

City of East Bethel
Economic Development Authority Agenda
Regular Meeting – 7:00 p.m.
Date: November 17, 2014



AGENDA

Item

- | | |
|---------|--------------------------------------------------|
| 7:00 PM | 1.0 Call to Order |
| 7:01 PM | 2.0 Adopt Agenda |
| 7:03 PM | 3.0 Approve October 20, 2014 Meeting Minutes |
| 7:05 PM | 4.0 Welcome New Member: Doug Welter |
| 7:08 PM | 5.0 Business Development Report |
| 7:12 PM | 6.0 Survey Results |
| 7:22 PM | 7.0 Review Chamber meeting/Discussion of Hwy. 65 |
| 7:50 PM | 8.0 City Council Report |
| 8:00 PM | 9.0 Adjournment |

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING

October 20th, 2014

The East Bethel Economic Development Authority (EDA) met for a Regular EDA Meeting on October 20, 2014 at 7:00 P.M for their regular meeting at City Hall.

MEMBERS PRESENT: Heidi Moegerle Dan Butler Bob DeRoche Julie Lux
John Landwehr (arrived after Ms. Allenspach's interview)

MEMBERS ABSENT: Brian Bezanson

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

Call to Order & Adopt Agenda Mr. Butler motioned to adopt the October 20, 2014 agenda. Mr. DeRoche seconded; all in favor, motion carried unanimously.

Approval of Meeting Minutes September 15, 2014 Mr. DeRoche motioned to approve the minutes. Ms. Lux seconded; all in favor, motion carried unanimously.

EDA Commission position Interviews There was one open position on the EDA due to Mike Conner's resignation. The position will run through January 31, 2018. There were two applicants for the position – Sherry Allenspach and Doug Welter. Ms. Allenspach was interviewed first followed by Mr. Welter.

Business Development Report Ms. Winters reported the following:

- Expansion of Cambridge-Isanti Insurance Agency completed (23847 Johnson St NE)
- New floor refinishing business has moved into previous Valdars. Motors location
- Community Development Block Grant (CDBG) program at Coon Lake Beach is progressing. We will probably try to get at least 4 septic systems installed this fall yet. The project has been very challenging. Mr. Butler asked about the cost per system. The response was approximately \$20,000 per plat.
- Classic Commercial Park 3rd Addition Plat approved and working on Developer's Agreement
- Continue work on website changes and tools
- Applying for a Met Council grant to assist with the decommissioning of the Castle Towers wastewater facility. This proposal is due November 2nd. Chances of receiving this grant are unknown but it was recommended by the Met Council as a potential source of funding.
- To date there have been 16 new residential home permits issued in the City of East Bethel. In a comparison to the community of Oak Grove, the numbers for Oak Grove are higher due to a large number of inexpensive lots available for sale in a concentrated area.
- Year to date the Community Development Department has received over 13,000 phone calls, emails and counter visits. This is an increase of 156% from

**EDA Website,
Miscellaneous
Projects Update**

one year ago. We have also issued more building permits than we did in 2012 or 2013. Mr. Landwehr asked where the biggest increase in contacts has been noted. Ms. Winter reported that emails and phone calls are the highest numbers and that counter visits are very low. She estimates that 70 – 75% of her contacts are planning related. She also noted that many of those contacts are realtors and developers. Members discussed options for tracking/categorizing contacts and feedback from customers. Ms. Winters reported that the department has received very positive feedback from customers despite the outcome of the contact whether they receive a positive or negative response to their request.

Ms. Winter reported that the website intern, Amy Norling, has been working on several items in support of the EDA page on the website as well as looking at how our website is used. Members were asked to provide input on the products that have been developed in support of economic development. Members reviewed the following:

- Business Resource and Financial Assistance Directory – there are some changes that still need to be made so it will not be going live at this time. Members again discussed how to index this document and suggested a possible Table of Contents at the front of the document as well as an index at the end of the document. Mr. Butler stated he felt the document was ready to be published with the understanding that it will be dynamic and changes will be made as needed. Ms. Winter agreed to recheck the information about the USDA to be sure it is allowed to be published on our website.

- 10 ways Local Government can use Social Media

- Facebook page – Members discussed the possible uses of Facebook, potential staff time and effort required and demographics of users. There is also a requirement for legal standards, social media policies, etc.

- How can we improve our website? Ms. Winter stated they are very open to any suggestions for a “WOW” piece for the EDA page on the city website. It was suggested that what makes East Bethel unique is the rural setting with small corporations as well. Mr. Butler suggested researching products like “Survey Monkey” to elicit feedback from customers using the website.

Ms. Winter proposed having a labor market analyst present at an EDA meeting in the future.

Members again discussed the potential for residents to pay utility bills online. Mr. Davis reported that some costs for utilities are already subsidized in some areas and having to add the fees for paying online would be cost prohibitive. It was felt that there would need to be more residents in order to make paying online cost effective.

Research has been done on both PayPal and Square, and it was felt that the movement in the public is to pay things online so it will be even more of an issue in the future. It may be possible that payment for recurring permits might be able to pay online and a gradual startup might work better than making the change across several areas.

Members also reviewed the Piwik analysis of the website for the summer months and the analysis for September. These reports have been very helpful in identifying what customers are interested in. Zoning maps are still the most common search. All permits are now online. 58 employment applications have been downloaded with has greatly decreased time spent emailing to those who request them.

“Municode” is a third party vendor that provides information on the city. They have recently completely revamped their site. This is a service that the city pays for but does not have control over changes made. The site is now easier to search from multiple formats. The city will also need to reevaluate all their GIS systems in order to update as needed.

Chamber Update

Mr. Butler reported there will be a meeting with MnDOT on November 6th to discuss Hwy 65.

Ms. Moegerle attended the last Chamber meeting with Representative Hackbarth and asked what he felt the Met Council might be able to do for East Bethel. He suggested doing a bonding bill. Mr. Davis reported that he had contacted Mr. Hackbarth and received conflicting information. He has requested clarification.

Council Report and Other Business

Candidates forum 10/23, 7pm at Coon Lake.

Christine Hall made a presentation at the last Council meeting regarding the upcoming elections on November 4th.

Mr. Butler submitted an article about the EDA Commission to the city newsletter and suggested it would be beneficial for the leaders of each city committee to provide an article regarding the work they do.

Vote on EDA Commission Position

Members selected Doug Welter to be recommended to the City Council to fill the vacant position on the EDA Commission.

Adjournment

Ms. Moegerle made a motion to adjourn the meeting at 8:30 p.m. Ms. Lux seconded; all in favor, motion carried.

Submitted by:
Susan Lori Irons
Recording Secretary



City of East Bethel Economic Development Authority Agenda Information

Date: November 17, 2014

Agenda Item Number:

Item 5.0

Agenda Item:

Business Development Report – October Activity

Requested Action:

For Information Only

- CDBG program at Coon Lake Beach is progressing. Currently two systems are being installed.
- Classic Commercial Park 3rd Addition Plat approved.
- Applied for a Met Council grant to assist with the decommissioning of the Castle Towers wastewater facility
- To date there have been 15 new residential home permits issued in the City of East Bethel
- Year to date the Community Development Department has received over 14,398 phone calls, emails and counter visits.
- Rivard Companies is constructing a new 5,400 square foot cold storage facility.
- Misc. inquiries regarding commercial and residential property in the City.

New Businesses in the last two years:

Aggressive Hydraulics
 Floor Refinishers (located in the Valder Motors building)
 Tin Man
 North Country Concrete (located at 229th and 65)
 Cambridge-Isanti Insurance (located in the Galaxy Gymnastics Building)
 Lucky Paws (4349 Viking Blvd.)
 Hwy. 65 Liquor
 Tattoo Shop (located in the NACE building)
 Moonshine Whiskey

The following are prospects that will have or have proposed projects for development:

Viking Preserve Subdivision
 Senior Housing
 New business in the Classic Commercial Park
 Expansion of existing business in the Classic Commercial Park
 Grocery store/strip mall at 65 and Viking Blvd.

Businesses that have closed or relocated to another City:

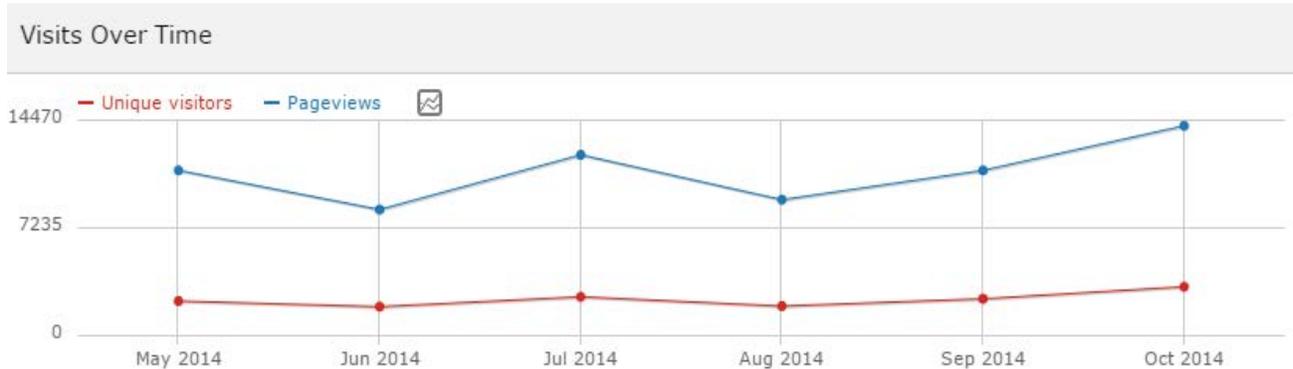
Flex Fitness (closed)
 Sowada and Barna Plumbing (relocated to Ham Lake)

October 2014 Piwik Analysis

Referrers (Searches in Google or Yahoo)	
What was searched	# of searches
city of east bethel	73
east bethel mn	56
city of east bethel mn	18
east bethel	18
city of east bethel, mn	9
east bethel fire department	8
east bethel city hall	5
city of east bethel jobs	4
city of east bethel mn jobs	4
east bethel, mn	4
east bethel ice arena	4
east bethel minnesota	4
bethel fire department haunted trail	2
bethel mn fire department	2
bethel mn fire dept	2
ci.east-bethel.mn.us	2
city of bethel mn	2
city of east bethel, mn	2
city of east bethel building codes	2
city of east bethel web site	2
city of east bethel website	2
east bethel, mn jobs	2
eastbethelcitycompostsite	2
east bethel city council candidates	2

Searches within our Site	
What was searched	# of searches
zoning map	7
haunted trail	4
hours	4
hunting	4
atv ordinance	3
city hall hours	3
employment	3
firearms	3
haunted trails	3
janitorial	3
water	3
administrative assistant	2
benefits	2
building codes	2
burning permits	2
chicken	2
city prosecutor	2
community center	2
grade 5 salary range	2
jack davis	2
jobs	2
office hours	2
property tax	2

13% of users view our site via mobile phone.



Most frequently viewed webpages			
Label	Pageviews	Average amount of time (minutes)	Bounce Rate
East Bethel, MN - Official Website	7074	3	26%
East Bethel, MN	3005	2.1	43%
Building Inspections & Permits	359	1.1	19%
City Council	387	1.8	33%
Add Job Posting	210	1.5	82%
Residents	196	1.5	30%
City Code	187	2.6	34%
Administration	136	.9	40%
City Maps	174	1.3	68%
Community Development	125	1.6	33%
Fire	118	.6	69%
Agendas & Minutes	152	.4	0%
Parks & Recreation	89	.7	50%
Government	75	.3	25%
Departments	70	.4	27%
Planning Commission	85	3.4	38%
Police	62	.5	53%
About East Bethel	51	.7	86%
Help Center	50	.2	67%
Public Works	45	.3	86%
Building Permit Applications	47	1.9	0%
Building Dept. FAQ	51	1.3	0%
Finance	43	1.2	67%
Public Utilities	53	.5	39%
Newsletters	48	2.9	100%

Most Downloaded Document from our Website	
Document	# of times downloaded
City of East Bethel Job Description	390
Employment Application	290
Resident Guide	181
Official Map of East Bethel	52
RFP for Janitorial Services	43
Amended Zoning Map	37
Detached Garages, Accessory Buildings and Structures	30

From: [Jack Davis](#)
To: [Carrie Frost](#)
Subject: FW: Existing Pharma/Biotechnology Manufacturing Facility Needed (Project 305)
Date: Wednesday, October 29, 2014 1:15:38 PM

Save for the EDA meeting packet. Thanks.

Jack Davis
City Administrator
City of East Bethel
2241 221st Avenue NE
East Bethel, MN 55011
Direct - 763-367-7850
Fax - 763-434-9578
jack.davis@ci.east-bethel.mn

From: Valerie Vannett [mailto:info@greatersp.org]
Sent: Wednesday, October 29, 2014 1:01 PM
To: Jack Davis
Subject: Existing Pharma/Biotechnology Manufacturing Facility Needed (Project 305)

If you're having trouble viewing this email, you may [see it online](#).



Dear Greater MSP,

GREATER MSP has been made aware of a national search for an existing pharma/biotechnology manufacturing facility for sale or lease. We have been provided the following information:

- Existing facility
- Site needs to insure 360 degree access to a 90,000 sf building
- Capability to provide a minimum of 4 MW electrical service
- Expectation is for 150-200 employees
- Expectation of \$90-\$120 million capital investment

If you represent or are aware of a facility that meets these requirements, please send it to me by **noon on Monday, November 3**.

Thank you.

Val Vannett
Director of Strategy & Research



For questions: please contact Joel Akason, GREATER MSP Director of Business Investment, at 651-287-5807 or joel.akason@greatersp.org.

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ph:651.287.1300
toll free: 1.855.287.1300
e: info@greatersp.org

400 Robert Street
Suite 1520
Saint Paul, MN 55101



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From: [Jack Davis](#)
To: [Carrie Frost](#)
Subject: FW: Pharmaceutical Manufacturer seeks Community for Cannabis Production Facility (Project 284)
Date: Friday, October 31, 2014 10:14:47 AM

For EDA File

Jack Davis
City Administrator
City of East Bethel
2241 221st Avenue NE
East Bethel, MN 55011
Direct - 763-367-7850
Fax - 763-434-9578
jack.davis@ci.east-bethel.mn

From: Jack Davis
Sent: Friday, August 15, 2014 11:47 AM
To: info@greatersp.org
Cc: djb@midco.net; Colleen Winter
Subject: Re: Pharmaceutical Manufacturer seeks Community for Cannabis Production Facility (Project 284)

It's very frustrating, unrealistic and insulting to expect a reply to a request of this nature within the deadline that was provided. In the future, please don't send notices to us on a Friday with a required response by the following Monday.

Jack Davis, City Administrator
City of East Bethel
763-367-7850

Sent from my iPhone

On Aug 15, 2014, at 10:10 AM, "Valerie Vannett" <info@greatersp.org> wrote:

If you're having trouble viewing this email, you may [see it online](#).



Dear Greater MSP,

We have been contacted by a pharmaceutical manufacturing company that is pursuing a production facility for cannabis-based medicine. Two MN licensed and board-certified emergency medicine physicians are with this company. Private MN financial support is also involved.

The company anticipates 35 permanent jobs in the first year and predict growth up to 150 permanent jobs by year three. They are anticipating a \$10 million capital investment at the beginning and this growing up to \$25 million over the first three years.

The company is seeking a supportive community that will bring full city approval as well as approval from local police and fire to comply with the MN Department of Health. The company has stated they will have a state of the art facility to ensure that the facility, products, employees and community are safe. The company will discuss further site and building details with communities that indicate they are supportive of the operation. The company is using the local based office of Colliers for their real estate needs.

If your community is supportive of this operation and will partner with the company to execute on the needed approvals, please let us know ASAP so we can get contact information to the company. Deadline is **5pm on Monday, August 18, 2014**.

Thank you.

Val Vannett
Director of Strategy & Research



For questions: please contact Joel Akason, GREATER MSP Director of Business Investment, at 651-287-5807 or joel.akason@greatersp.org.

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OPINION POLLS

Posted on Thursday, October 30th, 2014



Updated on Thursday, November 13th, 2014

What type of business would you be glad to see open in East Bethel?

Clothing retail	
Grocery	21
Restaurants	4
Low-income housing	
Senior living	2

What feature would you like to see on the City of East Bethel's website?

Information about East Bethel's 4 Nature Reserves	7
Local animal shelters or kennels	2
Information for starting a business in-home	1
A City Facebook page	5
Area attractions	9

How satisfied are you with the City of East Bethel's website?

Very satisfied	3
Satisfied	17
Not satisfied	5
Very dissatisfied	

Did you find the information you were looking for on the City of East Bethel's website?

Yes	12
No	4
Partial	3
Just browsing	6



City of East Bethel Economic Development Authority Agenda Information

Date: November 17, 2014

Agenda Item Number:

Item 7.0

Agenda Item:

Chamber meeting/Highway 65

Requested Action:

For Information Only

The Chamber of Commerce hosted a Sunrise Business Breakfast where there were over 60 people in attendance. The topic was Highway 65; Doug Fisher (Anoka Co. Hwy Engineer) and Sheila Kauppi (MNDOT north metro director) presented their vision for Highway 65 and Highway 22. The Chamber is very interested in partnering and helping out the EDA in any way they can to plan and move forward on service road projects, etc. related to Highway 65. City Staff will present some options at the meeting.