

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

Regular Meeting – 7:00 p.m.

Date: March 19, 2018



AGENDA

		<u>Item</u>	
7:00 PM		1.0	Call to Order
7:01 PM	p. 1	2.0	Adopt Agenda
7:02 PM	p. 2-4	3.0	Approve February 26, 2018 meeting minutes
7:08 PM	p.5-6	4.0	Piwik
7:15 PM	p.7-13	5.0	Discussion RE: EDA Bylaws
7:30 PM		8.0	City Council Report
7:45 PM		9.0	Adjourn

Item 3

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING

February 19, 2018

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

MEMBERS PRESENT: Julie Lux, President Doug Welter Tim Harrington
 Brian Bezanson Steve Voss

ABSENT: Dan Butler

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

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

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

3. Approve Minutes Mr. Bezanson moved and Mr. Welter seconded the approval of the January 22, 2018 meeting minutes as presented.

4. Business Activity Report Ms. Winter reported on the activity for January and February of 2018
 - Pat's Small engine is under construction on Highway 65
 - Advantage Construction is under construction in the Industrial Park
 - Site Plan review for Abrasive Specialties, Inc. will go before the Planning Commission on Feb. 27, 2018
 - Working with Kwik Trip on a location for 2020
 - Working with a potential small aquaponics business
 - Received approval from the City Council to hire consultant to complete a Senior Housing study
 - Met with the church and interested parties regarding Senior Housing
 - Working with a development group who is interested in doing a PUD for detached slab on grade single-family homes on property that is owned by the city and or church.
 - Met with three separate builders who all have an interest in a 60 acre parcel for a rural residential development
 - Working with two existing East Bethel businesses that are interested in expanding
 - Working with an existing business that will be relocating to a different facility
 - Have received inquiries for the following types of businesses and staff has indicated that these would not be allowed in the City of East Bethel per our current codes:
 - Expansion of UPullRparts
 - Asphalt crushing facility
 - Used car sales
 - Recreational Vehicle sales and repair

- Request to park semi-truck trailers on a vacant lot

5. Discussion regarding Anoka County Economic development position

Staff presented an Executive Summary of a report that was completed for Anoka County related to economic development. Ady Advantage, a site selection and economic development firm was hired through a grant by Connexus Energy to create an economic development business recruitment roadmap. Highlights included:

- Anoka County has great accessibility to highways, air and rail
- Large inventory of available land and buildings
- Local two year colleges
- Well skilled workforce

Areas needed for improvement include:

- Lower costs for taxes
- Workforce shortage
- Incentives

A Target Industry Analysis was also completed and the following list of businesses are predominant in Anoka County. Light Manufacturing – medical device, instruments, plastic molding injection; Heavy Manufacturing – Machinery; Distribution and Trucking; Data centers; Call centers.

From the report there were several meetings, including one where many of the cities were in attendance. There were 3 broad strategies that came out of the goal setting session and report and local communities were asked to participate on the committees tasked with these strategies.

- Alignment/Regionalism
- Readiness
- Marketing/Differentiation

Community Development Director Winter will be participating on the Alignment/Regionalism committee. Anoka County is also going to be hiring an Economic Development Coordinator. City Staff expressed concerns about how the Coordinator position will function and the role this person will have in local economic development activities. Winter will serve on the interview committee for the hiring of the new position at the County level.

6. Comp Plan

Ms. Winter discussed the next steps in the Comp Plan process including the upcoming presentation of the draft document at the regular March 27, 2018 Planning meeting.

7. Marketing Proposal

On February 2, 2018 Mayor Voss was contacted by Pete Douglas, Associate Producer of Modern Business regarding the production of promotional video that would highlight East Bethel. The segment that would feature East Bethel would air one (1) time nationally on FOX Business Network and thirty-four (34) times regionally on ABC and FOX broadcast stations and/or Regional News Networks in cities selected by Featured Guest through a Distribution

Checklist. The cost of production would be \$24,900.

Additional details of the proposals were

- Production of a three (3) - five (5) minute segment created in an educational format as part of a 30 minute show.
- Filming to occur 75-90 days from now at a mutually agreed upon location.
- A collaborative approach to the segment, so we would need input, approval and signoff from the Featured Guest on everything including the script, press releases and the final edited segment.
- City of East Bethel MN is issued the licensing rights of the segment and a 30-second promotional video for them to reutilize moving forward.

After some discussion, the EDA determined that this was not a marketing strategy they wish to pursue.

8. City Council Report

Mr. Tim Harrington reported:

- City Council approved the following:
 - New street light at Viking and Taylor
 - New franchise agreement with CenterPoint Energy for 10 years
- City Council denied the IUP for Erryn Magnussen for operating a business out of his home at 22050 Quincy St NE
- April 17 will be the spring Town Hall meeting

Mayor Voss mentioned the Hills Youth and Family Services that is looking to move Forest Lake and the issues they are having with that location. He suggested that staff contact them to see if they are looking at other sites. The EDA supported the idea of working with them as a potential business for our community.

9. Adjourn

Mr. Bezanson moved and Mr. Voss seconded to adjourn at 8:05 pm. Motion carried.

Respectfully submitted,

Colleen Winter
Community Development Director

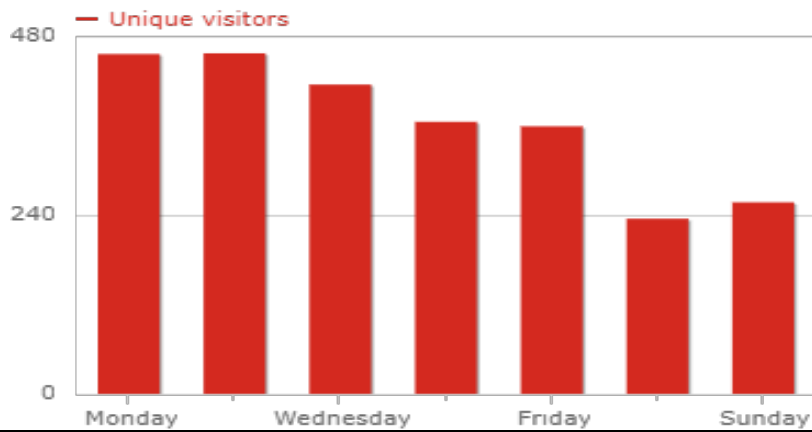
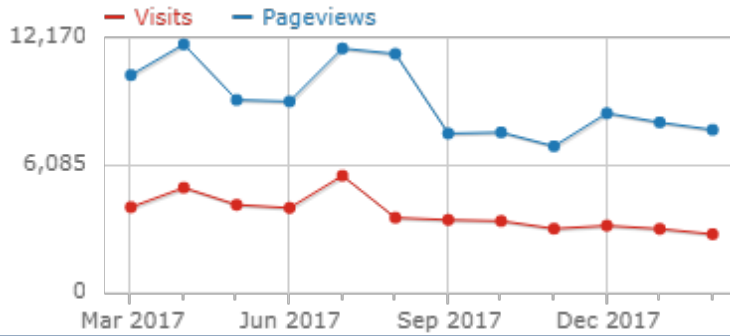
February 2017 Piwik Analysis

Most frequently viewed webpages this month		
Label	Total Pageviews	Bounce Rate
East Bethel, MN - Official Website	1148	39%
East Bethel, MN	652	48%
City Council	131	37%
Building Inspections & Permits	124	55%
City Code	113	35%
City Maps	72	47%
Agendas & Minutes	64	17%
Residents	56	80%
GIS	50	40%
Fire	47	53%
Public Works	45	50%
Planning Commission	42	38%
Reporting Animal Issues	42	63%
Community Development	41	20%
City Government	39	25%
Parks & Recreation	33	58%
Departments	31	17%
East Bethel Booster Day	30	64%
Planning Division	28	33%
Recycling Events	28	79%
Administration	27	100%
City Water and Sewer	24	70%
Newsletters	24	83%
Senior Resources	24	25%
Garbage & Recycling	20	25%

Searches within our Site this month	
Searched	# of searches
search	6
zoning map	4
comprehensive plan	3
iup	3
tammy gimpl	3
209th	2
accessory building	2
building inspection & permits	2
city code	2
employment	2
gimpl	2
ice arena	2
ice rink	2
iup tammy gimpl	2
kennel license	2
mayor	2
senior center	2
"gratitude farms"	1
"tammy" gimpl	1
2008 comprehensive plan	1
2009 iup	1
2030 comprehensive plan	1
2040 comprehensive plan update	1
animal control iup	1
b2 business	1

33% of users viewed our site via mobile devices in February.

Website visitors and pageviews over time ending in February.



Most Downloaded Documents from our Website

Document	# of times downloaded this month
East Bethel Resident Guide	114
Accessory Structure Pamphlet	78
Quick Reference to the Farm Animal Ordinance	57
Quick Reference to the Dog Ordinance	54
Quick Reference to the Snowmobile Ordinance	48
Quick Reference to the Chicken Ordinance	41
Quick Reference to the Kennel license Ordinance	40
Quick Reference to the Firearms Ordinance	39
Quick Reference to the Driveway Ordinance	34
Quick Reference to the ATV Ordinance	33
Amended 2014 Zoning Map	33
Quick Reference to the Landscaping Regulations Ordinance	32
Quick Reference to the Fence Ordinance	31



City of East Bethel Economic Development Authority Agenda Information

Date:

March 19, 2018

Agenda Item Number:

Item 5.0

Agenda Item:

EDA by-laws

Requested Action:

Information only

Background Information:

The City of East Bethel formed an Economic Development Authority in 2008 and created an official set of By-laws in 2008, modified in 2011 and again in 2013. It is time to review the EDA by-laws and discuss what changes if any should be made.

Attachments:

- 1.) EDA by-laws 2011
- 2.) EDA by-laws 2013

Fiscal Impact:

Not applicable

Recommendation:

No action required.

Economic Development Authority Action:

No Action Required: X

**BY-LAWS OF THE
EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY
DATED: SEPTEMBER 21, 2011**

1. The Authority

Section 1.1 Name of the Authority. The name of the Authority shall be the East Bethel Economic Development Authority (hereinafter, the “Authority”), and its governing body shall be called the Board of Commissioners (hereinafter, the “Board”).

Section 1.2 Office. The principal office of the Authority shall be the East Bethel City Hall.

Section 1.3 Seal. The Authority shall have an official seal.

Section 1.4 Purpose. The purpose of the East Bethel Economic Development Authority is to coordinate and administer economic development and redevelopment plans and programs within the scope of MN Statutes 469.090 et. seq. for the City of East Bethel.

2. Organization

Section 2.1a Officers. The officers of the Authority shall consist of a President, Vice President, a Secretary, a Treasurer, and an Assistant Treasurer. The President, Vice President and Treasurer shall be members of the Board and shall be elected annually, and no Commissioner may serve as President and Vice President at the same time.

Section 2.1b Ad hoc (non-voting) Members. Ad-hoc members from the East Bethel business and residential communities may be appointed to the Board by the City Council in a special capacity from time to time.

Section 2.2 President. The President shall preside at all Board meetings, and be appointed by the Board.

Section 2.3 Vice President. The Vice President shall preside at any Board meeting and exercise all powers and perform all responsibilities of the President in the absence of the President, and shall be appointed by the Board.

Section 2.4 Treasurer. The Treasurer shall be the Executive Director of the Board. The Treasurer shall receive and be responsible for Authority money, shall disburse Authority money by check only, keep an account of all Authority receipts and disbursements and the nature and purpose relating thereto. Shall file the Authority’s financial statements with its Secretary at least once a year as set by the Authority and be responsible for the acts of the Assistant Treasurer.

Section 2.5 Assistant Treasurer. The Assistant Treasurer shall have all the powers and duties of the Treasurer if the Treasurer is absent or disabled. The Assistant Treasurer shall be the Fiscal and Support Services Director of the City of East Bethel (the “City”).

Section 2.6 Secretary. The Secretary shall be appointed by the Board to keep minutes of regular meetings of the Board.

Section 2.7 Executive Director. The Executive Director shall be the City Administrator of the City and shall be appointed executive officer of the Authority and shall have such additional responsibilities as the Board may from time to time and by resolution prescribe. The City of East Bethel (or the Executive Director) shall maintain all records of the authority in accordance with applicable law and provide City Council with copies of those minutes.

3. Procedures of the Board of Commissioners

Section 3.1 Annual Meeting. The annual meeting of the Board shall be held the second regular City Council meeting date at 6:30 p.m. of the month of January in each year.

Section 3.2 Regular Meetings. The Board shall hold quarterly meetings during the first month of each quarter and at such other time as the Board may determine and set.

Section 3.3 Special Meetings. Special meetings of the Board may be called by the President or, in the event of the President's absence or inability, by the Vice President at any time, upon three (3) days prior notice to all Commissioners and the Executive Director. The Executive Director shall post notice of any special meeting in the principal office of the Authority no less than three (3) days prior to such special meeting.

Section 3.4 Quorum. A quorum of the seven (7)-member Board shall consist of four Commissioners. A quorum shall be required for the Authority to conduct business. A meeting may not be called to order and must be adjourned if, at any time, a quorum is not present for a meeting.

Section 3.5 Adoption of Resolutions. Resolutions of the Board shall be adopted if approved by a simple majority.

Section 3.6 Rules of Order. The meeting of the Board shall be governed by modified Robert's Rules of Order.

4. Miscellaneous

Section 4.1 Fiscal Year. The fiscal year of the Authority shall be the calendar year.

Section 4.2 Treasurer's Bond. The Treasurer shall give bond to the state conditioned for the faithful discharge of official duties. The bond must be approved as to form and surety by the Authority and filed with the Secretary and must be for twice the amount of money likely to be on hand at any one time as determined at least annually by the Authority, provided, however, that said bond must not exceed \$300,000.

Section 4.3 Checks. An Authority check must be signed by the President and the Executive Director. The check must state the name of the payee and the nature for which the check was issued.

Section 4.4 Report to City. The Authority shall make an annual report to the City Council of its activities and accomplishments.

Section 4.6 Budget to City. The Authority shall annually send its budget to the City Council which budget included a written estimate of the amount of money needed by the Authority from the City in order for the Authority to conduct business during the upcoming fiscal year.

Section 4.7 Employees. The Authority may employ technical experts and agents and other employees as it may require and determine their duties, qualifications and compensation.

Section 4.8 Services. The Authority may contract for the services of consultants, agents, public accountants, attorneys and others as needed to perform its duties and to exercise its powers.

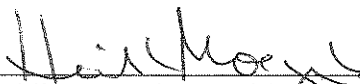
Section 4.9 Supplies, Purchasing, Facilities, and Services. The Authority may purchase the supplies and materials it needs. The Authority may use facilities of the City's Purchasing Department. The City may furnish offices, structures and space, stenographic, clerical, engineering and other assistance to the Authority.

Section 4.10 Execution of Contracts. All contracts, notes and other written agreements or instruments to which the Authority is a part or signatory or by which the Authority may be bound shall be executed by the President and Executive Director as the Board may by resolution prescribe.

Section 4.11 Amendment of By-Laws. These By-Laws may be proposed to be amended by the Board by majority vote of all the Commissioners. Amendments are to be effective only upon approval of the majority of City Council.

Amended this 21st day of September 2011 by the Economic Development Authority of the City of East Bethel.

EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY



Heidi Moegerle, President

ATTEST:



Jack Davis, Executive Director

**BY-LAWS OF THE
EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY
Dated: June 5, 2013**

1. The Authority

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Section 2.1b Ad hoc (non-voting) Members. Ad-hoc members from the East Bethel business and residential communities may be appointed to the Board by the City Council in a special capacity from time to time.

Section 2.1c Members. The Board shall consist of seven (7) voting members to include two (2) City Council and five (5) members from the business and residential communities.

Section 2.2 President. The President shall preside at all Board meetings, and be appointed by the Board.

Section 2.3 Vice President. The Vice President shall preside at any Board meeting and exercise all powers and perform all responsibilities of the President in the absence of the President, and shall be appointed by the Board.

Section 2.4 Treasurer. The Treasurer shall be the Executive Director of the Board. The Treasurer shall receive and be responsible for Authority money, shall disburse Authority money by check only, keep an account of all Authority receipts and disbursements and the nature and purpose relating thereto. Shall file the Authority’s financial statements with its Secretary at least once a year as set by the Authority and be responsible for the acts of the Assistant Treasurer.

Section 2.5 Assistant Treasurer. The Assistant Treasurer shall have all the powers and duties of the Treasurer if the Treasurer is absent or disabled. The Assistant Treasurer shall be the Fiscal and Support Services Director of the City of East Bethel (the “City”).

Section 2.6 Terms. Those commissioners appointed shall be appointed for terms of one, two, three, four, and five years respectively, and two members for six years. Thereafter, all commissioners shall be appointed for six-year terms.

Section 2.7 Secretary. The Secretary shall be appointed by the Board to keep minutes of regular meetings of the Board.

Section 2.8 Executive Director. The Executive Director shall be the City Administrator of the City and shall be appointed executive officer of the Authority and shall have such additional responsibilities as the Board may from time to time and by resolution prescribe. The City of East Bethel (or the Executive Director) shall maintain all records of the authority in accordance with applicable law and provide City Council with copies of those minutes.

3. Procedures of the Board of Commissioners

Section 3.1 Annual Meeting. The annual meeting of the Board shall be held the second regular City Council meeting date at 7:00 p.m. of the month of January in each year.

Section 3.2 Regular Meetings. The Board shall hold regular meetings the third Monday of each month and at such other time as the Board may determine and set.

Section 3.3 Special Meetings. Special meetings may be called by any two board members. Written notice shall be given by the President and/or Board members to the Executive Director stating the time, place and purpose of the meeting. Notice of a special meeting shall be given by the Executive Director to each member of the Board by mailing a copy or causing a copy of such notice to be delivered to Board Members at least three days prior to the date and time stated in the notice.

The Executive Director shall post notice of any special meeting in the principal office of the Authority no less than three (3) days prior to such special meeting.

Section 3.4 Quorum. A quorum of the seven (7)-member Board shall consist of four Commissioners. A quorum shall be required for the Authority to conduct business. A meeting may not be called to order and must be adjourned if, at any time, a quorum is not present for a meeting.

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Section 4.2 Report to City. The Authority shall make an annual report to the City Council of its activities and accomplishments. The Authority shall provide City Council with monthly report.

Section 4.3 Budget to City. The Authority shall annually send its budget to the City Council which budget included a written estimate of the amount of money needed by the Authority from the City in order for the Authority to conduct business during the upcoming fiscal year.

Item 5, attachment 2

Section 4.4 Employees. The Authority may employ technical experts and agents and other employees as it may require and determine their duties, qualifications and compensation.

Section 4.5 Amendment of By-Laws. These By-Laws may be proposed to be amended by the Board by majority vote of all the Commissioners. Amendments are to be effective only upon approval of the majority of City Council.

Section 4.6 Compensation. A commissioner, including the president, shall be paid for attending each regular or special meeting of the East Bethel Economic Development Authority in an amount to be determined by City Council.

Amended this 5th day of June, 2013 by the City Council of the City of East Bethel.

CITY OF EAST BETHEL

Richard Lawrence, Mayor

ATTEST:

Jack Davis, City Administrator