

City of East Bethel
Economic Development Authority Agenda
Regular Meeting – 7:00 p.m.
Date: December 19, 2016



AGENDA

	<u>Item</u>	
7:00 PM	1.0	Call to Order
7:01 PM	2.0	Adopt Agenda
7:03 PM	p. 2-4	3.0 November 21, 2016 Minutes
7:04 PM	p. 5	4.0 2016 Year in Review
7:20 PM	p. 6-9	5.0 Strategic Plan – Work Plan 2017
7:40 PM	6.0	Chamber Update
7:50 PM	7.0	City Council
8:00 PM	8.0	Adjournment

*****REMINDER – VISION MEETING FOR COMPREHENSIVE PLAN**
Thursday, January 12, 2017 at 6:30 PM – Senior Center

For more information check out - <https://eastbethelcompplan.mysidewalk.com/>

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING
November 21, 2016

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

MEMBERS PRESENT: Dan Butler, Chair Julie Lux Steve Voss
 Brian Bezanson Brian Mundle Oskar Granquist

ABSENT: Doug Welter

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

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

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

3. Approve Minutes **Mr. Voss moved and Ms. Lux seconded to approve the October 17, 2016 minutes as written. Chair Butler abstained. Motion carried.**

4. Discussion re: Booster Day Denise Lachinski's last year as the Booster Day Coordinator will be 2017. Stephanie Dorn has graciously agreed to step in as Chairperson after 2017. Both Denise and Stephanie were present at the EDA to discuss the Booster Day (BD) event and how the EDA can work with the committee.

Ms. Lachinski noted that she couldn't find any history on BD, just that it is held in conjunction with the Fire Department Annual Dance. Money to support BD is raised through the 501C3 and local businesses. Ms. Lachinski agreed to attend the November 22nd Chamber of Commerce meeting to discuss BD and how they can work together. The BD Committee would like the Chamber to sponsor/pay for the fireworks in a partnership with the City. Chair Butler believes he may have additional resources to help with costs. The BD Committee would also like to see the Chamber and City have booths at this year's event. BD Committee is working to expand the kids' area.

5. Presentation – Professional and Workforce Training, Anoka Technical College The Anoka Technical College and Anoka Ramsey Community College has a Professional and Workforce Training (PWT) department that works with employers on training and workforce development issues. Jamie Barthel (Executive Director) and Matt Salos (Director of Training) were present to discuss their highly successful programs.

The PWT's goal is to make sure businesses have the work forces that they need. They work very closely with the Greater MSP to be proactive in this area. Their programs/classes are customized workforce training through short-term educational programs.

Chair Butler shared the three needs identified by local business: 1) Communications, 2) Infrastructure for broadband internet, and 3) Workforce.

Businesses wanting help with their workforces need to contact PWT with their needs. When a need is apparent to similar businesses, the PWT will develop a class as needed. The PWT also works with high school students in Anoka-Hennepin, Cambridge, and Elk River school districts.

PWT will give a presentation at the next Chamber meeting; they do a lot of partnerships with Chambers.

City staff will work with PWT to post information on the City's website.

6. Business
Activity
Report

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

- Provided Greater MSP with additional information related to request 556
- Met with Cemstone who is considering an expansion
- Working with a Developer who is interested in a Mixed Use Commercial and Residential project
- Attended and participated in UpRiver Event
- Attended and participated in MNCAR event
- Spoke to two different development groups who have an interest in senior housing.

MNCAR Expo report - On Wednesday, November 9, 2016, Mayor Steve Voss, Dan Butler, City EDA President, and Colleen Winter attended the MNCAR Expo (Minnesota Commercial Association of Realtors) in Minneapolis. This event is designed as a means for commercial realtors to connect with banks, developers, and local governmental development departments. The City had a display booth at this event to provide promotional materials and to answer questions relating to development opportunities in East Bethel.

There were approximately 600 attendees at the event and of this number over 150 visited the East Bethel booth. Attendance at this event is a part of the City's economic development marketing strategy. Contacts with commercial realtors are one of the ways the City maintains connection and interaction with those groups who are actively looking for development projects in East Bethel. Participation at these types of events enables the City to present economic and demographic data and site availability directly to realtors, developers and financial institutions and address their questions regarding, expansion and location potentials in the City.

It was suggested a follow-up email blast be sent to those businesses that left business cards, then prior to next year's event a reminder can be sent out to stop by East Bethel's booth. Chair Butler preferred that a hand-written note be mailed to those businesses in lieu of just an email blast and include a P.S. noting looking forward to do future business with them.

Ms. Winter was thanked for all her work with the MNCAR Expo.

Mr. Bezanson suggested the EDA concentrate outreach to senior housing developers and continue communication with Our Savior's Church for a partnership.

No Chamber of Commerce update was available.

8. City
Council
Update

City Council liaison, Brian Mundle reported the following:

- Council discussed the Level 3 offender ordinance. Consensus was to put this item on hold, due to the questionable legal/lawfulness of such an ordinance.
- The sign ordinance was reviewed and forwarded to the Planning Commission to review and give recommendations back to the Council on electronic signage.
- The Fire Department will be initiating a new personnel recognition program by giving “bars” to be worn on Class A uniforms for years of service, special services provided, etc.
- Council approved an agreement with Allina to have an ambulance base at Fire Station #1, with a room provided for Allina staff use. Because Allina charges for training, “rental” of a room at the station will basically be a financial wash which is a cost savings to the City.
- Council approved a one (1) year IUP renewal for Loading Dock Specialist Home Occupation.
- East Bethel has an agreement with the City of Oak Grove to provide inspection services. East Bethel currently pays 80% of permit fees, this will be reduced to 75% in 2017.
- There are 2017 position openings for: Economic Development Authority, Planning Commission, Roads Commission and Upper Rum River Watershed Management Organization (URRWMO). Applications are to be submitted by 12/23/16.
- Town Hall meeting was well attended.

City Council Mayor Steve Voss reported:

- WSB presented at the Planning Commission meeting. WSB will be facilitating input from the City and residents into the Plan. Mysidewalk.com will be set up on the City website for residents to provide input for the Plan, in addition to the many meetings scheduled by WSB. A Visioning meeting is scheduled for January 12th at 6:30 pm in the Senior Center.

9. Adjourn **Mr. Bezanson moved and Mr. Voss seconded to adjourn at 8:21 pm.**

Respectfully submitted,

Gail Gessner, Recording Secretary
Submitted 12/3/16



City of East Bethel Economic Development Authority Agenda Information

Date:

December 19, 2016

Agenda Item Number:

Item 4.0

Agenda Item:

2016 Year in review

Requested Action:

Information only

Background Information:

City Staff will present a report of the 2016 activities.

Attachments:

None

Fiscal Impact:

As noted in the PowerPoint presentation.

Recommendation(s):

None at this time. Information only.

EDA Action:

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____



City of East Bethel Economic Development Authority Agenda Information

Date:

December 19, 2016

Agenda Item Number:

Item 5.0

Agenda Item:

2016 Strategic Plan and 2017 Work Plan

Requested Action:

Review the EDA Strategic Plan and Discuss the 2017 Work Plan

Background Information:

The Strategic Plan is a document that outlines a broad strategy to address our efforts to recruit and retain business. This plan was adopted by the EDA in early 2016 and there are 7 major components of the plan. The plan elements include:

- Creation of a Business Friendly Image and Reputation
- Comprehensive Plan
- Financing
- Marketing
- Business Recruitment,
- Business Retention and Expansion
- Business Assistance.

Attached is the 2016 Strategic Plan and notations in **RED** of items that have been implemented in 2016. Looking ahead to 2017, are there changes that need to be made to the Strategic Plan? The EDA will also want to also discuss what areas to focus on in 2017 including:

- Grocery Store/Retail development
- Senior Housing
- Viking Preserve
- Service Road (east side)

Attachments:

1.) Strategic Plan

Fiscal Impact:

To be determined.

Recommendation:

Staff requests that the EDA review the Strategic Plan and develop a draft work plan for 2017.

Economic Development Authority Action:

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

2016 City of East Bethel

Strategies and Directions for Business Retention, Expansion and Recruitment

As the first phase of the development of a Business Retention, Expansion and Recruitment Plan, the City and EDA should consider the preparation of a Mission Statement that defines the purpose and intent of our objectives. *As an example: The Mission of the City of East Bethel and the Economic Development Authority (EDA) is to promote the recruitment, retention and expansion of business as a means to further economic development within the Hwy. 65 Corridor.*

The essential components required to achieve the objective of a Mission Statement are:

I. Dedication to and Promotion of a Business Friendly Environment

- Demonstrate and maintain the City's positive, progressive and accommodating character in all contacts with the Public by Staff, Commissions and City Council. – **Ongoing. Additional communication efforts between City and East Bethel Chamber**
- Evaluate City policies and procedures to insure the courteous, efficient and timely response to requests, provision of information, issuance of permits and action on issues requiring Commission or Council review and approval. – **Community Development Dept has streamlined many of their forms. Goals for 2017 include:**
 - Credit card payments
 - Hiring of additional staff

II. Update the Comprehensive Plan

- Complete the Comprehensive Plan update by 2017. – **In Process**
- Focus on those elements that will enhance opportunities for economic development and create a land use pattern within the Hwy 65 corridor that maximizes the growth potential of the Corridor. – **Part of the Comp Plan and discussion for 2017 EDA Work Plan**
- Examine existing and future land use within the Hwy. 65 corridor, and ensure that zoning addresses development needs in this area of the City. – **Part of the Comp Plan implementation**
- Develop a transportation plan component that identifies needs and prioritizes potential projects that advance highway safety, improve traffic flow and enhance access to areas with developmental potential. – **Part of the Comp Plan and discussion for 2017 EDA Work Plan**
- Identify utility needs and outline strategies for extensions of these services within the Hwy. 65 corridor. – **Part of the Comp Plan**

- Implement policies to retain the rural nature of the City outside the hwy. 65 corridor.
– **Part of the Comp Plan**
- Utilize the comprehensive plan as a tool to guide the development goals of the City.

III. Financing business expansion and recruitment

- Develop connections with local, regional and state agencies that can assist the City in financing both existing and new development with grant and loan programs.
- Develop strong relationships with local banks and financing entities and encourage these institutions to become an investment partner to stimulate business retention, expansion and recruitment.
- Develop a plan for City business financing and assistance.

IV. Marketing

- Define the vision of the City and develop a marketing concept that applies to achieving the realization of this objective.
- Prepare a marketing study that identifies target business and industry for the East Bethel market area.
- Evaluate the factors that make the City competitive/non-competitive within our geographic area and the region.
- Examine and incorporate all appropriate aspects of e-commerce and social media in promotional campaigns that are specific to the City.
- Network with local and commercial realtors and realty organizations to promote the City's available properties. – **Ongoing, MNCAR, UpRiver**
- Continually update the City marketing information to ensure that all information is current and appropriate. - **Ongoing**

V. Business Recruitment

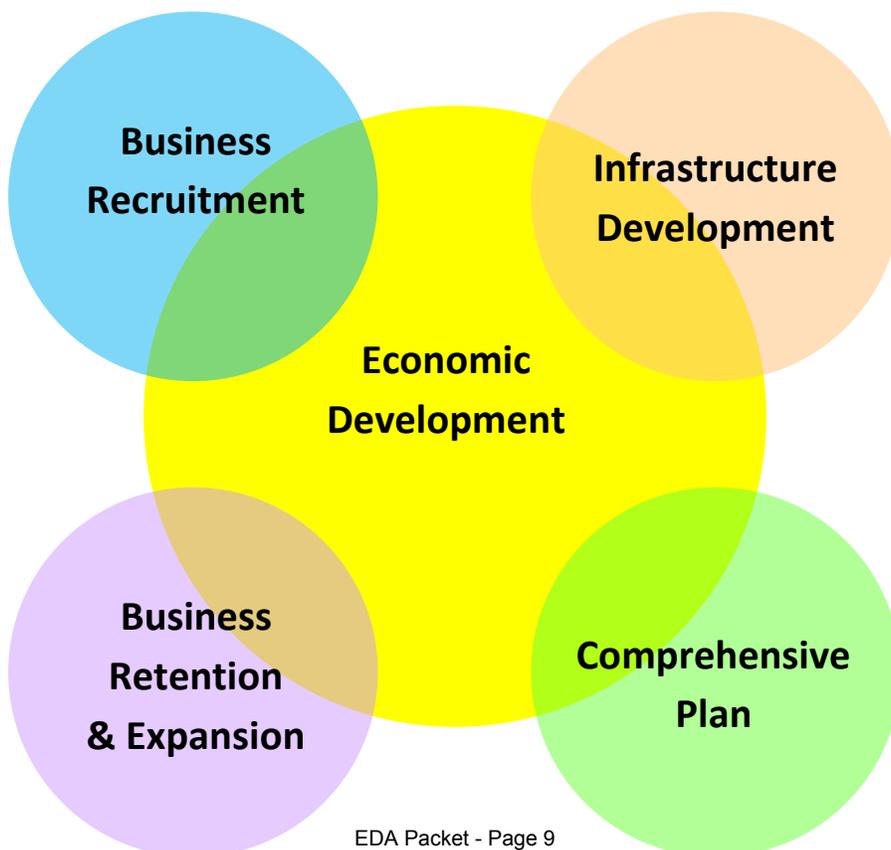
- Develop policies and guidelines that minimize competition conflicts with existing business.
- Utilize data from the marketing study to obtain location needs of identified businesses and develop procedures for contact and follow-up meetings.
- Establish connections and associations with DEED, MSP and other related associations and organizations to develop our profile with these groups and increase our exposure for industrial prospect references. – **Ongoing**

VI. Business Retention and Expansion

- Continue to support and promote the BR&E program and projects. - **Ongoing**
- Continue efforts to recruit additional businesses to the BR&E program. - **BR&E completed**
- Encourage expansion of membership in the East Bethel Chamber of Commerce. – **Ongoing**
- Continue to work with start-up businesses to provide guidance and information. – **Handled primarily by participation in Open to Business program. City Staff handles Planning aspects**

VII. Evaluation of Strategies

- Provide a definition of Economic Development to provide a basis for establishment of the high level goals to assess program progress .
- Identify actionable goals that have reasonable expectations of attainment.
- Establish standards to gauge and measure progress of business retention, expansion, and recruitment.
- Examine initiatives of other City's that are successfully implementing and economic development programs and identify and apply those that are specific to the needs of the City of East Bethel.

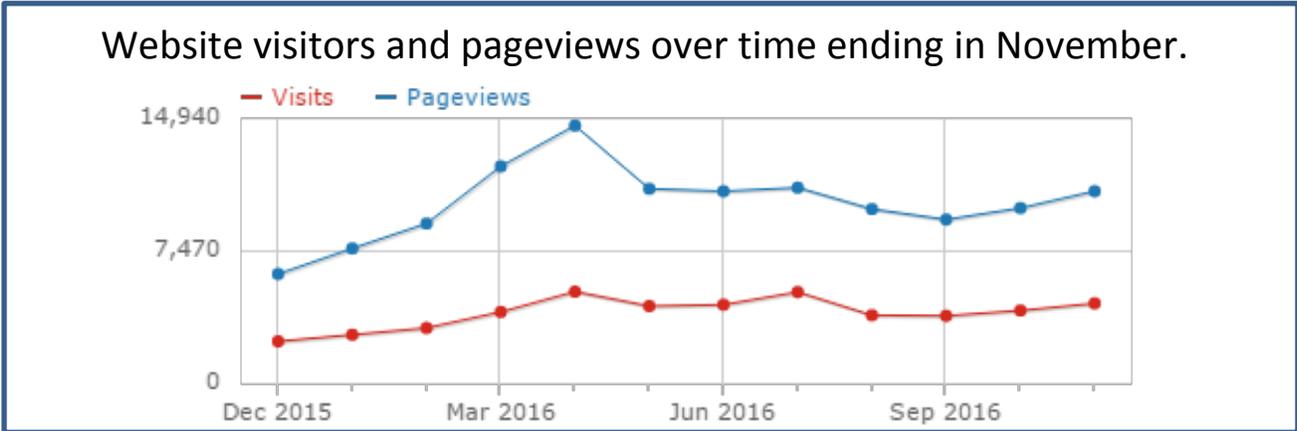


November 2016 Piwik Analysis

Most frequently viewed webpages this month		
Label	Total Pageviews	Bounce Rate
East Bethel, MN - Official Website	1901	45%
East Bethel, MN	1361	43%
Elections	389	44%
City Council	204	54%
Building Inspections & Permits	112	44%
Residents	93	75%
City Code	84	14%
City Government	75	33%
City Maps	71	57%
Fire	59	70%
Planning Commission	59	20%
Agendas & Minutes	54	0%
GIS	51	50%
Community Development	45	57%
Departments	45	28%
Police	34	65%
Public Works	34	50%
Economic Development Authority	30	50%
Parks & Recreation	29	75%
Recycling Options	29	71%
Administration	28	20%
Newsletters	25	50%
Planning Division	24	0%
Senior Resources	24	35%
About East Bethel	23	0%

Searches within our Site this month	
Searched	# of searches
election results	5
candidates	4
cst	4
early voting	4
search	4
voting	4
city council	3
city maps	3
election	3
maps	3
meet the candidates	3
sample ballot	3
zoning map	3
2016 general election	2
23190 taylor st	2
absentee voting	2
building inspection & permits	2
elections	2
gis	2
interim use permit	2
mayor	2
meyenburg	2
ordinance	2
viking preserve	2
voting hours	2

39% of users viewed our site via mobile devices this month.



Most Downloaded Documents from our Website	
Document	# of times downloaded this month
East Bethel Resident Guide	139
Accessory Structure Pamphlet	52
Amended 2014 Zoning Map	51
Permit Application for Accessory Structure	45
Zoning map	38
Permit Application for Electrical Permit	36
Quick Reference Guide for the Firearm Ordinance	36
Quick Reference Guide for the Farm Animals Ordinance	29

