

**City of East Bethel
Economic Development Authority Agenda**

Regular Meeting – 7:00 p.m.

Date: January 23, 2017



AGENDA

	<u>Item</u>	
7:00 PM	1.0	Call to Order
7:01 PM	2.0	Adopt Agenda
7:02 PM p. 2	3.0	Elect and Appoint 2017 Officers
7:08 PM p. 3-5	4.0	Approve December 19, 2016 EDA Minutes
7:10 PM p. 6	5.0	Position Interviews for EDA Vacancy
7:50 PM p. 7-11	6.0	2017 Work Plan
8:00 PM	7.0	BR & E Update/Chamber Update
8:05 PM p. 12-15	8.0	February EDA Agenda/ City Council Report
8:10 PM	9.0	Selection of new EDA Board member and Recommendation to the City Council
8:15 PM	10.0	Adjourn



City of East Bethel Economic Development Authority Agenda Information

Date:

January 23, 2017

Agenda Item Number:

Items 3.0

Agenda Item:

Election and Appointment of 2017 EDA Officers

Requested Action:

Elect 2017 President and Vice President, and Appoint Assistant Treasurer and Secretary

Background Information:

Per the EDA By-Laws, the officers of the Authority shall consist of a President, Vice-President, Treasurer, Assistant Treasures and a Secretary. A Commissioner must not serve as President and Vice-President at the same time.

The offices of Secretary and Assistant Treasurer need not be held by a Commissioner. The By-Laws state the Assistant Treasurer will be the City Finance Director.

The By-Laws state the Treasurer shall be the Executive Director of the Authority and that the Executive Director shall be the City Administrator.

EDA Officers for 2016 were:

President: Dan Butler

Vice-President: Julie Lux

Treasurer: Jack Davis (as specified by EDA By-Laws)

Assistant Treasurer: Mike Jeziorski (as specified by the EDA By-Laws)

Secretary: Gail Gessner (appointed by the EDA)

Recommendation:

Staff recommends The EDA elect a President and Vice President, to serve from January 23, 2017 through January 31, 2018, designate the City Administrator to serve as Treasurer, and the Finance Director as Assistant Treasurer and appoint the City's Recording Secretary, Gail Gessner, as the EDA Secretary.

Economic Development Authority Action:

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

No Action Required: _____

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING
December 19, 2016

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

MEMBERS PRESENT: Dan Butler, President Doug Welter Steve Voss
 Brian Bezanson Brian Mundle

ABSENT: Julie Lux Oskar Granquist

ALSO PRESENT: Colleen Winter, Community Development Director

1. Call to Order President Butler called the meeting to order at 7:00 pm.
2. Adopt Agenda **Mr. Voss moved and Mr. Welter seconded to adopt the agenda with the addition of item 5.1 Anoka County Shopper. Motion carried.**
3. Approve Minutes **Mr. Bezanson moved and Mr. Mundle seconded to approve the November 21, 2016 minutes as written. Motion carried with Mr. Welter abstaining.**
4. 2016 Year in Review Ms. Winter presented a power point presentation report of 2016 activities. She reviewed the Strategies and Directions for Business Retention, Expansion and Recruitment, and marketing efforts, commercial activity, and residential permit activity. Viking Preserve, Prairie Ridge Estates Hidden Prairie Wedding and Event Center, senior housing, and grocery and retail expansion are expected highlights for 2017.

Ms. Winter reminded everyone that the Vision Meeting for Comprehensive Plan is scheduled for January 12, 2017 at 6:30 pm in the Senior Center.
5. Strategic Plan – Work Plan 2017 Members were given the 2016 Strategic Plan with items that were implemented in 2016 notated in red. Looking ahead to 2017, are there changes that need to be made to the Strategic Plan? The Strategic Plan is a document that outlines a broad strategy to address the EDA’s efforts to recruit and retain business. This plan was adopted by the EDA in early 2016 with 7 major components of the plan: Creation of a Business-Friendly Image and Reputation, Comprehensive Plan, Financing, Marketing, Business Recruitment, Business Retention and Expansion, and Business Assistance.

The EDA discussed what areas to focus on in 2017 including: Grocery Store/Retail development, Senior Housing, Viking Preserve, Service Road (east side), draft and approve a building survey for contractors/developers to fill out, implement the option to use credit cards for permitting payment, and hiring of additional staff.

For the Comp Plan planning, Ms. Winter stated the EDA will be involved with the economic development portion.

What direct contacts and/or projects with businesses or individuals in East Bethel were generated from MNCAR and Greater MSP? Ms. Winter said she would check for information on this and provide it to the EDA.

For marketing purposes, it was suggested that a marketing vision be formed to possibly be a part of the Comp Plan. Should a “drip marketing” campaign be set up to address those businesses that stopped by the booth at MNCAR? It was thought that businesses should be the marketing focus. “Attention getting” marketing will bring in business in the long run.

It was questioned whether the EDA should continue to develop policies and guidelines that minimize competition conflicts with existing businesses.

Is the Chamber of Commerce notified when businesses are looking at East Bethel? The Chamber could be more involved at the start when businesses are considering East Bethel. This item will be addressed at the next Chamber meeting.

In 2017, businesses need to be made aware of the communication link info.

5.1 Anoka County Shopper

The Anoka Shopper is not being delivered to some East Bethel zip codes and it is unclear why. Concern is that local businesses are advertising in the Shopper, however, it is not being delivered to the targeted marketing group, namely area residents. **President Butler moved to direct City Staff to send a formal letter to ECM Publishers on behalf of the City Council to request delivery to those zip codes no longer on the delivery list. Due to the lack of a second, motion failed.** Mr. Welter noted the importance of having a printed media communication vehicle to get to a targeted populous.

Wanda McLauren, 23380 London Street NE, stated her publishing background has taught her that the reason for non-delivery to areas has to do with distribution costs, which is the main factor in publication delivery determination. City Staff should find out which East Bethel zip codes get the Anoka Shopper and which get the Scotsman to share with businesses for marketing information purposes. Staff will follow-up on this suggestion and share the information with the City Council.

6. Chamber Update

The Chamber has a membership of 64 members. The same Board of Directors were voted in at the Chamber party on 12/15.

7. City Council Update

City Council liaison, Brian Mundle reported:

- The Vision Meeting for the Comprehensive Plan is scheduled for January 12, 2017 at 6:30 pm in the Senior Center.
- Plans for Hidden Prairie Wedding & Events Center are moving forward.
- Budget levies were passed.
- Site Plan Review for Northway Sports was approved.

- The Mighty Duck grant was approved for an electric Zamboni with a 50/50 cost split. Funds used for this purchase were generated by the ice arena use fees.
- Dad's Belgium Waffle Fire Department fund raiser is scheduled for 1/28/17 from 8-11:00 am at fire station #1.

Mr. Bezanson spoke briefly with the Tech Metals Controller/office manager regarding professional development, what that company needs are shop layout readers, not welders.

9. Adjourn **Mr. Voss moved and Mr. Mundle seconded to adjourn at 8:18 pm. Motion carried.**

Respectfully submitted,

Gail Gessner, Recording Secretary
Submitted 12/28/16

DRAFT



City of East Bethel Economic Development Authority Agenda Information

Date:

January 23, 2017

Agenda Item Number:

Item 5.0

Agenda Item:

Position interviews for EDA vacancy

Requested Action:

Recommend approval of EDA Board member appointment to City Council.

Background Information:

The EDA currently has one opening on the Board. The term for this Board vacancy is through January 2023. The City posted the position and received three applications. The EDA will be interviewing the three interested parties in alphabetical order. The interview questions will be the same for all applicants and it is anticipated that each interview will take no more than ten minutes each. Below is the applicant schedule:

1. Robert Haig
2. Ron Koller
3. Wanda McLaurin

Attachments:

1-3: Applicant materials/information supplied to EDA members

Fiscal Impact:

NA

Recommendation:

At the end of the meeting, the EDA will choose a new Board member by written ballot that will be given to the President and Secretary to tabulate and the new Board member recommendation will be forwarded to the City Council for final approval.

Economic Development Authority Action

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____



City of East Bethel Economic Development Authority Agenda Information

Date:

January 23, 2017

Agenda Item Number:

Item 6.0

Agenda Item:

2017 Work Plan

Requested Action:

Approve 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.

At the regular Dec. 19, 2016 EDA meeting a discussion took place regarding the 2016 Strategic Plan and areas of focus for 2017. Attached is the 2017 Strategic Plan with changes as discussed in December.

Attachments:

- 1.) Strategic Plan
- 2.) 2017 Work Plan

Fiscal Impact:

To be determined.

Recommendation:

Staff requests that the EDA review and adopt the 2017 Strategic Plan and Priorities

Economic Development Authority Action:

Motion by: _____

Second by: _____

Vote Yes: _____

Vote No: _____

2017 City of East Bethel

Strategies and Directions for Business Retention, Expansion and Recruitment

The Mission of the East Bethel 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 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*
- 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*
- 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

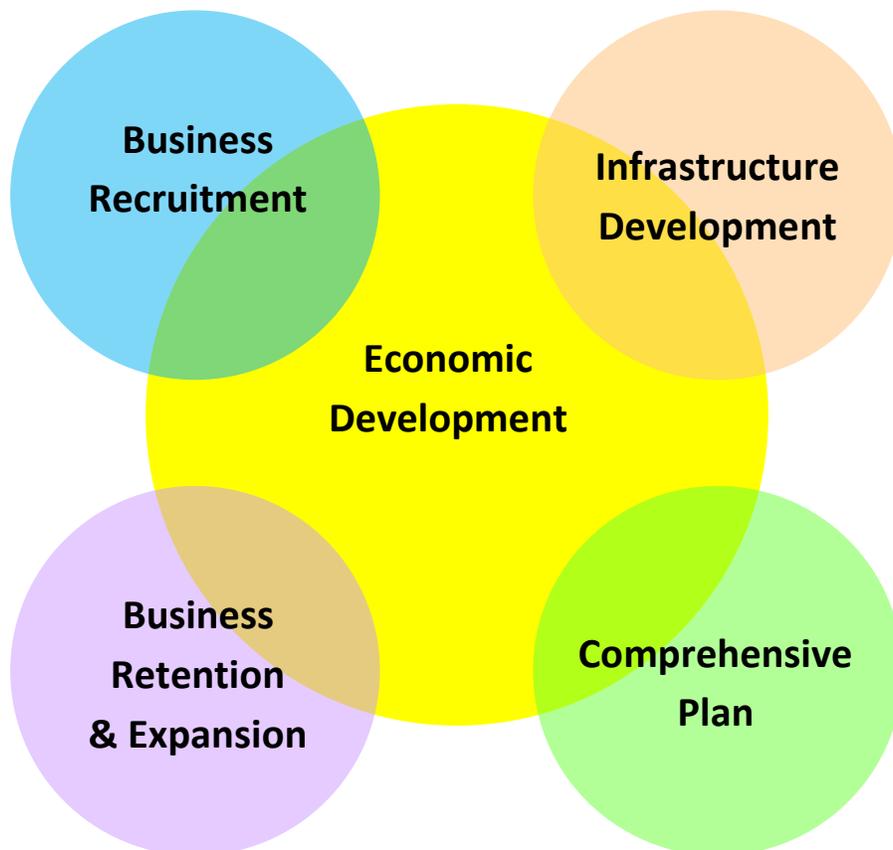
- Develop policies and guidelines that minimize competition conflicts with existing business.
- Utilize data from the marketing study to obtain location needs of identified businesses and develop procedures for contact and follow-up meetings.
- Establish connections and associations with DEED, MSP and 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*
- 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.



EDA 2017 Priorities

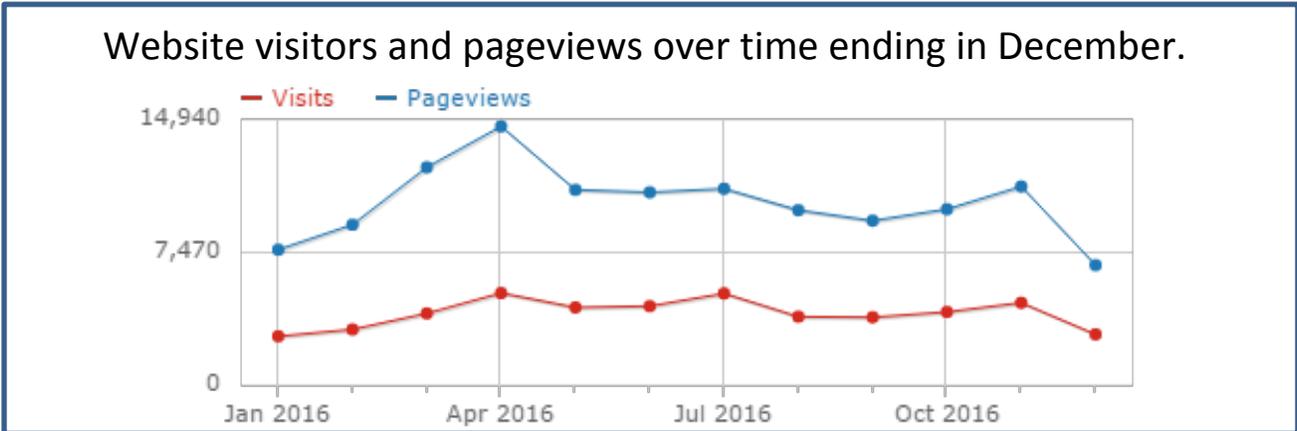


December 2016 Piwik Analysis

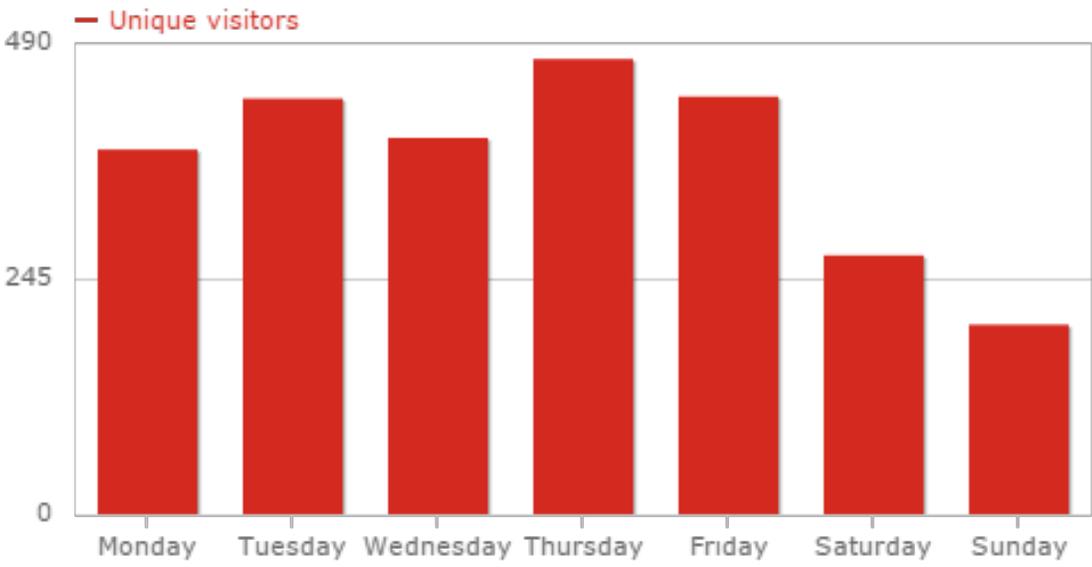
Most frequently viewed webpages this month		
Label	Total Pageviews	Bounce Rate
East Bethel, MN - Official Website	1431	53%
East Bethel, MN	690	56%
Building Inspections & Permits	102	51%
City Council	95	44%
Residents	57	0%
City Government	54	30%
City Code	49	21%
City Maps	36	50%
Agendas & Minutes	34	0%
GIS	33	50%
Community Development	31	100%
Parks & Recreation	31	29%
Administration	30	67%
Fire	30	50%
Comprehensive Plan	28	64%
Public Works	28	83%
Trash Collection	25	54%
East Bethel Booster Day	24	47%
Planning Commission	23	0%
Economic Development Authority	21	50%
Add Job Posting	19	75%
Newsletters	19	20%
Recycling Options	19	78%
Departments	17	22%
Finance	17	100%

Searches within our Site this month	
Searched	# of searches
search	3
comprehensive plan	2
electrical permit application	2
granny may's	2
septic	2
sidewalk	2
zoning map	2
"&"	1
&	1
2017 facilities request form	1
accessory building	1
administration	1
asst. city administrator	1
atheletic events	1
barking dogs	1
booster day	1
building inspector	1
burning permit	1
can i build a pole building on my property?	1
capital improvement plan	1
cemetary	1
chamber members	1
charitable gambling	1
charitable gambling list	1
city administrator contract	1

32% 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	129
Accessory Structure Pamphlet	55
Permit Application for Electrical Permit	27
Amended 2014 Zoning Map	21
2016 Fee Schedule	20
Zoning Map	19
Permit Application for Accessory Structure	18

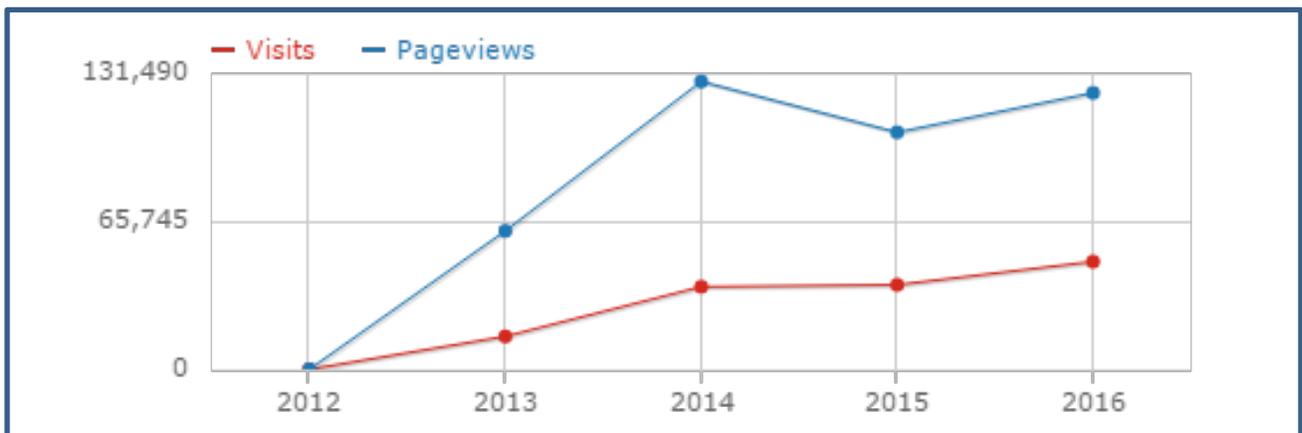


Year of 2016 Piwik Analysis

Most frequently viewed webpages this year		
Label	Total Pageviews	Bounce Rate
East Bethel, MN - Official Website	22139	46%
East Bethel, MN	12189	50%
City Council	2018	36%
Building Inspections & Permits	1882	45%
City Code	1410	31%
Residents	1165	27%
East Bethel Booster Day	1134	70%
City Maps	1052	38%
Agendas & Minutes	837	5%
Planning Commission	814	37%
GIS	737	40%
Elections	735	46%
Community Development	607	51%
City Government	572	26%
Fire	572	59%
Parks & Recreation	526	42%
Administration	516	49%
Economic Development Authority	444	46%
Departments	442	27%
Public Works	419	56%
About East Bethel	392	55%
Recycling Events	387	77%
Police	375	66%
Public Utilities	349	29%
Newsletters	313	47%

Searches within our Site this year	
Searched	# of searches
search	78
zoning map	54
cst	44
zoning	24
permits	19
septic	18
city code	17
hours	17
rfp	17
burning permit	16
comprehensive plan	15
gis	15
hunting	13
light industrial	13
mayor	13
recycling	13
jobs	12
booster days	11
city maps	11
maps	11
viking preserve	11
building inspection & permits	10
burning	10
employment	10
interactive map	10

35% of users viewed our site via mobile devices this year.



Most Downloaded Documents from our Website	
Document	# of times downloaded this year
East Bethel Resident Guide	2,224
Detached Accessory Structure Pamphlet	836
Permit Application for Accessory Structure	509
Amended 2014 Zoning Map	430
Permit Application for an Electrical permit	414
Quick Reference to Firearm Ordinance	383
Zoning Map	364

