

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING  
October 17, 2016

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

MEMBERS PRESENT: Julie Lux                      Oskar Granquist              Steve Voss  
                                 Brian Bezanson              Brian Mundle              Doug Welter

ABSENT: Dan Butler, Chair

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

1. Call to Order              Vice Chair Lux called the meeting to order at 7:00 pm.

2. Adopt Agenda              **Mr. Voss moved and Mr. Mundle seconded to adopt the agenda as presented. Motion carried.**

3. Approve 9/19/16 Minutes              **Mr. Welter moved and Mr. Mundle seconded to approve the September 19, 2016 minutes as written. Mr. Bezanson abstained. Motion carried.**

4. Discussion re: Booster Day              Informational for discussion.

Both Denise Lachinski's last year as the Booster Day (BD) Coordinator and Diane Evenson's last year as Parade Coordinator will be 2017. Troy Lachinski is the Treasurer and he plans to continue on with the committee. There needs to be a discussion about how BD will be managed in 2018 and beyond. EDA members were given meeting notes from the last BD meeting, a copy of the current insurance certificate, and a list of current responsibilities and some future ideas.

Currently, the BD committee has no legal status, no by-laws, nor officers, so it's unclear who appoints the next Coordinator. Stephanie Dorn is a current member on the committee that is interested in the Coordinator position. She has worked with vendors previously and is willing to work with Ms. Lachinski in 2017. The City needs to work with the BD Committee to become a 501C3 status (to be submitted jointly with the 501C3 HeartSafe in order to save on legal fees). Mr. Davis believes the City needs to define its role with BD. He reviewed the brief history regarding BD. Based on the last few years, average attendance for BD is around 2,500.

The City of St. Francis runs it's Pioneer Days through the Chamber of Commerce. Mr. Davis is unsure if the East Bethel Chamber will want to take on BD at this time, however, the City will be encouraging the Chamber to become involved in some aspect. The use of City funds for this type of expenditures is generally not considered an appropriate expenditure. There are exceptions, however, it is usually done through a donation to the EDA or Chamber. Mr. Voss believes Oak Grove Acorn Days has some group that runs that event. Once

the BD committee has a 501C3 status, the EDA will be asked to help with fund raising, then the donations will be considered tax-exempt.

The City handles all of the Friday night activities. No city monies are allocated to the activities, however, quite a bit of staff time is used. Mr. Voss said it sounds like organization is needed at this time, not monetary help. Mr. Davis reported there is approximately \$9,000 in the bank. Cost incurred last year was about \$6,200. The biggest expenses are the tractor pull, fireworks, and advertising.

Denise Lachinski will be invited to the next EDA meeting to share what help is needed for the committee. Mr. Welter noted that when the time comes, a city representative should be on the BD board in order to stay in touch with the needs of the committee. Mr. Davis noted that there are two Council members that are liaisons to the committee. Mr. Granquist believes a succession plan is needed and he would like to have a presentation done with the Chamber, since the Chamber has a lot of assets available to it and that the Chamber may end up being a big contributor to BD. Mr. Davis will notify members when the 503C1 status is final. In addition to inviting Ms. Lachinski to the next meeting, Ms. Dorn and Chamber officers will also be invited. Mr. Welter will extend an invitation at the Chamber Board meeting next Tuesday. Mr. Voss said a big part of BD is volunteers. Mr. Welter said it will need to be clearly presented to the Chamber what is needed for volunteers and what help is needed.

5. Update of Upcoming Events  
 - UpRiver Event  
 - MNCAR Expo

UpRiver Event is tomorrow morning at Blaine Sports Center; 87 real estate people RSVP'd for the event. Two East Bethel businesses made donations for this event – Viking Meadows donated four rounds of golf (cart included), and Beaver Brooks Sports Club donated a one year membership to the club.

MNCAR Expo is November 9 at the Depot in Minneapolis. East Bethel's booth is in a prime location. Most of the marketing materials have been delivered. Ms. Winter shared what East Bethel information is on the flash drives that will be given away. Mr. Welter asked what would be considered a success at this event. Ms. Winter said the number of people stopping at the booth and how many connections are made. A high-end wireless speaker will be given away for the business card drawing at the booth. All of the items to be given away have been purchased through local businesses.

6. Business Activity Report

City Staff has assisted with or provided direct action on the following:

- Assisted a new business – small engine repair, retail sales in locating to 18721 Highway 65 NE (former VanKirk Heating building)
- Responded to a request from Greater MSP with information on two viable parcels
- Continued to work on marketing materials for UpRiver and MNCAR event
- Assisted new business expansion to 22350 Highway 65 NE
- Conducted interviews and selected WSB as Consultant for Comp Plan update
- Year to date new home construction permits – 28

7. Chamber Update Ms. Winter reported that the last event was the Sunrise Breakfast on October 13 at Route 65 with 40-45 attendees. Keynote speakers were MNDOT on the study being done on Hwy 65, Jack Davis from City of East Bethel on service roads, and herself on the Comprehensive Plan.

8. City Council Update City Council liaison, Brian Mundle reported the following:

- MnDOT presented and reviewed the study findings for the Hwy 65 corridor at the Roads Commission meeting. City Council will be presented with a Memorandum of Understanding (MOU), a non-binding contract that shows East Bethel has a large interest in the project. With the City's commitment, MnDOT can move forward with funding options. If all goes as expected, the bidding process should start in late 2018.
- For ordinance purposes, the Department of Corrections did a presentation on the relocating of Level 3 sex offenders in cities. Council will discuss this further at an upcoming work session meeting.
- Council was presented with a petition to pave Fillmore Street in conjunction with paving the service road from Classic Commercial Park to Viking Blvd.
- Two East Bethel residents will be recognized at the next Council meeting – Leon Mager, who is a representative on the Sunrise River Water Management Organization, for the 2016 Outstanding Conservationist Award from the Anoka Conservation District, and Minnesota Fresh Farm as the 2016 Anoka County Farm Family of the Year award.
- Town Hall meeting will be on November 17 at 6:00 pm at the Senior Center.
- Residents were reminded to vote in the November election.

City Council Mayor Steve Voss reported:

- Council considered the Final Plat for Viking Preserve, a 48 home development which is the first residential development in the sewer and water district. This will be up for approval on Wednesday.
- MnDOT will be presenting information on the Hwy 65 corridor at the Town Hall meeting. Mr. Voss wants the City to be more involved in the planning/options process, not just be told what is the best option.

9. Adjourn **Mr. Bezanson moved and Mr. Granquist seconded to adjourn at 7:55 pm.**

Respectfully submitted,

Gail Gessner, Recording Secretary  
Submitted 10/23/16