

**City of East Bethel**  
**Economic Development Authority Meeting**  
March 24, 2014

The East Bethel Economic Development Authority (EDA) met on March 24, 2014 for a regular meeting at City Hall at 7:00 p.m.

MEMBERS PRESENT: Mike Connor Brian Bezanson John Landwehr  
Dan Butler Bob DeRoche Julie Lux Heidi Moegerle

MEMBERS EXCUSED:

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

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

**Adopt Agenda** Change on the agenda, item number four will be deleted due to State Statute  
**Butler motioned to adopt the agenda. Lux seconded; all in favor, motion carries.**

**Proposed Revisions to EDA By-Laws** The current EDA by-laws read that there is a President and Vice President. In order to be consistent with the other committees that serve the City, staff is recommending that the title of President be changed to Chairperson, and the title of Vice President be changed to Vice Chairperson.

**At the last EDA meeting this item was tabled and a request was made to get the City Attorney's opinion about whether or not the EDA bylaws can be changed. In State Statute (469.096) the officers are referred to as President, Vice President, and Treasurer and cannot be changed.**

Staff recommends changing the EDA by-laws language to state Chairperson and Vice Chairperson to be consistent with the other committees.

According to the EDA by-laws the Assistant Treasurer and Secretary should be appointed. These are staff positions. The Assistant Treasurer is the Finance Director, and the Secretary is the Recording Secretary.

Staff recommends electing a President, Vice President, and Treasurer to serve from January 31, 2014 through January 31, 2015, and appointing staff to serve as Assistant Treasurer and Secretary.

**Adopt Minutes** Butler said, Page 2, third paragraph from the bottom, I think that Bob meant, the last sentence mandatory and I think they have to mandatory Page 5, second to last paragraph, third line, the big paragraph, Winter said a has a design is curvilinear. I don't know what that means. Winter said it is Rich Harrison design work.

That is all Butler has.

**Bezanson motioned to approve the minutes as amended. Lux seconded; all in favor, motion carries unanimously.**

**Business Activity January-February-March 2014 Activity**

- Facilitated discussions between the City and Verizon about a new proposed cell tower location, possibly behind City hall or behind public works. This will be proceeding forth.
- Met with Developer who is interested in creating a rural subdivision and discussed the density requirement of 1 lot per 10 acres and the impact that will have on his development and the need to look at changing the density requirements as part of the Comprehensive Plan update process. He has property in the rural part of East Bethel. It would not be subdivision that is served by sewer and water. Whispering Aspen is the only development that is not rural. Prior to 2007, you would divide property into 2 ½ acre lots. In 2007, the

comp plan prohibited rural subdivisions. Now it is 1/10 acres. This gentleman is interested in developing his property. The property is a great location for a rural subdivision, if we want to work with folks outside of the corridor.

- Continue to work with Don Shaw on his Viking Preserve housing project. It has taken a couple of different forms. It is now 48 lots. He may get it ready this year. He will do the majority of the grading this year and infrastructure next year.

Landwehr wondered if there could be clustered septic, and wells. Winter said we could probably look at it. Our comp plans still says it is 1/10 outside the corridor. Whether it is stand alone, then they are bound by the 1/10 acres. What happens if it fails; we get the system back? If they do this development, and we have issues, are we back with the Whispering Aspen system? Landwehr said if five houses share, they share the costs. If mine fails at home, then I can't call up the City.

DeRoche said there was a discussion on Hiawatha Beach. The City of Ham Lake didn't want to deal with it. Landwehr said if a group of five put it in together and share. Lux said Woodland did it in Ham Lake. Landwehr said you size it based on bedrooms and gallons. Bezanson said there are ways of doing it from a financial. We had looked a development in the late 90s. It died from lack of understanding, than anything else. It also died from lack of support from crucial City staff. DeRoche said you have to look at the questions now. Landwehr said ISTS are the worst thing from an environmental standpoint.

- Met with community leaders to discuss how to promote the community and the need to have a consistent, positive message. We will spend time on this tonight.
- Met with Curt Strandlund about his interest in development on the west side and the need to have an additional access other than Hwy. 65 for the businesses located by the theatre. It is becoming a critical issue for the businesses. They have only one way out. The roads commission has had a discussion it. They talked about streets to the west.
- Attended Chamber board and regular meetings. There is going to be the Sunrise business breakfast on April 10. We won't have an EDA meeting before that. All of you members should have gotten invitations for that.
- Applied for Community Development Block grant funds to assist with septic system remediation or replacement in the Coon Lake beach neighborhood. We are probably going to get \$200,000. Winter said in an ideal world, right now because we don't have cooperation with the other communities that are down there. Landwehr said anything you can do to get rid of 55 gallon takes.

Bezanson said there is a roll off box in front of Fat Boys. Winter said they are meeting with the gentleman tomorrow. Bezanson said same type of theme. Winter said she doesn't know. He definitely understands there is a need for a family style restaurant. They are not eliminating that. They are going to try to meet the need for families.

Butler said there is a development in the City on 209<sup>th</sup> and Durant. They are all 2 ½ acres and we are going to make the others next to one that requires 10 acres lot. That is the first one that comes to mind. City Council needs to re look at that. Is that the comp plan needs to be changed on. Winter said yes. Bezanson said it is no longer isn't the 16/40. He considers himself, probably more engaged in the average citizen. Bezanson said he would have still thought it was 16/40. How it ever got the legs to go to a 10-acre minimum. Winter said that is the density. You have prohibited people from doing anything with their property. Bezanson said effectively that is what we meet anyways. Really that is what the density is. Winter said it would be a topic of discussion. Planning Commission will be talking about it. Moegerle said people said we are just going to develop the corridor, everything will be rural. If you go denser, you are just going to be like Blaine.

Bezanson said if I had 120 acres that I sat on, for how long, if I had been out here and as a founding family. I had been sitting on granddad's farm and you just cut the value of my land in a ½ or ¼ or a 1/5 and you and my attorney would be having a conversation. Davis said there are approximately 40 cul-de-sacs that are dead end to develop future properties. Bezanson said we did that all the time. Do you put the cul-de-sac? Do you put curbs on there? It will get cut out. We did a lot of development on that. Butler said revisiting the comp plan; there is a cost involved with that. I know there was a number like \$20,000. Do we have no idea? Winter said it depends on what degree you want outside assistance. She does think the City is looking at a minimum of

\$20,000. That isn't for a full comp plan. That would be the community meeting. Butler said I am weighing that number on rural subdivision. Was there push back on the 1/10? Are you crazy? Winter said he bought this with the understanding that when the markets and conditions improve, to find out it is a 1/10. Butler said if we could develop 80 acres, we would be able to pay for the comp plan. Winter said where this gentleman owns, it is unique. It is high property. It is one of the better pieces to develop and the last piece on Coon Lake. DeRoche said he thinks to eliminate some problems. Some of this should be discussed in a Council Work meeting. Rather than having EDA make a decision and the Planning Commission make a decision. Bringing things up at the Council meeting is on a time constraint. People can get out their thoughts and when it comes to the meeting you will know where it is. Press can take a Council meeting and make it look really bad. Moegerle said she got a lot of calls on the last work meeting and what that is all about. There is blow back because of what you're hiding. Folks were interested in the topics. Davis said we would give them a free disk. Butler said you could always read the minutes. If you are interested you can show up. I don't know that the mindset of the residents know they are open. Landwehr said people bitch about it. Lux said how many is a few. DeRoche said if you look at the website and hits on the Council meeting. We had 1,300 hits. When there are topics of contention they are going to watch. I tell them to look at the agenda that interests you, and then show up at the meeting. To get involved you need to be at the meeting. I don't think we need to air our dirty laundry in the meeting. When you come to a council meeting, you pretty much know what is going to go on. There is not a lot of BS if there is a work meeting. Winter said she just mentioned the developer thing. The reason it comes up to the Planning Commission is how they make the decision is based on the Comp Plan. That is why the particular topic is on the Planning Commission. If the Council had a work meeting, it would be with the EDA and Planning Commission.

This is the beginning of the year and development hasn't been on anyone's mind.

**Discussion regarding website, Channel 10, reader board**

At the regular EDA meetings, as well as other meetings there has been discussion about how to best utilize the website, Channel 10, and reader board to communicate a consistent, positive message about the City and business development opportunities. We will be discussing this further at the meeting.

**Incorporate any changes discussed into the 2014 work plan.**

Butler said the pictures are updated. He complimented the City on that. Channel 10 the meetings should be aired more frequently than they are. If you want to watch it on Sundays, it is in the morning and night. Channel 10 talks about fire protection and sign up for explorers and the senior dance and the Our Savior's pre-school line up. I am waiting for the schedule for the Council meeting. It is only on twice on Sunday and only one other time during the week. DeRoche said it is a DVD. Butler said there are people who don't have access to the internet. Davis said it is on DVD and the website.

Winter said the staff takes care of that. The announcements are a rolling screen. We could go ahead and televise it more often. There is a lot of useless rolling information. Winter said you are saying the actual council meetings. Butler said I would do the Council meeting more often. Bezanson said I would list the show and the items more often. Conner said rarely could he watch it from start to end at one time. Butler said one other thing on the website, on media center it pulls up the most watched videos first. It puts our dirty laundry out there first. Should it be chronological or most viewed? It goes to the January 22 meeting. It is kind of confusing. Winter said on the bottom they are in order. I am not sure why when you click on media center why it brings up the other. Butler said it is because it is the most views. DeRoche asked what we could do to get the meeting dates. Winter said they are there. DeRoche said I mean the schedule listed on Channel 10. Butler said he wants the schedule on Channel 10 and then the list of the current meetings on the website. Winter said that is something we can change, she believes. She will find out.

Moegerle wanted an update on the business section. We were going to put in information on the properties for sale. Butler said the photos just got changed. Bezanson said that is probably the reason we haven't had significant sales in East Bethel. Winter said the real estate people are the ones who have to let us know. A lot of them don't think of this as a medium forum. Bezanson

said they might be concentrating on properties they have in the north loop, versus their properties in East Bethel. Winter said Randy Plaisance sent us 45 pictures. That is very nice. Butler said he does want to say the efforts on the reader board, clearer messages, no longer having eight lines of messages. Lux said she thinks the reader board has improved 200%. It is easy to read. Bezanson said much better. Butler said the reader board is too low. The stanchion is too low. If you are parked at Hwy 65 and County Road 22, all you can see is Linwood church. DeRoche said we discussed it and the Linwood church sign. Davis said the steel from the previous design was incorporated. If you think to when the hand lettered reader board, it wasn't the issue. Butler said if we could move their sign. Davis said that might be able to be negotiated. We have talked about talking about relocating it. Landwehr said if we could shorten their sign by a foot. Winter said this is the link to the East Bethel Chamber of Commerce Site and you can click on this site and get to the cities site.

Moegerle said if we could get the Channel 10 schedule. She would like to see when the different meetings are on there. We should just take a look at it and see if we can build it up. If we can get some screen shots on what is on there. She doesn't have a background in it. If we could see a sample announcement, that would be good. Butler said the Explorers meeting is on Thursday night. Winter said it is not very sophisticated. We can do a rolling screen, but she is unsure what else.

### **Set Goals and Work Plan for 2014**

Over the past year the EDA has discussed many different goals based on the Ady Voltedge Report that was completed in March 2012. Many things have been accomplished (please refer to 2013 Highlights in the last EDA packet), but there is still much needed work to do. As a starting point, I would request that we take the Action Plan, Part A from Ady Voltedge and talk specifically about the items highlighted and determine if these are still priorities for us, which are the most critical, etc. We can then build a Work Plan based on the action items.

Butler said there were a couple of items on Part A that were high priority. Did everyone have a chance to review those? Does anyone have any input on the high priority? Winter said they are also up on the screen. Butler said developing a collaborative relationship with Anoka Tech; I would change to a low priority. Lux said some of these are ongoing, like business attraction. A lot of different components on what we are doing. Moegerle said the ongoing, do we need to subhead some of these. What is the highest priority?

Winter said as an EDA board what is the top priority? That will help the direction and also the direction from Council. That will help us decide where to focus our energies. DeRoche said 6, 7 are important and say it all. Moegerle said #8 is more important. We in a position to do much work force development. Bezanson said you have to have the jobs to offer the students. Lux said 11 ties into 7. It is all circular references. Moegerle said we are doing very well civic infrastructure. Staff is doing a good job in that respect, certainly compared to past. What more could we do to get more participation, number 1 and 2 under civic infrastructure. You guys go to meetings and network. Is there more opportunity there or is it covered. Winter said it all goes back to Davis and Dan for this. You have to start out doing baby steps. For a community that now has sewer and water, we need to be at the fundamental base. We want our businesses to stay and attract more businesses. 7-11 is the important ones she sees. She thinks in the one area, she would rely on the Chamber on that, such as the ambassador program. That is a huge thing for the chamber.

Our job is to get businesses here. Landwehr said you have to have a plan on how you are going to do it. You have to have a cohesive single strategy.

Winter said what the purpose of the EDA is, what our key messages are, and what our mission is. Community folks got together and said we need to have a positive consistent message. What is our key message? How do we consistently support that message? Landwehr said there are three things, there are two different levels of properties that can be developed and that needs to be fixed. We need to have people who have been here have the same opportunity. If someone who hasn't been here getting a better deal isn't a good thing.

DeRoche said East Bethel is going to stay the way it is, and we aren't going to do mass developments. That is what he tells people. We can't have a situation where number one people are paying for something they didn't want. They had enough promises broken. We told them we would develop the corridor, not in some development. If someone wants to come into the City

and wants to develop the property. His thoughts are with the people who were told certain things. It won't enhance anything. We need to focus on the mile and a half on Hwy 65. Fortunately there is the force main, that maybe the guy moving into Fat Boys he might want to hook into it. We can't look at development in other areas. We can't put money into the roads. Landwehr said you can't do it anywhere, there needs to be a plan. It needs to be in built areas. If you are only going to focus on the mile and half, you won't get enough people. DeRoche said the Johnson Street project was canned by the City Council. His thought is we own the property, if someone wants to development we have the property. It didn't make sense to spend the MSA funds. It is the frontage road by Fat Boys. It is just fields. If someone wants to come in there, that is great. Everyone has great ideas, the problem is and I guess it came out with our financial guy. We are doing pretty well. Some people aren't happy about that. We refinanced the bonds and had \$300,000 left in the budget. The City is going in a good direction. If there could be a service road behind Route 65; that makes more sense than this guy's development. He can't believe that people would want money from the City.

Lux said not for those types of developments. Bezanson said we are not in a vacuum here in East Bethel. If we say we are not going to allow rural development they will go to Oak Grove and East Bethel. From geographer's standpoint, when they are looking at a commercial development, the rooftops they look at, and to a certain degree we are throwing the baby out with the bathwater if we don't look at the traditional residential development model. DeRoche said when we do the comp plan, a lot of the thought and development is the road we have to take. Bezanson said we couldn't build our way out of the problem. How are you ever going to get enough ERUs to not have this thing be a burden on the taxpayer? A good friend of mine said for god sakes Brian, I would rather pay for the sewer system then blow in a bunch of high-density housing and commercial development. I don't want to make other development. Lux said the ERU and this development are two different things.

DeRoche said I agree with that. The comp plan is the whole City not a just a mile and half stretch. If someone comes into City Council, it doesn't affect a person, it affects everyone. Butler said the 1/10 I think personally the people who passed that were very short cited. It will give us the opportunity to undo some of the things that were done. We need to clean off the white board. He thinks that the commitment needs to be made either by EDA, or who ever. The comp plan needs to be revised. You will either push them to Oak Grove, Ham Lake or Linwood. Bezanson said they go further north and you get no benefit for it. Butler asked what we are looking for.

Winter said retention and expansion are a high priority. Six is priority. We will have to have more conversations. It seems six through eleven are very important. Her question to you, the Council and Planning Commission, What is the purpose of the EDA, what are the key messages is that the same message we all should be using. Lux said it attract and retain. Like a regular planning session. Winter said we had a joint meeting with the Planning Commission and EDA. We need all the civic entities together and do a work session. That is what they do when they talk about the comp plan. Moegerle said I think you do a round table. We all send in our key message and message statement. Then we all can get through them. The best work gets done when we are at a round table. We roll up our sleeves and get the work done. We can brainstorm without the judgment. Ultimately it would be adopted during the meeting. Conner said we have been down this road. We have had brainstorming meetings that the Village Bank. Our biggest concern in the City right now is that Hwy 65 corridor. That is has monumental issues for the City. It seems to me, Edams focus should also be exclusively on that issue in the short term. We ask ourselves what are we going to do to develop the corridor and why isn't it happening right now. The results of that would suggest what we need to do then. We have got to attract businesses. Why isn't it happening? Sometime in the weeks ahead we come to some realization. Moegerle said a lot of those things are beyond our control. What is within our control? Conner if it is beyond our control, why have the round tables. Moegerle said this is what we control to make the City more attractive. 75% has to be the focus on the corridor. We don't have the housetops. We have to have some interested in the comp plan. The comp plan, which is for the entire City. Businesses and residential developers will be looking at that. It is a global problem. We have done the brainstorming. We can take those again. The thing of it is, it can be theoretical if we have a purpose, and we are going to come up with a plan. If a business wants to come in, this is the most we can facilitate a business coming in. You want to come in, you want too much, but we can help you with this. Lux said this is an ongoing process, and we keep working on this. New issues

come up. Conner said Hwy 65 is not growing. Lux said it could be poised to. Moegerle said the fact that we had Fat Boys filled. Butler said the minutes from Village Bank is out there on the website. Conner said we have talked mission statements at length. DeRoche said I would agree with Conner. There is so much information out there. Bottom line is that corridor if it is not developed; we are going to push businesses away. They are going to say I don't want to pay that fee. Houses are going up for sale. There are people who thought there was a 15% increase in their taxes. They were expecting a \$400 bill. The next big one is in two years. Butler said if you look at your taxes, in 2006 or 2005, my taxes are less now than they were 8 or 9 years ago. Lux said it is all a game. Moegerle said your house is valued less.

Butler purpose of EDA one word answers

Recruitment - Butler  
Comfort – Landwehr  
Cooperation – Lux  
Destination – Moegerle  
Economic Development – DeRoche  
Expansion – Conner – we need to grow  
Sensible – Bezanson

Bezanson said solid sustainable sensible solutions.

Bezanson said he says develop and planning for targeted development. To him that isn't a thing you can put in place. That is a function of the professionalism and ability of the people we have at the desk. Not all architects are the same. For him, this gets down to staff looking at the person coming in and someone who knows what they are doing. They might not have the common sense to pour out of a boot. That is how you speed up the permitting process. When permits get hung up, they typically aren't due to the City. Usually they are a breakdown in the communication. It is a real world example. If you are in a place that has a place of public meeting, you have to put in sprinklers in. If you have to, put in a fire pump after the fact. Do you understand what I mean? Winter said one of the things that we did when I came in is streamline process. We have emphasized the customer service. We are on top of the turnaround times. From when we started, the turnaround time is quicker. You can apply online. We are trying to make the permits even friendlier. We have redone our offices so it is easier. You can now tell when people are on the phone. We make sure there are people in the office. We have made great size and consistency. In our department we are very consistent. Landwehr said you talked about fire suppression, and having an arm up on everyone with a water tower. Engineers scrambling to figure out fire suppression. We will draw the water from filtration. That is really not the greatest way to do it. It is an alternative, if they don't have a water tower. It does give advantage over a community that doesn't. Bezanson said I saw more projects get hung up on the finance side. That is where we see problems. I can only imagine how tough it out be to get financing when you aren't fitting in the square banks that the bank wants.

DeRoche said the staff is great in the building department. They are well qualified and younger. They are younger and really well educated. They don't have quite as much stake in it. You can streamline things, but you have to draw the line somewhere. Winter said you have to create a first impression. DeRoche said our water goes a mile and a half. The whole project went backwards. There are two stubs on the east side. There is no force main with the water. You have to have money to do things. Butler said 1/10 versus 16/40. That whole component will help drive other development. If it is \$400 per crack, that all adds up. I have people ask me when I can get water. DeRoche said people don't even know the water is in the ground. Bezanson said you might want to talk to JR at Hunters a little bit. DeRoche said if a business wants something they can talk about it. They aren't being forced to hook up.

Winter said she has enough to bring things back. The fact is we will focus on 6-11 for an intensive purposes and I would like to bring back a mission statement to see what you think. Moegerle said you can send us an email and we can talk about it. Lux said we could ask our breakfast people. Winter said our job is to get business here and keep businesses here. I can't wait for the first one. Conner said I was interested in your job description and I believe it to be true today. We up here should be serving you and what can we do to serve you and help you be

successful in what we do. You are successful here and so are we. Winter said it is really about the promotion. We want to see development. That is the key. That is most that the EDA can help us. Conner said you tell us what you need from us. You tell us what you need from us to help us meet the commitments. Winter said when we get the day when we have a project, maybe with a TIF district or MN Infrastructure Funds. Landwehr said to look at Brownfield projects. Winter said on the East side we were looking the funding sources. Landwehr said there are a lot more applications than there are funds.

**City Council Report**

DeRoche said he has nothing. Moegerle said she mentioned that she went to Coon Rapids, and that they have the Laserfische system and that is the modern age. It is one of those things we have to consider. We need the tools for development. It was fabulous. The other things is with this comp plan, it is a critical thing we need to do. At the Booster Day we have done the survey. Maybe our next survey should be on the comp plan. Maybe it is jaded or shaded and never has been. Landwehr said I handed out a lot of those last years. Is that something we want to do? Should we get some people to get them together? Lux said I wonder if that is the right venue. Landwehr said a lot of them were not residents last year. Moegerle said could that be a tool, I have read the results of the last one. Butler said I wonder if the Council would put it together. Winter said the Sunrise business breakfast is a good forum. Here are the issues the City is faced with and what are your top priorities. Butler said you could do the top two issues your business has with the City of East Bethel. Moegerle said there is resident input for the Booster days. Butler said they said Denny's, etc. Moegerle said that tests the knowledge base of the audience. Butler said that is a good point for April 10. You could have a blank sheet of paper with a box. DeRoche said we need input from the businesses on the east side. The businesses need the input. Bezanson said his thought would be on a subjective or objective nature. DeRoche said people need to be honest. Bezanson said do you want to talk specific or generalities. DeRoche said if they talk in generalities, they don't get to the point.

**Other Reports**

Butler said Pub 65 April 10. Bezanson you have to RSVP to City Hall. Winter said there is also if you want to be part of the business directory there was a membership form.

**Adjourn**

**Moegerle motioned to adjourn the meeting at 8:28 p.m. Bezanson seconded; all in favor, motion carries unanimously.**