

City of East Bethel
Economic Development Authority Agenda

Regular Meeting – 7:00 p.m.

Date: April 20, 2015



AGENDA

Item

- | | |
|---------|---|
| 7:00 PM | 1.0 Call to Order |
| 7:01 PM | 2.0 Adopt Agenda |
| 7:03 PM | 3.0 Approve March 16, 2015 Meeting Minutes |
| 7:05 PM | 4.0 Presentation by Tim O'Neill, Dept of Employment and Economic Development Labor Analyst |
| 7:50 PM | 5.0 Discussion re: Marketing Piece for Area Businesses |
| 8:00 PM | 6.0 Business Development Report |
| 8:05 PM | 7.0 Chamber Report |
| 8:10 PM | 8.0 City Council Report |
| 8:15 PM | 9.0 Other Reports |
| 8:20 PM | 10.0 Adjourn |

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING

March 16, 2015

The East Bethel Economic Development Authority (EDA) met for a regular meeting on March 16th, 2015 at 6:30 P.M at City Hall.

MEMBERS PRESENT: Dan Butler* Brian Bezanson Steve Voss
* Chairperson Brian Mundle Doug Welter Julie Lux

MEMBERS ABSENT: John Landwehr – excused

ALSO PRESENT: Colleen Winter, Community Development Director
Jack Davis, City Administrator
Adeel Ahmed, Associate Extension Professor/Extension Educator
Kathleen DuChene, Open To Business Representative

CHAMBER OF COMMERCE MEMBERS:
Alex Barna Sharon Johnson Bruce Saylor Wes Maack

Call to Order Mr. Butler called the meeting to order at 6:30 pm.

Adopt Agenda Mr. Voss motioned to adopt the March 16, 2015 agenda. Mr. Welter seconded; all in favor, motion carried unanimously.

Approval of Meeting Minutes – February 23, 2015 Mr. Welter motioned to approve the minutes with the following corrections. Page 4/6, fourth paragraph: “Mr. Davis estimated the cost at \$3-400,000 for a stoplight”, not \$3-4,000. On page 5/6, Other Business first paragraph: “...the chair of the Metropolitan Council...” not MET? and “...a tour of the Wastewater Plant...”, not Waste Power? Mr. Mundle seconded; all in favor. Motion carried to approve the minutes.

Business Retention and Expansion program Mr. Adeel Ahmed, Associate Extension Professor/Extension Educator with the University of Minnesota Extension Service gave a presentation on the Business Retention and Expansion (BR&E) program. He provided more details on the various team positions and numbers, meeting content and time commitment required of volunteers. (Attachment 4.1) Chamber of Commerce members were in attendance for this presentation.

The cost of the program is \$12,000.00. Connexus Energy will pay up to \$5,000.00 for a community BR&E program, and they are very interested in working with us on this program. City Staff would like the EDA to recommend approval to the City Council for \$7,000 to be spent on the BR&E program.

Mr. Ahmed shared the goals of the program and the details of each step providing examples of local communities who have used the program to improve relations with current and future business owners.

Mr. Butler asked Mr. Ahmed why he felt the hardest part of the process was getting volunteers to visit with business owners and complete the survey. Mr.

Ahmed stated that it depends on the community and whether members tend to be more engaged and willing to support and participate in activities or not. The Chamber of Commerce members in attendance related that they felt it would not be overly difficult to get volunteers from the community.

At the EDA meeting in January, Mr. Drager stated that the Extension Program was short staffed and a consultant for an East Bethel program would not be available until next year. Mr. Ahmed explained that his schedule was not clear at that time but he has since been able to make time available this year to be the consultant to East Bethel if the city would like to engage in the program.

Mr. Ahmed noted that it usually takes about 2-3 months to recruit a leadership team for the program. Mr. Voss asked what approach is best for recruiting. Mr. Ahmed suggested doing presentations at community meetings, articles in newsletters and on the city website. He noted that the leadership team then recruits the task force members and they in turn recruit the visitors for business surveys.

Mr. Wes Maack from the Chamber of Commerce asked what kind of materials might be available to assist in recruiting. He stated that people seem to respond more positively to actual data and facts. Mr. Ahmed replied that there are videos and multiple case studies available to help recruit participants.

Ms. Sharon Johnson, also from the Chamber, suggested it would be helpful to have the opportunity to talk with members of other communities who have already participated in the program. Suggestions included Blaine, Coon Rapids, Brooklyn Park, Forest Lake and Hugo.

Mr. Welter made a motion to recommend approval to the City Council for dedicating \$7,000 in funds for the BR&E program for the City of East Bethel. Mr. Mundle seconded the motion; all in favor, motion carried unanimously.

Open To Business

This program is designed to help entrepreneurs and small business owners grow in the communities where they live and work. As a community in Anoka County we are able to participate in this program at no cost to the City for the first year. Business service specialists are deployed out in the communities and are able to provide one-on-one assistance customized to meet individual business needs. Kathleen DuChene is our local contact. She has extensive experience both as a small business owner/entrepreneur and working for large corporations.

Ms. DuChene met with Ms. Winter to discuss the program. Ms. DuChene is the business advisor for the "Open to Business" program for Anoka County. She offered additional information to the members. Chamber of Commerce members were in attendance for this presentation.

The Open to Business program is an "extension of the EDA" for cities. The primary focus is to work with existing small or medium size businesses or new or budding entrepreneurs that want to start a business to provide them technical assistance. Ms. DuChene can help with creating a business plan and doing cash

flow analysis. They also have funding and loans available including micro loans and gap financing.

At the last EDA meeting, a question from one of the members was about how communication flows between Ms. DuChene and City Staff and City Council. Ms. DuChene reported that she tracks all her contacts and reports to the county and will continue sharing the information with Ms. Winter. Ms. DuChene has an office in City Hall as well as at the county offices and she is willing to meet anywhere as needed.

Currently Ms. DuChene is working to market the program across the county. Information about the program is already on the city website and members were asked to help get the word out about this free program. Mr. Butler suggested an article in the Anoka County Union. Mr. Mundle suggested presenting to the Chamber of Commerce as well. Ms. DuChene stated that an article from the Star Tribune about Dakota County and the program successes there.

Mr. Maack Stated that the Open to Business program was extremely instrumental in assisting his business to procure gap financing which allowed them to remain in business. Mr. Butler asked if Ms. DuChene might be able to help with businesses that might be interested in coming to East Bethel. She did not believe that it was part of her responsibilities at this time.

**Business
Development Report
– February 2015**

Ms. Winter reported the following:

- Met with MNDOT, Anoka County Highway Department, Met Council, and Ham Lake to discuss future service road options. Based on that conversation City has been meeting with individual property owners for the purpose of securing future right of way. MNDOT is in the process of completing a study along the Highway 65 corridor to determine future service road options.

Mr. Voss related that the discussions with MNDOT have seemed to be moving forward in a positive direction. Doug Fisher, the Anoka County Engineer attended the last meeting with MNDOT and was very supportive of the need for improvements of the roads in East Bethel.

- Assisted East Bethel Chamber with membership drive adding 18 members.
- Continue to work on BR&E project
- Met with Open to Business representatives

There is a Sunrise Business Breakfast meeting on April 9th at 7:30 AM in the Council Chambers hosted by the East Bethel Chamber of Commerce. This meeting will continue discussions regarding service road options. Jack Davis, City Administrator and Craig Jochum, City Engineer will be there to be part of the discussions.

Ms. Winter noted that she was asked and has become a member of the Anoka County Workforce Council. They are responsible for funds and activities related

to Workforce Development. They are looking at the Apprenticeship program and how to train for current job requirements.

Members reviewed the Piwik analysis for February (Attachment 6.1). Mr. Butler stated it appears that more visitors are accessing the website via mobile devices. The website has a mobile application but the full site can also be accessed via mobile devices.

Chamber of Commerce Report

Mr. Butler reported the invitations for the Sunrise Breakfast should be going out later in the week. They would appreciate RSVPs and are asking for \$5 to cover costs. Mr. Davis and Mr. Jochum will be presenting on the service road issues. Mr. Butler asked Ms. Winter to add a short presentation on the BR&E program to the agenda for the breakfast.

A golf event is being planned by Mr. Harrington and a Heart Safe City presentation will be given in May by Mr. Troy Lachinski.

City Council Report

Mr. Mundle reported that if the city is able to refinance the 2010 A bonds as planned they would save almost \$1,000,000. The Town Hall meeting that was to be held on March 17th with Senator Benson has been postponed to be rescheduled at a later date. The East Bethel Royalty is having a spaghetti dinner and silent auction fundraiser on March 19th from 5:30 – 8 pm at the Senior Center. An East Bethel town hall meeting will be held on April 23rd.

Other Business

Ms. Winter reported that the staff will review the new GIS with a presentation and familiarization. The website will allow many areas of the GIS to be viewed by the public.

The Permit Works program has all building permit information with the addition of a septic system tracking module and a complaint tracking module. The Permit Works program will have the ability to connect and interact with the GIS system.

The city is hoping to get mobile devices out in the field by 2016 starting with the building inspector. Permit Works is going to have a mobile application that can be used out in the field to access all information on a property on site.

Adjournment

Mr. Bezanson made a motion to adjourn the meeting at 7:35 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:

April 20, 2015

Agenda Item Number:

Item 4.0

Agenda Item:

Presentation by Tim O'Neill, Labor Market Analyst with MN Dept. of Employment and Economic Development

Requested Action:

For Information Only

Background Information:

Tim O'Neill is DEED's regional analyst for the seven-county Twin Cities region of Minnesota and will be presenting information related to business trends, economic development and overall demographics for the East Bethel area. Included in your packet is an article that Tim wrote for MN Trends regarding the Construction industry.

Attachments:

- 1.) Article – The Construction Sector Rebuilds

Fiscal Impact:

None at this time.

Recommendation:

For Information Only

Economic Development Authority Action

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____



Regional Spotlight:
METRO AND SOUTHEASTERN Region

The Construction Sector Rebuilds

Construction employment in the Twin Cities and southeastern Minnesota is recovering after hitting the skids during the recession.

Building is the name of the game when it comes to the construction industry. Lately, however, rebuilding might be a better way to characterize the construction sector. The recession in Minnesota had a heavy impact on construction projects and employment. The housing bubble, after all, sparked the recession. Since 2010, however, construction has begun to re-emerge as a significant

industry in Minnesota. Within the seven-county metro area and southeastern Minnesota, current and upcoming projects promise to keep construction workers busy into the foreseeable future.

The Big Picture

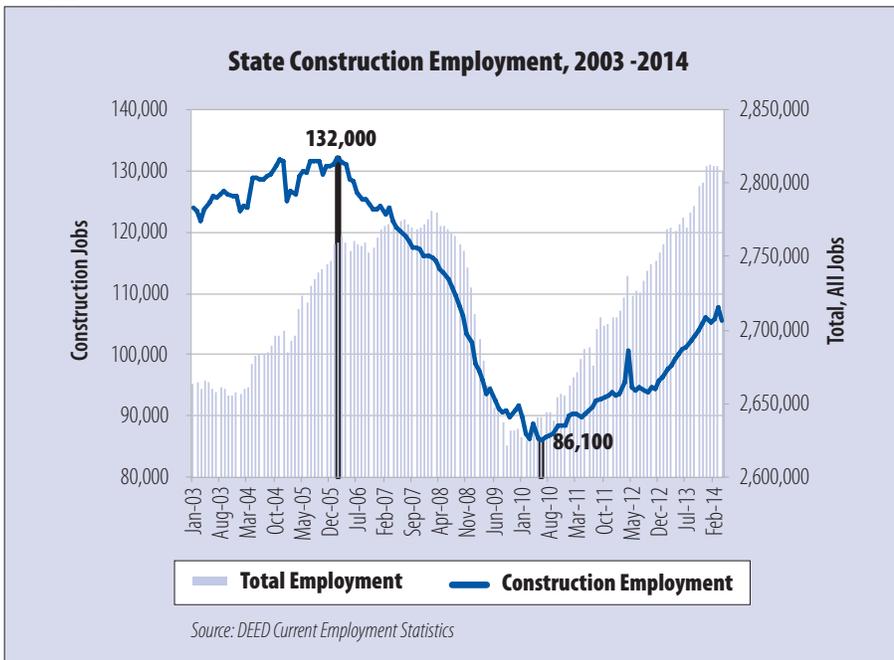
Statewide, construction employment hit a seasonally-adjusted pre-recessionary peak of 132,000 jobs in February

2006. Over the next 52 months, construction employment would plummet by 45,900 jobs (34.8 percent). Comparatively, total employment for all industries in Minnesota declined by 4.3 percent during the same period. By June 2010, the state was down to 86,100 construction workers, a level of employment not witnessed since 1995.

Fortunately, construction employment has been gradually rebuilding within the last 46 months. As of April 2014, Minnesota had a seasonally-adjusted 106,000 construction workers. This represents a boost of 19,900 workers from the low point in June 2010, an increase of 23.1 percent.

To put this growth in perspective, professional and business services had the second-highest employment growth at 11.3 percent during the same period. Overall, total employment growth statewide was 6.3 percent. While construction employment is

FIGURE 1



still 26,500 jobs below its pre-recessionary peak, recent trends are encouraging (see Figure 1).

Upon Closer Inspection

To analyze employment at the regional level, we looked at data from the Quarterly Census of Employment and Wages. This is a comprehensive dataset covering about 97 percent of total state employment.

In third quarter 2013, Minnesota had 16,448 covered construction establishments with 121,657 jobs. More than half of these jobs, 63,634, were located in the seven-county metro area. Another 9,299 construction jobs were in the 11 counties of southeastern Minnesota.

As such, three out of every five construction workers in the state work in either the metro or southeastern Minnesota. This is despite construction representing a smaller share of all jobs in those two areas than other regions and the state overall (see Table 1).

Based on quarterly data, employment hit its pre-recessionary peak during the fourth quarter of 2007 in Minnesota. Construction, however, had already begun to show signs of significant decline throughout the state.



PHOTO: JUDY PARKER

TABLE 1

Construction Employment in Minnesota Sorted by Employment, 3Q 2013

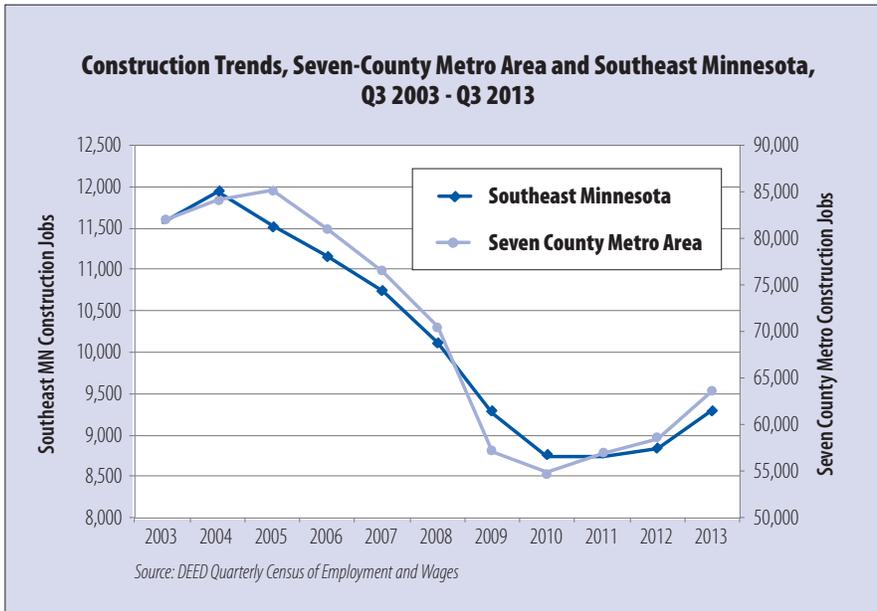
Area	Establishments	Employment	Percent of Total Employment	Average Annual Wage
Minnesota	16,448	121,657	4.5%	\$56,160
Seven-County Metro Area	6,505	63,634	3.9%	\$61,256
Central	2,677	16,478	6.3%	\$53,300
Northwest	2,137	11,911	5.5%	\$47,684
Southeast	1,458	9,299	3.9%	\$48,516
Southwest	1,511	8,796	5.1%	\$45,188
Northeast	1,002	6,674	4.7%	\$50,388

Source: DEED Quarterly Census of Employment and Wages (QCEW) Program

The metro and southeast both hit their respective pre-recessionary highs of 85,221 and 11,540 construction workers during the third quarter of 2005. Between the third quarters of 2005 and 2010, construction employment

within the metro dropped by 36 percent, the largest margin of any region in the state. Construction employment in southeastern Minnesota fell by 24 percent, shedding nearly 2,800 jobs over that period. Figure 2 shows the

FIGURE 2



jobs, nearly 60 percent of all state construction employment recovered since 2005.

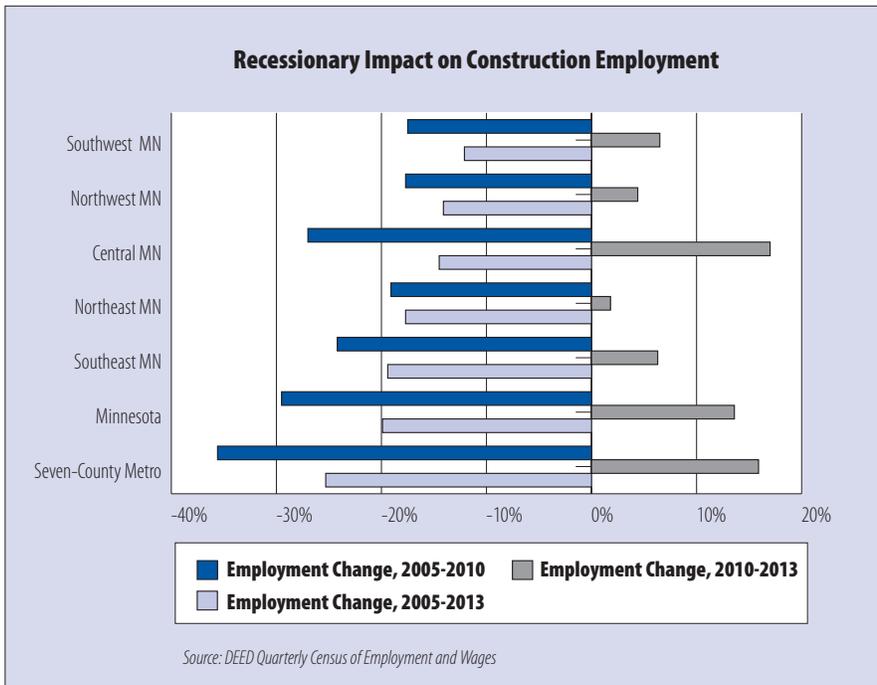
Southeastern Minnesota has added 554 construction jobs since 2005 and currently sits at about 9,300 total jobs (see Table 2).

A Building Frenzy

DEED industry projections show construction employment in the state growing by 39 percent between 2010 and 2020, the fastest growth of any major industrial sector. Within the metro and southeastern Minnesota, construction is projected to grow by 38 percent and 40 percent, respectively. Only central Minnesota shows higher projections, at 52 percent growth.

In light of recent news for the metro and southeast, it would seem that these areas are well on their way toward meeting these projections. Within the metro, several large projects are planned or underway that promise to bolster the need for construction workers. The Green Line light rail project, for instance, has been the largest public works project in state history. While construction on the Green Line is finished after three years of work, investment along the line for new and renovated commercial and housing projects, has already topped \$2.5 billion.¹ Other projects and news worthy of attention include:

FIGURE 3



drop in the two regions, while Figure 3 shows that these two regions were not alone in this regard.

Fortunately, construction employment in the metro and

southeastern Minnesota has joined the rest of the state in showing positive signs of recovery since 2010. In fact, between the third quarters of 2010 and 2013, the metro area added back 8,710 construction

- The Minnesota Legislature recently approved a \$1 billion public works package that will pump funding into state college and university building projects, parks and trails, prisons, hospitals, roads, bridges, and dozens of economic development projects sought by cities and counties throughout the state. Notable projects include the restoration of the state Capitol, a makeover for Target Center and a redesign of Nicollet Mall.
- The \$1 billion Vikings stadium is underway in downtown Minneapolis.
- A \$400 million development near the new Vikings stadium will bring offices, new retail and apartments.²
- A \$5 billion Destination Medical Center in Rochester is expected to bring a surge in new home construction.³
- The Federal Reserve Bank of Minneapolis recently reported that Minnesota construction and land development loans increased by almost 7 percent in 2013 to nearly \$2 billion, illustrating increased construction activity locally.⁴
- And let’s not forget seasonal road construction.

projects planned or underway, and projections showing robust numbers through 2020, the need for construction workers will be high in many parts of the state. Based on the latest Job Vacancy Survey, from the fourth quarter of 2013, there was 567 and 464 construction vacancies reported within the metro and southeastern Minnesota, respectively. Combined, vacancies for these two areas are up 250 percent from the previous year, indicating a strong demand for construction workers even during fall and winter months.

Moving forward, both the metro and southeast will see increased demand for skilled construction workers. Carpenters, electricians,

plumbers and pipefitters, construction laborers, highway maintenance workers and construction managers are just a sample of the occupations in demand.

While some of these occupations, such as construction managers, electricians and plumbers, might require post-secondary education, most simply require on-the-job-training and experience. With construction occupations offering substantially higher wages than the average of all occupations, along with the industry’s comeback since 2010, the future looks bright for work in construction in the metro area and southeastern Minnesota. **T**

TABLE 2

Regional Construction Industry Statistics Quarter 3, 2005 - 2013						
Area	Employment	Q3, 2005 – Q3, 2013		Q3, 2010 – Q3, 2013		
		Numeric	Percent	Numeric	Percent	
Minnesota	121,657	-30,188	-19.9%	14,553	13.6%	
Seven-County Metro Area	63,634	-21,587	-25.3%	8,710	15.9%	
Central	16,478	-2,802	-14.5%	2,396	17.0%	
Northwest	11,911	-1,952	-14.1%	507	4.4%	
Southeast	9,299	-2,241	-19.4%	554	6.3%	
Southwest	8,796	-1,214	-12.1%	539	6.5%	
Northeast	6,674	-1,432	-17.7%	116	1.8%	

Source: DEED Quarterly Census of Employment and Wages (QCEW)

Let’s Get Building

With so many construction

¹Walsh, James. "Investment along Green Line tops \$2.5 billion," Minneapolis Star Tribune, May 18, 2014.

²Moore, Janet. "A 'Transformative' Project," Minneapolis Star Tribune, May 14, 2014

³Baier, Elizabeth. "More Construction Workers Needed in Rochester as Housing Market Recovers," MPR News, March 31, 2014.

⁴Janet, Moore. "Industrial Real Estate Market Heating Up," Minneapolis Star Tribune, May 15, 2014.



City of East Bethel Economic Development Authority Agenda Information

Date:

April 20, 2015

Agenda Item Number:

Item 5.0

Agenda Item:

Marketing Piece for Area Businesses

Requested Action:

For Discussion Only

Background Information:

Does the City of East Bethel have an interest in putting together or working with the East Bethel of Commerce to have promotional materials located at area businesses? The Chamber currently has a sub-committee for marketing and is in the process of developing a folder containing information about the EB Chamber, letter from the EB Chamber President, a networking brochure to get to know your community and membership application. They would like to have a letter from the City to East Bethel included in the packet as well. Their hope is that will be ready to go in June.

Attachments:

None

Fiscal Impact:

None at this time.

Recommendation:

For Discussion Only

Economic Development Authority Action

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____



City of East Bethel Economic Development Authority Agenda Information

Date:

April 20, 2015

Agenda Item Number:

Item 6.0

Agenda Item:

Business Development Report – March – April 2015

Requested Action:

For Information Only

Background Information:

- Continue to meet with MNDOT, Anoka Highway re: Service road options for Hwy 65
- Referred three individuals to our Open to Business representative
- Established Leadership Team for BR&E and will be meeting with the U of MN representative next week
- Working with an individual who is interesting in opening up a micro brewery
- Working with an individual who is interesting in building a wedding event venue
- Met with representatives from Brown-Wilbert, Inc.; a company that manufactures septic tanks and burial vaults, about possible locations in East Bethel
- Have received and met with a number of individuals who are interested in developing their properties for residential. Currently working with Met Council regarding interpretation of our Comprehensive Plan and future land use plan
- CDBG program down at Coon Lake Beach is in process
- To date, the Community Development Department has handled 4,130 emails (only items that require action), counter visits and telephone calls. We average about 30 visitors a day.

Attachments:

- 1.) March 2015 Piwik Analysis

Fiscal Impact:

None at this time.

Recommendation:

For Discussion Only

Economic Development Authority Action

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____

March 2015 Piwik Analysis

Most frequently viewed webpages this month

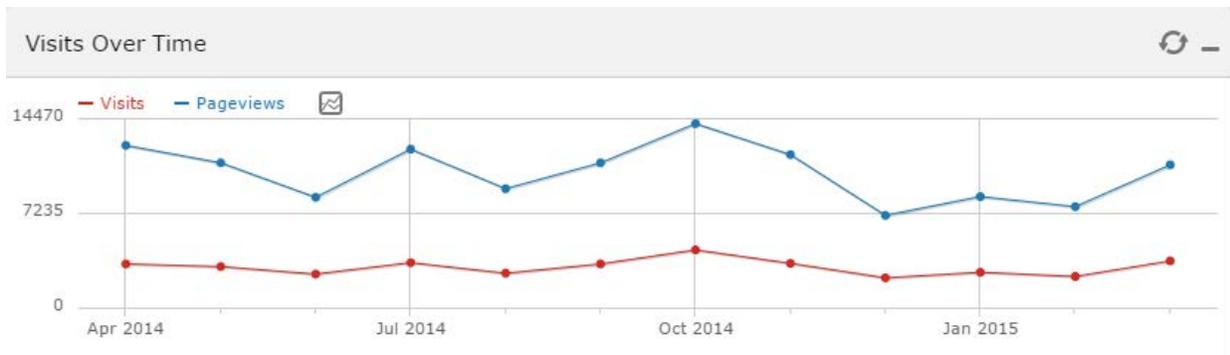
Label	Total Pageviews	Bounce Rate
East Bethel, MN - Official Website	4319	34%
East Bethel, MN	3192	45%
City Council	397	28%
Building Inspections & Permits	225	12%
City Code	222	45%
Residents	140	56%
Agendas & Minutes	161	0%
City Maps	198	45%
Parks & Recreation	104	43%
Fire	80	42%
East Bethel Booster Day	76	62%
Planning Commission	86	40%
Public Works	56	50%
Administration	62	67%
Police	57	50%
Finance	56	50%
Newsletters	52	57%
Building Permit Applications	39	100%
Government	48	0%
Public Utilities	50	25%
About East Bethel	42	67%
Add Job Posting	33	67%
Heart Safe	38	89%
Senior Community Center	42	48%
Economic Development	47	25%

Searches within our Site this month

Searched	# of searches
Road restrictions	6
Burning permit	5
Search	5
Zoning map	5
Chicken ordinance	3
Dogs	3
Gibson contract	3
Ice arena	3
Septic	3
2015 fee schedule	2
Booster park	2
Booster park west	2
Cable provider	2
Chicken	2
Chicken laws	2
Classic construction	2
Fee schedule	2
Heart safe	2
Internet companies	2
Jack Davis	2
Jobs	2
Lake access cooper lake	2
Outdoor entertainment permit	2
Pet clinic	2
Public utilities	2

31% of users viewed our site via mobile devices this month.

Visitors and Pageviews over time, Ending in March



Most Downloaded Document from our Website	
Document	# of times downloaded this month
East Bethel Resident Guide	226
Official Zoning Map of the City of East Bethel	59
Official Map of the City of East Bethel	57
Employment Application	30
Seasonal Maintenance Worker Job Description	27
Detached Accessory Building Pamphlet	27



This report was generated using data from 2015-03-01 - 2015-03-31.

