

City of East Bethel
Economic Development Authority

Regular Meeting – 7:00 p.m.

Date: June 15, 2015



AGENDA

Item

- | | | |
|---------|-------------|---|
| 7:00 PM | 1.0 | Call to Order |
| 7:01 PM | 2.0 | Adopt Agenda |
| 7:03 PM | 3.0 | Approve May 18, 2015 Meeting Minutes |
| 7:05 PM | 4.0 | Presentation: Recognition of Aggressive Hydraulics receiving Small Business Excellence Award |
| 7:07 PM | 5.0 | Business Development Report |
| 7:25 PM | 6.0 | Chamber Report |
| 7:35 PM | 7.0 | BR&E update |
| 7:45 PM | 8.0 | City Council Report |
| 7:55 PM | 9.0 | Other Reports |
| 8:05 PM | 10.0 | Adjourn |

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING

May 18, 2015

The East Bethel Economic Development Authority (EDA) met for a regular meeting on May 18th, 2015 at 7:00 P.M at City Hall.

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

MEMBERS EXCUSED: None

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

1. **Call to Order** Mr. Butler called the meeting to order at 7:00 pm.
2. **Adopt Agenda** **Mr. Mundle motioned to adopt the May 18, 2015 agenda with the addition of an item to discuss the EDA Budget. Mr. Voss seconded; all in favor, motion carried to adopt the agenda with the addition of EDA Budget item.**
3. **Approve April 20, 2015 Meeting Minutes** **Ms. Lux motioned to approve the minutes as written. Mr. Welter seconded, Mr. Bezanson abstained as he was not present at the meeting; all others in favor. Motion carried to approve the minutes.**
4. **Business Development Report**

Ms. Winter presented the following information:

 - Working with Brown-Wilbert to locate their corporate headquarters in East Bethel; they have applied for a Conditional Use Permit and will be going to the Planning Commission on May 26, 2015. They are looking at purchasing the property on the southeast corner of Hwy 65 and 221st Ave. that is approximately 23 acres. Mr. Mundle asked about the issue of the entrance to this property off of 221st Ave. Ms. Winter stated that the company has spoken with Anoka County Highway Dept. and she is waiting to hear back on the outcome of that meeting.
 - 3 different potential businesses are working with the Open to Business representative
 - Established Leadership Team for BR&E and have met with the U of MN representative.
 - Working with an individual who is interested in opening up a micro-brewery; This requires an update of the city ordinance to address this type of business. A Public Hearing is scheduled on the Planning Commission's May agenda Mr. Landwehr asked if the company would be establishing their own well for the business. Ms. Winter replied that one of the locations being considered is in the sewer and water district but if a location is chosen outside of this area the question of a well would need to be addressed. Mr. Voss asked what specific part of the city ordinances prohibits business use as a micro-brewery. Ms. Winter explained that it is not a city requirement but compliance with the Surly Law. In order to meet requirements for a liquor license, the business must have the complimentary planning side done as well.
 - Working with an individual who is interested in building a wedding event venue
 - Have received and met with a number of individuals who are interested in

developing their properties for rural residential development. Currently working with Met Council regarding interpretation of our Comprehensive Plan and future land use plan. The staff believes that the community is at the 2.5 acre rural residential density and can start working with developers to begin their projects.

- Community Development Block Grant program down at Coon Lake Beach is in process. Mr. Butler reviewed that the county set aside \$300,000 to be used by the end of October this year. There are still several applicants so Ms. Winter stated she was not able to state how much of the funding had been used or was on schedule to be used before the end date. Mr. Butler questioned if the funds were not completely used by the deadline could an extension be requested? Ms. Winter stated she felt an extension would be possible but that if the funds were not all used for the current projects, they would not be available for any other use unless it very closely resembled the original grant project.
- Working with two existing businesses who will be expanding. They have plans in for review at this time.
- To date, the Community Development Department has handled 5,036 emails (only items that require action), counter visits and telephone calls.

The Piwik Analysis for April is at Attachment 4.1. Mr. Butler noted that there were 71 page views of the building permit applications with a bounce rate of 75% which means that 18 people actually stayed on that page to look at the permit process. He questioned if it would be possible to tell how many of those 18 actually submitted permit applications. Ms. Winter stated she was not able to provide that particular data but did report that she felt at least 50% of applications submitted are ones that have been downloaded and printed from the website.

5. Chamber Report

Mr. Welter reported that Troy Lachinski and Tammy Gimple provided Heart Safe training for 10-12 attendees. Mr. Butler shared that the Golf outing is on July 17th at Viking Meadows and the Ham Lake area Chamber of Commerce has been invited. The next Chamber meeting will be held at The Pines Craft Retreat on June 11th. The Chamber website has details.

6. 2016 EDA Budget

Mr. Jack Davis presented the EDA budget proposal for 2016.

FUND: 232 – Economic Development Authority

DEPT/ACTIVITY/PROJECT: 23200 – Economic Development Authority

DEPARTMENTAL PROFILE: The EDA addresses the City's need to proactively deal with economic development, housing, and redevelopment issues within the city. It is responsible for making presentations to the EDA and City Council to facilitate their decision making. It also includes direct interaction with the business community.

DEPARTMENTAL GOALS: The East Bethel EDA goals are to assist in increasing the amounts and types of services offered within the city, help restore blighted properties by encouraging redevelopment activities, achieve commercial development, encourage development of housing within the city that is safe, diverse and gives residents affordable options to own a home.

The EDA budget for 2016 is expected to remain the same as for this year at \$123,022. The maximum rate that can be levied is 0.0183%. This levy represents 0.0165%. The category "Future Projects" has been included with a budget of \$44,422 for 2016. This

year the city's portion of the funding for the BR&E project and the funding for upgrades to the city website have come out of the Future Projects category.

Mr. Welter asked about postage, office supplies and telephone as line items. Mr. Davis stated that because the expenditures in these areas tended to be small they are included in other general categories instead of being separate line items.

Mr. Butler asked about possible funds remaining at the end of the current fiscal year being returned to the general fund or possibly rolled over to FY2016. Mr. Davis explained that EDA funds do not go back into the general fund. Mr. Butler questioned if the funds might then be used to reduce the levy or try to build a support fund for future use. Mr. Davis stated that this will be discussed in July. He anticipates \$10-15,000 left over and plans to recommend that it be rolled over into future projects for next year with the expectation that there will be projects to invest in for the next fiscal year.

Mr. Butler wondered if upgrading presentation to some of the buildings on the East Side would be considered an appropriate investment for future projects. Mr. Davis responded this might be possible depending on what the policy will be about city money invested in that type of project. Mr. Butler commented that the City Council would of course place the priority on any projects.

Mr. Voss asked for some background regarding the Future Projects line item for members who were not part of the EDA previously. Mr. Davis explained that the funds have allowed the department to pay for the BR&E fees and the website fees without looking for outside funding. There are no items currently identified specifically for funding with this money in 2016 but there are projects anticipated that will require funding such as those identified during the BR&E process.

Mr. Welter asked if the "software licensing" line item was for the GIS program. Mr. Davis explained that this is for the Civic Plus Webhosting service. The GIS program will be funded under Future Projects.

Mr. Welter motioned to recommend approval of the proposed EDA budget for FY2016 to the City Council. Mr. Voss seconded; all in favor, motion carried.

7. Business Retention and Expansion (BR&E) Update

Mr. Welter reported that they had the third meeting of the Leadership Team today.

They narrowed down the list of businesses for surveys to 83 using four criteria

- on the Hwy 65 corridor between 181st and 245th
- east & west on each major cross street between ¼ & ¾ of a mile from Hwy 65
- number of employees – at least 3
- a presence in the community

Didn't need to have all four but the more they met the more likely to be on the list. They have also tailored the survey to the East Bethel community.

They are looking for volunteers to be on the Task Force which needs six more members and must be filled by the end of June and the Survey Team which needs at least nine more members. Once the Task Force is complete they will make the application to the U of MN for the program.

They hope to have training for the surveyors in early September and begin the surveys by mid-September. Mr. Welter and Ms. Winter have met with the Planning Commission, Park Commission, Lions Club, Chamber of Commerce, Coon Lake Improvement Association, The Fire Department, Seniors Group and a local church to invite volunteers. Mr. Butler suggested the possibility that some of the Task Force members could be surveyors as well. The general hope is for as many volunteers as possible to keep the workload as light as possible for everyone involved.

8. City Council Report

Mr. Mundle reported that an agreement was reached with Verizon for the cell tower here in the city. Construction is possible on Longfellow and Laurel Road to Coon Lake Beach this year. Booster Days will be on July 17th & 18th and a Kickball Tournament will be held on the 18th as well.

Mr. Voss stated that the resurfacing of 221st will be discussed at a meeting with the county this week. They are not planning to do this until mid to late September but there is concern about the school buses using this route. Mr. Davis will be asking the county to move up the resurfacing so that it will be completed before school starts.

Mr. Voss also reported that the contract negotiations for the Ice Arena management are still ongoing.

9. Other Business

Ms. Winter demonstrated the GIS software program for the members. It allows access to much more detailed information in the field such as the type of zoning, owner, and wetlands. The GIS is expected to be available on the city website within the next few months. In the future there will be a Septic System Compliance module linked to the GIS.

Mr. Voss commented on the possibility of County data being linked to the system and also questioned if data might be gathered on how the GIS is used by public members who access it through the city website.

10. Adjournment

Mr. Mundle made a motion to adjourn the meeting at 7:50 p.m. Mr. Welter seconded; all in favor, motion carried.

Submitted by:
Susan Lori Irons
Recording Secretary



City of East Bethel Economic Development Authority Agenda Information

Date:

June 15, 2015

Agenda Item Number:

Item 4.0

Agenda Item:

Recognition of Aggressive Hydraulics receiving Small Business Excellence Award

Requested Action:

For Information Only

Background Information:

The U.S. Small Business Administration, Minnesota Small Business Development Centers and the SCORE Association presented the 2015 52nd Annual Small Business Awards on Thursday May 7th as part of the National Small Business Week.

Michelle Mueller, Vice President of Minnesota Business Finance Corporation (MBFC) nominated Aggressive Hydraulics, Inc. of East Bethel, MN and they were selected as a Small Business Excellence Award recipient. Criteria for this award is response to adversity, service to their community, growth, longevity and innovation of products and services.

Aggressive Hydraulic was founded 13 years ago by seven skilled industry individuals who believed they could deliver a product that could compete with overseas factories. They engineer, manufacture and repair mobile hydraulic cylinders for heavy equipment in the construction, forestry/logging, mining, and energy industries.

The business started with a 14,000 square foot building in Blaine, MN and had expanded into 2 additional buildings. However, efficiency was becoming an issue. The owners took time to design a new state of the art 60,000 square foot facility.

MBFC collaborated with Roger Hamilton from Bank Cherokee and the Metropolitan Consortium of Community Developers (MCCD), and the City of East Bethel to assist Paul Johnson and his partners on the financing for the new 60,000 square foot facility. Construction started in 2012 and the company took occupancy in 2013.

They have 54 employees at their facility in East Bethel and have added employees every year since 2009.

Aggressive Hydraulics' creative approach to growth and doing right by their employees and customers has resulted in their sales doubling over the past five years.

Attachments:

None

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: _____



City of East Bethel Economic Development Authority Agenda Information

Date: June 15, 2015

Agenda Item Number: Item 4.0

Agenda Item: Business Development Report – May – June 2015

Requested Action: For Information Only

Background Information:

- Finalized proposal for City Council approval of a Conditional Use Permit for Brown-Wilbert.
- Continuation of referrals of businesses to Anoka County Open to Business Representative
- Continuation of the development of the BR&E program
- Proposed amendments to the City Zoning Ordinance to allow the location of taprooms and microbreweries as permitted uses in business and light industrial zoning districts
- Assisting a business interested in locating a wedding event center in the City
- Met with a number of individuals who are interested in developing their properties for residential use and meeting with the Met Council to correct our Comprehensive Plan regarding density requirements
- Provided assistance to RAK Construction for an expansion to their business

Attachments:

- 1.) May 2015 Piwik Analysis

Fiscal Impact:

To be determined.

Recommendation:

Information Item. No action required

Economic Development Authority Action:

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____

May 2015 Piwik Analysis

Most frequently viewed webpages this month

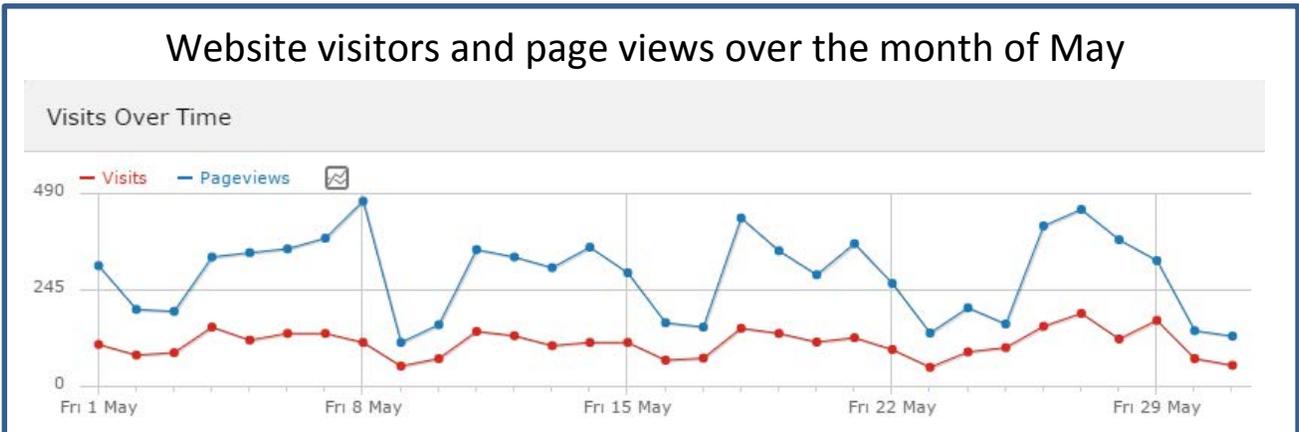
Label	Total Page Views	Bounce Rate
East Bethel, MN - Official Website	3315	37%
East Bethel, MN	2225	45%
Building Inspections & Permits	264	36%
City Council	257	30%
City Code	184	42%
Residents	126	38%
City Maps	188	43%
East Bethel Booster Day	141	67%
Fire	81	45%
Parks & Recreation	83	38%
Agendas & Minutes	76	0%
Building Permit Applications	59	33%
Administration	52	42%
Public Works	46	38%
Police	53	40%
Community Development	38	33%
Government	45	0%
Planning Division	49	0%
Departments	41	19%
Schools	44	42%
About East Bethel	35	14%
Planning Commission	36	0%
Cemeteries	50	53%
Permit Types	35	11%
Recycling Options	38	53%

Searches within our Site this month

Searched	# of searches
tierney	5
accessory building	4
burning	4
burning permits	4
search	4
burning ban	3
outdoor entertainment permit	3
andy nelson	2
booster day	2
booster days	2
cable	2
campground	2
chickens	2
city attorney	2
east bethel booster day	2
employment	2
feed lots	2
fee schedule	2
fire department	2
hearings	2
parade	2
pole buildings	2
poultry	2
septic system	2
summer events	2

29% of users viewed our site via mobile devices this month.

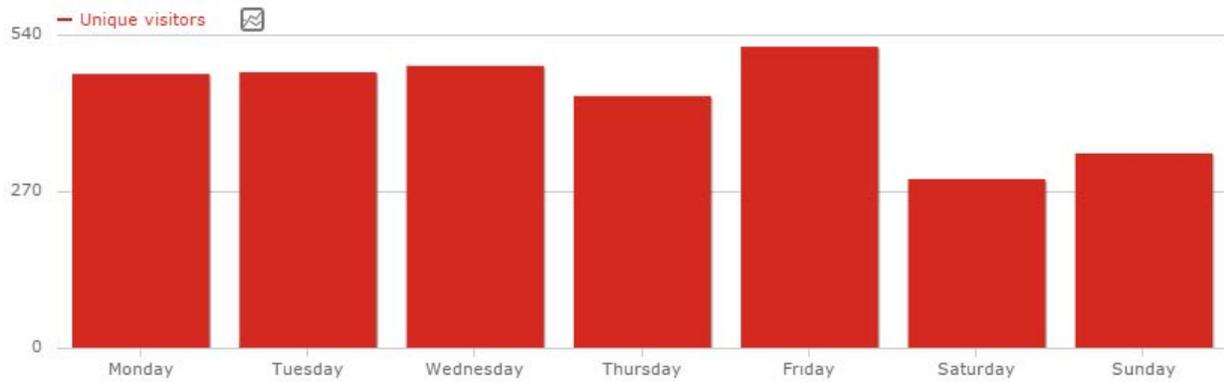
Website visitors and page views over the month of May



Most Downloaded Documents from our Website

Document	# of times downloaded this month
East Bethel Resident Guide	147
Oak Leaf Cemetery Plot Map, Section #1	141
Oak Leaf Cemetery Plot Map, Section #2	119
Minnesota AED Registry	112
Map of the AED's in East Bethel	110
Official Map of the City of East Bethel	66
Informational Handout, Detached Accessory Structures	46
East Bethel Parks and Trails District Map	24

Visits by Day of Week



This report was generated using data from 2015-05-01 – 2015-05-31.