

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING
March 21, 2016

The 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
 Brian Bezanson Brian Mundle

ABSENT: Steve Voss

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

1. Call to Order Mr. Butler called the meeting to order at 7:00 pm.

2. Adopt **Mr. Bezanson moved and Ms. Lux seconded to approve the agenda as**
Agenda **written. Motion carried.**

3. Approve **Mr. Bezanson moved and Mr. Welter seconded to approve the February 22,**
2/22/16 **2016 minutes as presented. Motion carried.**
Minutes

4.0 Work The Business Retention and Recruitment Plan is a document that outlines a
Plan/Strategic broad strategy to address our efforts to recruit and retain business. This plan is a
Plan product of the discussions the EDA has conducted since July 2015.

There are 8 major components of the plan. These categories are not prioritized as their implementation will be, to a certain degree, concurrent and each piece is a part of and dependent on the components as a whole to achieve their goal. The plan elements include: Creation of a Business Friendly Image and Reputation, Comprehensive Plan, Financing, Marketing, Business Recruitment, Business Retention and Expansion, Communication, and Business Assistance.

Mr. Welter asked if residential development is included in this plan. Mr. Davis responded that it is not in this plan, but it is in the Comprehensive Plan.

Ms. Lux moved and Mr. Welter seconded to adopt the Business Retention and Recruitment Plan. Motion carried.

5. CST This is an informational update.
Review

Since the February 22, 2016 EDA Meeting, staff and City Council have answered a number of e-mails, responded to calls, and have met with several individuals relating to the proposed CST location at 23805 Hwy. 65. This issue is controversial in nature, due to the proposed use and the potential impact on the surrounding neighborhoods and future development of the light industrial zone in the vicinity of the CST site.

Staff met with CST on March 8, 2016 regarding their concept plan submitted to the City. Staff provided CST with the following information relating to the Site Plan Review:

*CST was advised that their timeline for the project was overly optimistic. Any considerations for approval would occur no earlier than June and depending on the need of for additional information those times could be pushed back to a later date.

*CST was advised of the petition opposing their location at 23805 Hwy. 65. The prospect of community meeting to allow CST to address concerns of the project was discussed. CST was advised that the City would have no role in the meeting other than to offer a location for the gathering.

*CST was advised that the submission of their Site Plan was only partial and that City Staff had until March 15, 2016 to provide notification of the additional items required for submittal. Items that were incomplete or not submitted related to environmental issues, wetland delineation, status of permits, signage, fire department review, hours of operation report and general concerns related to traffic, appearance and visual impact.

*CST was advised that the burden of proof relating to noise, dust, particulate matter and other requirements contained in Code must be provided to address the conditions set forth in City Ordinance and CST must clearly demonstrate to the City that these issues do not have any impact beyond their proposed site.

*CST was advised that they must obtain all required permits from the DNR, MPCA, Anoka County Highway Department and any other regulatory or permitting agencies that have jurisdictional authority over these matters before the City could issue any permits relating to this project.

*CST was informed that the right of way dedication for the service road must be platted per City Code.

CST is proceeding with their application. The April 26, 2016 Planning Commission Meeting will be the next scheduled session when this issue will be discussed as an actionable agenda item.

Updates and reports relating to the Site Plan Review may be presented at the March 22, 2016 Planning Commission and April 6 and 20, 2016 Council Meetings.

The process for the Site Plan Review per City Code, Zoning, Appendix A, Section 4 is: Once a concept plan has been reviewed by the city staff, the applicant shall submit an application to the City for site plan review. The site plan review process shall be as follows:

- 1) The applicant(s) shall submit a completed application and all required site plan review materials to the City;
- 2) City Staff shall review the application and forward a report and recommendation, including all conditions, to the planning commission;
- 3) The Planning Commission shall review the submitted site plan review application and recommendation from staff and make a formal recommendation

- to the City Council. The recommendation from the Planning Commission shall include all conditions or modifications to the site plan review application;
- 4) The site plan review application shall be placed on the City Council's regular meeting agenda for final decision;
 - 5) The City Council may remove, alter, or impose additional conditions to the site plan review application. A site plan review application shall receive a majority vote by the City Council for approval. If an application is denied by the City Council, the application may not be resubmitted for a period of three months following the date of denial. A vote denying the site plan review approval along with its findings shall be formally recorded;
 - 6) In evaluating its recommendation and approval, the Planning and Commission and City Council shall take into consideration the following:
 - a) Consistency with the City Comprehensive Plan;
 - b) Compliance with City Ordinance;
 - c) The preservation of the site in its natural state, to the extent practicable, by minimizing tree loss, soil removal, and grading;
 - d) The harmonious relationships between buildings, open spaces, natural site features, architectural details, and vehicular and pedestrian circulation;
 - e) The protection of adjacent and neighboring properties.

Mr. Welter asked about there being a CST/community meeting. Mr. Davis stated it is up to CST to initiate a meeting with the community. Mr. Bezanson believes East Bethel staff should be present at CST/community meetings in order to answer questions that may be asked. Mr. Davis reiterated that CST was advised that the City would have no role in the meeting other than to offer a location for the gathering. There will be at least three more official public meetings for East Bethel staff to answer questions.

The City Council will make the decision on the accuracy of the information CST provides relating to noise, dust, particulate matter and other requirements contained in City Code.

Henceforth, only significant updates will be given to the EDA.

Mr. Welter suggested applying CST to the newly approved Business Retention and Recruitment Plan to see if the Plan covers all areas.

6.0 MnCAR Expo

At the EDA meeting on February 22, 2016, the EDA voted to recommend that the City Council approve the City's participation in the 2016 MnCAR (Minnesota Commercial Association of Realtors) Expo. The City Council, at their March 2, 2016 meeting, approved the EDA's request to participate and spend up to \$3,500.00 for the event. MnCAR hosts this annual event to provide the opportunity for the commercial real estate community to network and discuss current real estate ventures and issues. Involvement in this and similar activities should be an integral part of the City's marketing effort to support and advance the City's economic development goals. The event is scheduled for November 9, 2016.

As an exhibitor, the City would receive:

- 8' x 10' display booth.
- Recognition in all event print and e-mail promotional materials, including media advertising which is distributed to 9,000+ commercial real estate industry professionals.
- Company name recognition on MnCAR website
- Recognition at event exhibitor banner and expo program.
- Two complimentary event tickets.

Staff recommends the EDA appoint a committee to prepare recommendations to the Authority regarding displays, promotional and marketing materials, staffing requirements, sponsors, and other needs necessary for exhibitors.

The approximate cost for a printed table cloth and signage is \$250.00.

An idea for the booth is to have a laptop on continuous loop showing East Bethel's GIS system, available commercial properties, and other highlights. It is highly suggested to have some type of game, along with promotional items as handouts, in order to attract and foster interest in the booth.

Ms. Winter recommended paying the application fee, along with the additional cost for electricity and high speed internet. The EDA consensus was to proceed.

Both Ms. Lux and Mr. Butler volunteered to be on an expo committee. Ms. Winter will ask Chamber of Commerce members to volunteer also. City Staff will be the liaison between the EDA and City Council.

7. Chamber of Commerce Report

Since Mr. Butler is no longer on the Chamber Board, he suggested having Mr. Welter report on Chamber business. Mr. Welter reported that he did a presentation on the Business Retention and Expansion project at the March general membership meeting. The next meeting on April 14 is going to be a breakfast meeting starting at 7:30 am at Route 65 with a speaker from MN DOT on the proposed Superstreet at Viking Blvd. and Hwy 65. A program called Building Business Success will be initiated at the general membership meeting in May.

8. BR & E Update and Scatter Chart Analysis

Mr. Welter reported that the BR & E project surveys and data analysis have been done. There was a task force retreat meeting at Cedar Creek on March 3 with two U of M people and others to review the data results and recommended projects that came out of the U of M meeting. The task force picked three major projects to support businesses in East Bethel 1) broadband, 2) communication between city and businesses, and 3) business recruitment. These projects have not been outlined in great detail, this will be done at the project team meeting on March 30th with the goal to get more details on actionable items for the projects and prepare for the commencement meeting, which is the special City Council meeting on April 27th.

Mr. Bezanson met with an electrical engineer consultant that would like to bring a director of engineering to look at the City broadband.

Mr. Welter reviewed the Scatter Chart Analysis. The Chamber of Commerce, Fire Department, and EDA rated high satisfaction/high importance. Some items that were ranked low satisfaction/high importance were communication, broadband speed, and recruitment, which is how the BR & E task force came up with the three major projects.

9. Business Report/April EDA Agenda

- *Provided liaison services between MET Council and Super America relating to the opening of their car wash.
- *Provided City zoning and ordinance requirements to an individual interested in building a cabinet shop.
- *Working with a local developer interested in platting a rural subdivision.
- *Provided City zoning, ordinance and utility requirements to a potential business interested in opening a HVAC/chimney cleaning business in Sauter's 2nd Addition.
- * Continue to provide site location assistance to a potential with micro-brewery.
- *Continue to provide zoning and ordinance requirement assistance to an LLC that is planning on opening and event center.
- *Provided zoning and site plan review requirements to CST, a trucking, distribution and mulch company.
- *Met with and provided information to a regional developer who is exploring the potential for a housing development in the northwest area of the City.
- *Initiated discussion relating to location requirements with a real estate broker who represents Aldi grocery stores.
- *Provided utility extension cost information to a local business owner that had an interest in City water and sewer service.
- *Provided zoning and ordinance information to a prospective purchaser for the Hunter's Inn property.

Other Development Assistance Activities and Information:

- *Classic Construction purchased the building at 18530 Ulysses St NE and expanded a portion of their operations to that location.
- * The City issued 6 single family home building permits through March 18, 2016.
- *Assistance provided to Tom Sauter for the Sauter Commercial Park 2nd addition plat.
- *Assistance provide to support the efforts of the TH Hwy. 65 Coalition with a Transportation Survey.

Mr. Butler noted that he heard that Meier's Grocery Stores is talking about coming into the Mpls./St. Paul market.

10. City Council Report

- An IUP application was submitted then pulled by Wandering Cellars.
- City Council approved the Sauter's Commercial Park 2nd Addition Preliminary Plat.
- City Council endorsed the installation of a crosswalk on Sims Road by East Bethel Community School.

City will have an ADA project done to install automatic door openers at City Hall and at the Senior Center.

City Council continues to receive updates on CST.

Verizon tower construction has begun.

The next City Council work meeting is on Wednesday to discuss the snowmobile ordinance and large animal ordinance for miniature horses.

A POW flag was donated to the City by WWII Veteran Ken Langmade and is on display at Fire Station #1.

April 8th is the EDA commissioner application deadline.

**11. Adjourn Mr. Bezanson moved and Mr. Mundle seconded to adjourn at 7:36 pm.
Motion carried.**

Respectfully submitted,

Gail Gessner, Recording Secretary
Submitted 3/22/16