

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING
JANUARY 25, 2016

The East Bethel Economic Development Authority (EDA) met for a regular meeting at 7:00 PM at City Hall.

MEMBERS PRESENT: Dan Butler, Chair Doug Welter Julie Lux
 Steve Voss Brian Bezanson Brian Mundle

MEMBERS EXCUSED: John Landwehr

ALSO PRESENT: Jack Davis, City Administrator

- 1. Call to Order** Mr. Butler called the Economic Development Authority meeting to order at 7:00 pm.

- 2. Oath of Office** Oath of Office was taken by Julie Lux who was reappointed to the EDA.

- 3. Adopt Agenda** **Mr. Bezanson moved and Ms. Lux seconded to adopt the agenda as presented. Motion carried.**

- 4. Elect & Appoint 2016 Officers** **Mr. Bezanson moved and Mr. Welter seconded to appoint Dan Butler as President, Julie Lux as Vice President, Jack Davis as Treasurer, Mike Jeziorski as Asst. Treasurer, and Gail Gessner as Secretary. Motion carried.**

- 5. Approve 11/16/15 EDA Minutes** **Mr. Welter moved and Mr. Bezanson seconded to approve the November 16, 2015 minutes as presented. Motion carried.** Mr. Voss abstained.

- 6. Strategic Plan/ 2016 Work Plan** The Strategic Plan/Work Plan is a document that outlines the components of the Economic Development Strategy. This plan is a result of the discussions the EDA has conducted since July 2015 and is supported by an analysis of Community Strengths, Weaknesses, Opportunities and Threats (SWOT) that was completed at the October 19, 2015 EDA meeting. The Plan is organized with a Mission Statement and an Overall Economic Development Strategy that promotes East Bethel as a Business Friendly Community. Although the main goals have been outlined in the plan there are still questions to be addressed and refinements required for the plan. The end goal is the adoption of a Plan that will be the basis for moving forward with economic development policies and strategies.

What is included in physical development of the City? Promoting growth, development, additional residential areas; the secondary factors that are going to be related to economic development, the underlying things that will increase the population and enhance and expand the markets.

6. Strategic Plan/
2016 Work Plan

Staff asked that the EDA define economic development, establish standards to gauge progress, and identify specific actionable goals that have reasonable expectations of attainment.

Mr. Butler would like the EDA to be networking with developers at their monthly meetings and asked Ms. Lux if she had suggestions on how to do this. Ms. Lux suggested National Association of Industrial and Office Parks. She stated there is a really strong Minnesota section – MNCAR. It would be beneficial for the EDA to have a booth at its next expo on November 9, 2016. It's believed that the EDA is a member of MNCAR, so information should be going to city staff. Mr. Davis stated he would like to include an overall strategy of collaboration with commercial real estate companies and developers on a consistent basis to keep them apprised of the EDA's situation and to provide them with information about the City. This would be a great resource for exposure through those types of markets to recruit new business. Ms. Lux thought that as an affiliate member of MNCAR the EDA might be allowed to send out broadcast email to members. Mr. Butler pulled up information on the 2016 Expo and saw that the booth cost is \$1,000. Discussed what they should have in the booth and suggested a possible partnership with the Chamber. Ms. Lux volunteered to be in the booth. **Mr. Butler moved and Mr. Mundle seconded that the City of East Bethel consider applying as an exhibitor with a booth to the MNCAR Expo on November 9, 2016 with funds allocated not to exceed \$2,500 to include the cost of the exhibitor package and a drawing.** Discussed what outcomes the EDA would want in order to consider this useful, successful, beneficial and how could that be measured to know if it was worth the money and/or time? Ms. Lux said it probably wouldn't be measurable on paper, but would be beneficial through facetime and networking with contacts. Mr. Voss thought that if even one developer met with City staff it would be measured as money well spent. Mr. Davis asked that this item be tabled to the March meeting in order for more information to be gathered. **Mr. Butler withdrew his motion.**

In the Strategic Plan, under Business Recruitment Strategy Grocery Store, Mr. Welter would like another bullet added stating it gives the EDA the opportunity to proactively communicate changes in the status of its characteristics.

Ms. Lux would like the EDA to have some type of tagline of three words.

7. BR & E Update

Mr. Welter reported that the leadership team met and set the task force retreat date for March 3. Communication has been sent to the task force and volunteer interviewers. The retreat will be held at Cedar Creek from 5-9:00 pm. The retreat has three activities – 1) review the data from the surveys and relevant data from agencies that helped at the U, 2) work in teams to evaluate potential projects, and 3) pick what are reasonable projects (3-5) and assign people to work on project teams.

An implementation resources meeting will be held sometime in late March or early April. The intent of the meeting is to do due diligence to see if the

7. BR & E Update identified projects can be done and that the projects are realistic. A commencement meeting is scheduled for April 27 to present a quick overview of the process and the projects being undertaken. Mr. Welter reviewed the various options discussed by the leadership team on how to notify the public of the meeting dates.
- 8. 2015 City Accomplishments** Reviewed the major achievements that occurred during 2015. There were three major projects that the EDA was directly involved in 1) updated the City's GIS program and made this service available on the City website, 2) implemented a Business Retention and Expansion Program that will assist existing businesses to expand and remain in the City, and 3) renegotiated the 2010 MET Council Reserve Capacity Loan which could potentially save the City \$20M and will keep SAC fee increases to those of the urban Cities in the system.
- 9. Hwy 65/Viking Blvd. Intersection Proposal** Mr. Davis reviewed the proposal and the Roads Commission's recommendation to City Council to forward a request to MnDOT to conduct a Reduced Conflict Intersection Study for Hwy. 65 between 181st Avenue and Sims Road.
- 10. Chamber of Commerce Report** Mr. Butler reported that the Chamber of Commerce has a new board of directors. Next meeting is January 26 at 8:00 am. Meetings are held the 4th Tuesday of the month; meeting topics and ideas are welcomed.
- 11. February EDA Agenda & City Council Report** Staff is seeking agenda items for the February EDA meeting. Business incubators, the Work Strategy Plan for adoption, and the MNCAR Expo update for presentation to Council.
- Please review the member contact information sheet and give updates to Mr. Davis.
- Please review the PIWIK Analysis for 2015 and let Mr. Davis know if you have questions.
- Mr. Mundle reported that the City Council is setting a spring Town Hall meeting date of April 19. This Saturday, January 30 the Fire Department Auxiliary is having a waffle breakfast at Station #1 from 8-11:00 am.
- 12. Building Dept. Report** Reviewed the final reports for new construction in the City for 2015.
- 13. Adjourn** **Mr. Bezanson moved and Mr. Mundle seconded to adjourn at 8:10 pm. Motion carried.**

Respectfully submitted,

Gail Gessner, Recording Secretary
Submitted 1/28/16