Employees - 47.
  - City assistance included Tax Increment Financing.
- **North Country Concrete, Inc. - 23034 Ulysses St NE.** Recently moved from Ramsey to East Bethel. (The old Shade Tree Construction building.) They acquired an existing 18,000 square foot facility and purchased vacant lots resulting in a total land purchase of 12 acres. No. of employees – 75.
  - City assistance included meeting at the Ramsey location to see their operation and to answer any questions that they have about planning and zoning regulations in the City of East Bethel.
- **TinMan Fabrication, Inc. – 21461 Aberdeen St NE.** Recently moved into a vacant building, made significant improvements and relocated their business from Oak Grove to East Bethel. This was a vacant building and they made significant improvements to the building. No. of Employees – 3. They do fabrication for the classic car industry.
  - City assistance included helping them obtain a Conditional Use Permit.
- **Minnesota Fresh Farm – 20241 Hwy 65 NE.** Obtained an Interim Use Permit for agri-tourism activities. Business Start up.
  - City assistance included helping them obtain an Interim Use Permit
- **Home Occupation permits - 3**

We continue to remain busy. We have three meetings this week with Developers that have expressed interest in East Bethel. 2014 will be a good year.

Conner said you met with Our Saviors for seniors. Winter said Our Saviours has requested that the zoning be changed so that they can better market their property to a private developer. After meetings with City staff it was determined that a Planned Unit development overlay zoning designation should be placed on all of Our Saviours property. That way the church will have the flexibility to work with many different types of development projects. Conner asked is there validity for senior housing in the City; is

this totally different than the 60-unit development? Winter said the 60-unit Viking Preserve is for single family first time home owners. Conner asked when you would see people living in those areas. Winter said Viking Preserve is on a fast track. They want to start construction next summer. Moegerle asked what the price points on those houses were. Winter said \$200,000 range. Moegerle said low, mid, high. Winter said it is starter home. Bezanson said this is on the south side of County Road 22. Winter said no, it is on the north side. Bezanson said not on Anderson property. Winter stated correct.

Conner asked how significant this development on County Road 22 is to the city water and sewer, on a scale of 1-10. Winter said it is very significant. Bezanson said at one time, we were pretty involved in Our Saviours; he was on the building committee. At one time, there was significant discussion on a partnership with Presbyterian homes. Is there any talk about housing to come from the congregation? Winter said they don't want to be the developer and they have had some interest from the development community that does these sorts of developments.

Butler said you said something about an overlay on their property. Winter said there are a couple of different zoning districts on their property. Butler said you talked about an overlay. Winter said a Planned Unit Development, allows them different zoning in the area. If they want hospice care, nursing home, etc a campus site setting. A planned unit development allows them to do that without rezoning constantly.

**2014  
Strategic  
Planning  
Session and  
Legislative  
Forum**

Over the past several months, the EDA has referenced the Ady Voldedge study and several of the tasks outlined in that study. It would be very appropriate for the EDA to take that a step further and come up with a Goal setting session for 2014. I would suggest that happen at the first meeting in January.

The City would like to host a Legislative Forum where we invite the legislators and others to come in and talk about issues that are important to the City of East Bethel.

*Legislative Forum* - There are several topics that we have been discussing that require input from other agencies and may take our local legislators being involved in to facilitate action. The two largest topics are:

- Municipal sewer and water project – How do we make this viable now and in the future?
- Signaled intersection and improvements at 187<sup>th</sup> LN NE – Necessary for future development

Recommend a request to the City Council to host a Legislative forum. Winter would like the EDA to have the Council invite them. Moegerle said it would be hard to have them come in here during the legislative session. It would be nice to have it before the next legislative session starts. Landwehr said he doesn't know how MnDOT sets up routes. Winter said they have several different things they go through. We have had MnDOT staff come here and talk to us. We talked to them about having 187<sup>th</sup> go to the east, since it is a dangerous intersection. It was a signaled intersection in 2000, and 2005/6. It is something we feel strongly about. She thinks we would get positive strong feedback from the business community. MNDOT staff's philosophy, they see Hwy 65 as a thoroughfare. They want to reserve it for overpasses. Landwehr said that is long term. Winter said that is not something that positively impacts East Bethel. We need the legislators to hear that. Landwehr said the end decision makers are the MnDOT staff. Butler asked what about Met Council, do they have a say. Winter stated the Met Council may be able to help put

pressure on MNDOT have a say. Both of them are bodies that create policies.

Bezanson said at one time the City was about one payment in an escrow away from having a traffic light at 187<sup>th</sup>. There was a developer that was very interested. Landwehr said there was probably a traffic study done. Winter said we do have it in our plans. Their staff says the philosophy on how they deal with Hwy 65 has now changed. Moegerle asked if they opined why their plans on Hwy 65 has changed. Winter said they feel it is better as a highway, due to the population. Moegerle said but our population isn't going to be large. Winter said MnDOT is saying there will be population here and Met Council says there won't be growth coming this way. That is all the more reason why to legislative session. Lawrence said are they looking at Cambridge and Isanti as using Hwy 65 as a thoroughfare. Davis said we would be working with MnDOT on this. Moegerle said we should have the goal meeting, but she is not sure about the legislative session. Winter said our legislators are usually good at attending.

Butler said there is a joint Chamber meeting on January 8<sup>th</sup>. Butler will be there. They are all getting together as two chambers to meet with her. Peggy Scott is probably just as available. Tom Hackbarth is probably readily available. Winter said you also have Julie our Anoka County Commissioner. Moegerle said the legislative session starts on January 24<sup>th</sup>. Her thought is: could we add this to Wednesday night's agenda. Butler said it would be a good idea for it to be a work meeting before the regular meeting. Moegerle said the first meeting of the Council is January 8<sup>th</sup>.

**Butler motioned to direct Winter to schedule a Legislative Forum before February 25<sup>th</sup>. Moegerle seconded; all in favor, motion carries unanimously.**

**Biwabik, MN  
innovation  
example**

At Councilmember Moegerle's request, staff was asked to put information regarding the City of Biwabik, MN on the agenda. Please find a link below regarding a story that was done on WCCO regarding Biwabik.

<http://minnesota.cbslocal.com/2013/12/01/finding-minnesota-alpine-village-on-the-iron-range/>

On December 1, WCCO had a discussion on what the City faced, how the City made lemonade out of lemons. To find our own way to find uniqueness of the City.

On the way home, she heard about Biwabik. They are doing a heck of a job. It is a shout out to these people. Do we have the community effort and interest to do that kind of thing? It has to come from community and not staff. Maybe this is something we have to talk about in our strategic plan. Is this something we want to think about? Did anyone see WCCO? They have turned their whole town into an Alpine Village. Landwehr said that is really cool. Moegerle said they defined themselves. We are a ski resort destination. There was buy in from the businesses. They moved forward in that direction. Landwehr said that is what businesses do, and they look at the three or five things we can do. Ady Voltedge did that for us Conner said. Moegerle said none of the groups have embraced that. We haven't said that this is a theme that we have running through our city. The park and recreation areas. Moegerle said that Butler says that everyone owns a cabin. She said she doesn't, because her house is her cabin. You don't have to spend \$100 to go up north. We have hunting and fishing here. She is just modeling what it could be. Bezanson said it already is to a degree. Landwehr said but not everyone embraces it or we don't reflect it. Bezanson said he wouldn't hunt Carlos Avery to save his soul. Landwehr said he wouldn't either.

Bezanson said what Biwabik has done is good. Landwehr said people who live in Faribault go up north, we go up north. As a group they have done a great job. That is pretty good to take a distressed area, and get the 3.1 million people who live down here to come up and play. Butler said that is predicated on the budget that goes into Giant's Ridge. Between 2003 and 2012, they received a minimum of \$5 million to \$6 million to subsidize the entire area. Moegerle said we don't have empty holes that we are mining. We are on level ground. The point is we can choose to let our City grow. Or we can choose to put effort into and have it look like something. Ady Voltedge worked on that a little bit. If we are going to have that unified message, like Biwabik, obviously not the scale or with the funding they received. We need the buy in next year.

Butler said we have a lot of assets. Cedar Creek, they have some of the best cross-country ski trails within 30-mile range. How does that get promoted? Klondike, you have Frisbee golf, you have gun club and eco-agriculture. On the other side you have Hidden Haven. There are a lot of assets here that are used. How many people know about the cross-country ski trails at Cedar Creek? Landwehr said we need to get that information out.

Moegerle said we have to work on our MOU with Cedar Creek and it expires in 5 days and we don't even have a meeting scheduled. So that probably won't happen. The U of M is a very political place. The one thing that amazes her is Blue Ribbon Golf Club doesn't advertise in places that she would think of. Landwehr said that is a culture to itself. Butler asked if we are offering cross-country ski lessons or is the county putting on a program. The gun club is getting involved with a trap team. He isn't sure if Frisbee golf is a school league. Landwehr said it is played in school. Bezanson said it would have been nice if the University would have followed through on their end of the deal on the trails. Moegerle said we do have trails on Fawn Lake. Bezanson said when the City abandoned East Bethel Boulevard, there were supposed to be trails straight through. Moegerle said locally they are willing, but further down south they are not so much. Landwehr said is their concern the gas line. Moegerle said East Bethel and Cedar Creek didn't hold up their end of the deal. Davis said they want to limit people in the experimental area. Moegerle said people want to walk with their dogs and yes there are coyote and wild life up there. Landwehr said he lives close to there and he doesn't see a problem with it. Moegerle said they don't want people flushing the birds. It is their land and their rules. They want their habitat pristine.

Back to this idea of defining ourselves. Do you think this is something we should work on for 2014? Landwehr said we don't have a "who are we, what are we, and why are we". Conner said I thought we did, isn't that what Ady Voltedge did. Lawrence said we know what we are. When it comes down to promoting it you need to pick your top topics and promote them. Moegerle said when you say East Bethel, you think something and that probably isn't what you want our image to be.

Lawrence said when you say Braham, you say pie day. Butler said East Bethel isn't east, it is the near north. Lawrence said that works. Butler said we have fishing, skiing and Frisbee golf. Landwehr said it is all encompassing and it is recreation. Moegerle asked how we get the business buy in. Landwehr said I think they will be happy to. He would be happy to contact 6-8 business, would you like to be in an 8 piece cloverleaf that looks like something we want to advertise ourselves as. Conner said we are talking about a marketing campaign. We are talking about a need to expend funds and we need a 30 second spot or minute spot on WCCO. Landwehr said we need to talk to people about what our identity is. Conner said we have done that. Landwehr said we need to bring it

down to 10,000 feet. Moegerle said we don't need money. Conner said he isn't suggesting we spend funds. We don't need someone to develop a 30 minute spot to advertise East Bethel. Landwehr we aren't doing anything. Butler said we don't have any momentum.

Bezanson said we are used a tremendous amount in the winter time. We have people unloading snowmobiles all the time in that area. His son in law from Ely owns two of them. He doesn't see people coming to East Bethel to cross-country ski. They go to Biwabik and Ely to ski. One part of his family is miners and the other part is tourism. Landwehr said the people ski out their backyards. Bezanson said people go to Wirth park.

Moegerle said at the parks commission we discussed trails. Parks decided to get an inventory of parks. So we can plan for the Anoka County master plan. This is a step on this. Bezanson said there should be some way from the Mickelson property to ski to Allison savannah and over to Cedar Creek and not be ditches. Moegerle said that was the discussion at parks. There is a whole bunch of things that we have to figure into this. Let's start making that move forward. It is a lot of time and not a lot of money. Conner asked how it is related to EDA. Moegerle asked how it is not. Landwehr said is all one happy circle.

Moegerle said one of things, Winter do we have an interest for the current Fat Boys location. Winter said there have been people looking but no takers yet. Butler said we talked about this when he was on Parks. It has to be a County-wide project. We are not on the plan for Anoka County Comprehensive Park plan so we can't get Met Council money. Once we get on there it will take seven years. Moegerle asked what the next step is. Landwehr said we make a short list of businesses that will support it. He is willing to call some businesses and ask what you would like to see East Bethel referred to. Landwehr said Tom Thumb was a successful business ten years ago. They owned cows and dispensed their dairy republic. He also thought it didn't matter to be disrespectful to his employees and when you go through all their business managers and staff, you won't exist in 30 years. He rolled his eyes and walked away. They don't exist. That same group of people, if you affect them in a positive way, they have the expendable income. Things get sent out. You get them talking and you get a positive buzz. They won't sit down and read a thirty-page document. They will feed back to their parents. It is an easy way to get someone talking positive.

Moegerle said what about getting Blue Ribbon, Northway, and Gun club and restaurants and have them come to our meeting. Butler said Winter would be going to the Chamber meeting. Butler said Northway is a member, Beaverbrook is a member. He will see them tomorrow morning. Moegerle said she thinks we need to have that dialogue. Landwehr said we need to have someone involved in their groups. Bezanson said they are diametrically opposed types of businesses. Moegerle said they both type monies. Landwehr said when you are throwing a disk, you aren't talking money.

Moegerle asked when this should come back up on the agenda. January? Yes, said Landwehr.

## **Website Discussion**

Butler said he had suggested that the City change the landing page. Moegerle said it was back in August or September. She agrees, and sent in pictures of butterflies and bees. If she could do the work she would. How are we going to get this expedited? Butler said we should hire someone to do it. Davis said hopefully Michelle would be back with us for Christmas and that is something she can work on, if she is available. Moegerle said could we have a date certain when it is going to be updated. Davis said he can't give a

date, if you want to set a deadline. That would be a Council directive more than an EDA directive. Landwehr said January 7<sup>th</sup>.

**Landwehr said have the necessary improvements by January 7<sup>th</sup> recommendation to Council. Moegerle seconded that. All in favor.** This recommendation includes having the home page been improved. Conner asked why we have to do that. Davis said we have requested photographs, until we get enough; we also want to change some out. We could use some other photos. Moegerle said they have to be 3mb – 7mb. Winter said it can be of industry. Moegerle said we have to remember to mention that at the Council meeting.

**Call the question by Butler. All in favor; motion carries. (Conner opposed)**

**Chamber  
Update/  
Other  
Reports**

Butler already gave the information on it. It will be posted on the Facebook page and the reader board and the website.

Moegerle said she did get the results of our summer survey. We had a lot in person and some online. It was at this meeting and it looks just like the council and the commission members are looking at the website. There are electronic copies. Could we have staff circulate that one? Winter said the one that was at Booster Day.

On January 10<sup>th</sup> there will be a meeting with Met Council, maybe the Mayor can attend. The Parks Commission was talking about getting a trail inventory to get on the Anoka County Master Trail Plan.

**Adjourn**

**Moegerle made a motion to adjourn the Economic Development Authority meeting at 8:05 p.m. Conner seconded; all in favor, motion carries.**

Respectfully submitted by:

Jill Anderson  
Recording Secretary