

**City of East Bethel**  
**Economic Development Authority Meeting**  
January 29, 2013

The East Bethel Economic Development Authority (EDA) met on January 29, 2013 for a regular meeting at City Hall at 6:30 p.m.

MEMBERS PRESENT: Julie Lux Dan Butler Brian Bezanson Heidi Moegerle  
John Landwehr

MEMBERS EXCUSED: Mike Connor Richard Lawrence

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

**Call to Order** Moegerle called the meeting to order at 6:30 p.m.

**Introduction of New Member** Winter introduced John Landwehr. She explained she wasn't part of the interview process and told Landwehr the opportunity to talk about himself. He explained his background is working with the environmental engineering since 1987. He started out with above ground and below ground storage tanks, air water and waste. His role has been a variety, from managing to doing. Over the last decade has been more managing and he has worked throughout the Midwest with firms.

**Oath of Office** Winter stated the other person reappointed was Mr. Connor. He won't be here this evening. From November 2012 through January 16<sup>th</sup>, 2013, the City of East Bethel sought interested residents wishing to serve on the East Bethel Economic Development Authority. Those that were chosen by City Council on January 16, 2013 were:

1. John Landwehr (term to run from January 29, 2013 through January 31, 2017)
2. Mike Conner (term to run from January 29, 2013 through January 31, 2018 )

Landwehr will be taking an oath of office this evening. Connor will do his Oath of Office at the next meeting. I, John Landwehr do solemnly swear or affirm that I will support the Constitution of the United States of America and the State of Minnesota, and faithfully discharge the duties as a member of the City of East Bethel Economic Development Authority in the County of Anoka and the State of Minnesota to the best of my ability. So help me God.

**Adopt Agenda** **Moegerle made a motion to adopt the January 29, 2013 Economic Development Authority (EDA) agenda. Bezanson seconded. All in favor; motion carries unanimously.**

**Elect President, Vice President, and Treasurer** At the September 13, 2011 EDA meeting, EDA officers were appointed effective until January 2013. At tonight's meeting, a new President, Vice President, and Treasurer need to be appointed to serve from January 31, 2013 through January 31, 2014.

Moegerle stated she was accepting nominations for everything. She stated basically the treasurer is in name only. Rita does that. Lux said she would do that. Moegerle said there are five of us and there are five positions. Moegerle said she would like to be President again, because it is helpful when she goes to meetings.

**Lux motioned to nominate Moegerle as President and Butler Vice President. Moegerle seconded; all in favor motions carries unanimously.**

**Moegerle motioned for Lux to Treasurer. Bezanson seconded; all in favor, motion carries unanimously.**

**Appoint  
Secretary and  
Assistant  
Treasurer**

The term for the 2012 Secretary and Assistant Treasurer expire on January 31, 2013. New officers for these positions need to be appointed to serve from January 31, 2013 through January 31, 2014.

Moegerle stated the finance director has always been the assistant treasurer. Secretary, we have a recording secretary, do we nominate Jill.

**Moegerle motioned for Jill Anderson as Recording Secretary and Rita Pierce Assistant Treasurer. Butler seconded; all in favor, motion carries unanimously.**

**Butler motioned for Conner to be Secretary. Lux seconded: all in favor motion carries unanimously.**

**Approve  
November 28,  
2012 EDA  
Minutes**

Butler stated on page 8, seconded, end of sentence parochial should be changed to provincial. Moegerle said what she has done in the past; if they are grammatical or spelling she turns those in. If it is a substantive change, we do those here.

**Bezanson made a motion to approve the November 28, 2012 minutes with the one change noted. Lux seconded; all in favor, motion carries.**

**Update on  
East Bethel  
Properties,  
LLC**

Winter stated you will see in your packet, basically we have a party we are working with, East Bethel Properties LLC. They have purchased the NW corner of Hwy 65 and County Road 22. They want to take advantage of the work that the County is doing. We put together a Memorandum of Understanding for work being done on County Road 22. They wanted a turn lane put in, which is about 1200 feet. There will be an access point on the west side at this point. Really at this point, that is all they are doing. They wanted to take advantage of this project. If they take advantage of it, they don't have to tear up the concrete that the County is putting down. The MOU is to make them responsible for payment for their share of the project.

At this point, the group does not have a preliminary plat, nor have they presented us with any sort of site plan.

Butler asked about the County turning Viking Boulevard over to the State. With that being the case would there be a problem with the State. Davis said there was something done in the legislature that actually approved MnDOT taking over County Road 22, dependent on funding availability. He would guess that is several years down the road. Bezanson said for the longest time for anything on County Road 22 would be planned for a State Highway and I think that this would be in compliance with all that protocol. Davis said these activities are within the County right of way, so we have no say. Winter said that is something we are aware of and will work with them.

Moegerle said Bezanson wanted to know who the owners of East Bethel LLC. Moegerle said that would be coming out soon. Lux said if you look it up online you can find that out. Bezanson said if we are looking for input on 2005/2006 City Center Plan that is a pretty important parcel of land. If you look at things from a realistic standpoint, you can't build on muck. If you are looking at the soils on the other quadrants. Lux said some people are buying bank notes and flipping them to a developer. Winter said the previous owner did a lot of corrections on the property.

**Developer's  
Handbook**

Staff sent out letters to property owners who have land or buildings that are available for sale or lease in and around the Highway 65 Corridor. We have received several responses and our plan is to compile a list to be included as part of a development package that can be given to

potential developers, as well as respond to inquiries from Greater MSP and other entities, and private parties. We envision the developer's packet to include, but not be limited to, the following information:

1. available Property Inventory
2. population estimates, taxes, future land use, future infrastructure
3. workforce data, financial incentives, list of resources

All of this information would be included on the City's updated website and updated on a semi-annual basis.

**Fiscal Impact:**

Minimal. Most of the work can be completed in-house and the cost would be for colored copies, folders and binding of materials, if needed; approximate cost would be \$300.00.

Winter stated this is the mock up of what every site could look like. This is something that we did in house, with the help of our GIS Department. This is the main stuff that we felt was important. It is very similar to what a real estate person would put out and would be one piece of the pie. Depending on what the developers needs are, we would include other information. Today we met with Connexus and they are very interested in working with us. They want to help in any way they can. We might also include work force information and population information. This will be included on the City's new website.

She recently met with Premier realty at their office. The provided some really good ideas. Any and all of their properties they are going to list as well. She stated when she is driving around; she takes notes of what is out there. We have tried to do a comprehensive job of finding properties.

Moegerle said what about the residential developments that aren't full. Winter said a secondary listing could be an included and is important. Obviously if there are vacant lots, that is important. If there are homes that are for sale we can direct them to another site.

Moegerle said what you said about Connexus are they interested in helping us recruit. Winter said they are out there, they hear from commercial customers and they have a large network that they might hear things before we hear things. The other thing that we talked about, which she hasn't brought up to us yet. The state has a shovel ready program; it is \$3,000 per certification. If we got everything together and we have a lot of that together already, sometimes they will partner with us and pay that fee where they will partner with us to do it. When she gets more information she will bring it back.

Butler asked what the timing is for the website. Winter said February 14. Moegerle said the deadlines are throughout this month, and we are on time for that. Butlers said to include a link to Winter so if someone doesn't see their commercial property listed, and would like to have more information about having your property listed, please click this link. She will ask Carrie about that.

Winter said this doesn't do this justice, because it is not in color. She said on the website, you would have the large map, so you can click on it and go right to that site.

Winter wanted to know if there were any changes needed. Carrie wanted all changes in by February 1. Is there anything to change or items to add? Lux wanted to know if you have the ability to add a PDF or add a link from the broker. Moegerle said what about the aerial photos. Butler thought about the property owner if they wanted their name listed, or if they wanted the realtor listed. Winter said we gave them the option. Butlers said what about maintaining an updated list. How will we handle ones that are sold? Winter said that we are looking at updating them on a semi-annual basis. The group consensus was it needs to be done more often than this. Bezanson said you have to listen to what the real estate marking

professional says. Butler said if you have properties that are listed for a long time and aren't available forever it speaks poorly on us. Moegerle said a listing agent would call us. Winter said that happens on real estate agents all the time. We have it on the work plan for every six months. Once this goes out, all the people that send us the information, we will tell them to go and check it out on the website. We will also remind them to tell us if the property is sold.

## City Center Concept Plan

Winter provided the Commission the full packer, and she knew it was a lot of information.

In September 2005 the City of East Bethel studied, researched and assembled a *City Center Plan* and is included at the Intersection of 22 and 65 as a Future Land Use Designation. A copy of the complete report is enclosed as Attachment 1 for your review. Many things have changed since 2005. Most notably, the economy went into a recession and developers have become reticent to undertake large-scale development projects. Many of things in the plan might not be reasonable based on today's economy.

The Planning Commission is in the process of looking at the Comprehensive Plan, and redefining the Highway 65 corridor. City Staff is seeking input from the EDA on the concept of a City Center Plan and whether or not it is practical or realistic today. Specific items to look at include:

- Does it make sense to have a City Center concept somewhere in the City and if so at what location?
- Should there be design standards incorporated as part of a City Center concept plan?
- What types of uses should be allowed in a City Center (if still applicable) – Commercial and Residential?
- Should there be flexibility to allow for Planned Unit Developments and other types of development tools?
- Is a streetscape that includes landscaping, lighting, sidewalks and trails to be included in this plan (if still applicable)?

We are not looking for specifics but for general feedback.

The area we are talking about is about a mile square. The idea is that it was going to be East Bethel's downtown. Winter isn't asking for you to come up with sort of standards, we just want to solicit the EDA's opinion.

The first question is does it make sense to have a City Center concept somewhere in the City and if so at what location? Moegerle said looking at figure six, our downtown would be underwater. The plan is out there and will settle down somewhere. This is something that needs to be considered strongly. Bezanson said all you have to do is have enough money and you can do whatever. Winter said you don't have those kind of developers that do speculative development anymore.

Butler said if you look at the communities that are involved in major state hwy ways running through them. Once you get to Spring Lake Park, it is pretty much; it goes straight-line winds up to Mille Lacs. To conceptualize a city center along Hwy 65, it just seems to me that is the wrong direction. He doesn't think there will be one along Hwy 65. Blaine had one. Apple Valley currently has one. Moegerle said Blaine's is off of Radisson Road. Bezanson said they were located by Hwy 10 originally. He thinks that it still makes sense. He thought it was too ambitious back then. Plus you have the other issue you will go in and take a golf course by eminent domain, to put houses on the golf course. You have to let the market determine where houses will go. What is happening after looking at East Bethel Properties LLC? That corner has some interesting possibilities as a solid anchor. You need to have the proper conveniences if you want to get housing. Landwehr said you have to determine if you want to be a bedroom community or not. There are not speculative developments anymore.

If you look in Robbinsdale, if you look in North Minneapolis, that has been taboo. That has become a big speculative area. There is you have to look at things that have failed and succeeded in the past five years, and look at a model, and not create one. Lux said you couldn't make a developer do something that isn't going to work.

Butler said if Anoka County put a government center somewhere in East Bethel that would be a draw. If you look at Dakota County, they have three County Government Centers one in Hastings, one in West St. Paul and one in Apple Valley.

Moegerle said a lot of the current core plan is public space. If you want to have residential areas where there are sidewalks and shops. It is hard to build if you don't have a historic downtown. We did fly that plan by the County, and it didn't go. She said Greensburgh, Missouri, that were devastated by tornadoes. They had to rebuild quickly. They did it with stat of the art. They had an established base that wanted to return. Tornadoes just happen. They rebuilt very quickly in like two or three years. She likes the City Center concept plan. It says we will be come a real city versus a drive through place. The investment into that project at this point, we don't have monies to build a City Hall. Who knows the sod field may get sold to someone who doesn't include City services. How good is our time spending on it if we aren't going to do this for 20 years.

Bezanson said it is a no brainer that it develops on the northwest corner. The other no brainer is that it will develop on in an L pattern. It is all about transportation, the way it works for everyone. Are we going to be a frontage road town or a backage road town? That is an apples or oranges question that needs further explanation. Could there be housing incorporate, yes on the backside. Bezanson said that housing was right on Hwy 65 as in one of the plans, and that is the worse plan. Winter said mixed use has gone to having the housing above the commercial. Landwehr said there is a new one on Hiawatha and 38<sup>th</sup>.

Moegerle said it is interesting to discuss the Sims intersection and Hwy 65. She said it above water. It is high ground. You have Fat Boys there that is nice attraction, to have a big established, franchised name, near City services. Winter said the area is zoned B2 and B1. Which doesn't make sense to her. Moegerle said that this area is near the City Ice Arena. She said it is near a lot of things, Blue Ribbon, Hidden Haven, etc. It seems that if we want to have the current square become the big box retail center, to have our personal services and the shops, we could have that somewhere else. Lux said the shops are going to want to be where the retail areas are. Bezanson said Champs was the first to go in there. He heard what they paid for that, and it was a lot. There was nothing there. Winter said it was high ground. Bezanson said if any community that he can think of that try to push the City Center plan, Maple Grove pushed the City Center plan, it is all get in your car and drive and no one walks from place to place. Lux said if we are Ann Taylor, and you want to go to Lunds, you drive.

Bezanson said the idea of a City Center that has a park, and walking, he doesn't know that this is the place. He knows it should be in the area where there is high density housing. To be very honest, at the time he was looking where Our Saviors Church is now. He was on the building committee and was the only one who initially saw the potential where they bought the land from Bud Anderson. He thinks it would be a lot better if it wasn't the hike where across the frozen tundra where the senior housing would be.

It was advised there would be a grocery store. Anoka County wants to put in a bus stop. It makes it a lot easier tie in for some clinic, pharmaceutical services. Anoka County will offer a new route - 7 trips in evening and morning to get to the Blaine and it will tie in with the Heart Lane Express. They are interested in doing a permanent stop on the corner and also would enhance what will go in there and also the senior housing component.

Davis said East Bethel is a strip highway area and the majority will be strip commercial. If

we are looking for a city center the area up by Sims is a better area. We own about 12-15 acres in that area and the land can't be sold. It is already off the tax rolls. Bezanson said if it is a City Center, he thinks of it as the commercial heart. The public land is already there for a green space. Lux said City Center she thinks about commercial not city services. Moegerle you see the mixed uses.

Butler said if you look at the long-term plan for Apple Valley, and high density housing of County Road 42 and Cedar. You see people in the parks all the time. There is a wading pool. They have space they are still working on filling. They were kind of blocked in, just like we are. They had to move in a different direction. Bezanson said Apple Valley had developed a lot of residential in it. Butler said all of it was west of Cedar. Moegerle asked what his point is. Butler said you don't have to have a park at the intersection. If you have enough housing. If there are people there, it brings in the retail. You see that, at least there. You know, I would say, if you went into Woodbury or Inver Grove Heights, you see where the houses are going up, that is where the retail is going up. With new housing being what it is.

Maple Grove use to be gravel pits and farm lands; and now it is very successful. Bezanson said we should would allow PUDs. It gives you tremendous flexibility. Here is a real important sales pitch for being able to preserve the backside so to speak of a development. That is 160 acres on County Road 22 and Hwy 65. It is not all going to be retail; you don't want it to be commercial. As you have commercial developments go in there, you somehow structure things. So your not trying to market land that is at the back of a building on a loading dock, such as a divided parkway. The hard part is selling it to the guys that are coming in there. You don't want to have a good looking back of the building and it doesn't put any dollars in your bottom line. Landwehr said you have to a certain amount of drainage area. Maybe using it for storage ponds, bringing that to an advantage. Lux said on Radisson, there are burms.

Winter said at Hwy 65 and County Road 22 and Hwy 65 and Sims Road are two areas we have discussed. Was there any place that you see, are there other areas along the corridor that you want to discuss. Landwehr said you don't have to decide. It is along and skinny thing. Davis said it is a linear concept. It will be Sims and Hwy 65, County Road 22 and Hwy 65, and 221<sup>st</sup> Avenue and Hwy 65. Moegerle said you don't think 237<sup>th</sup> Avenue and Hwy 65. He said not right away. Bezanson said have the lift stations been determined. Davis said there would probably be one at 221<sup>st</sup> Avenue and also at Sims Road. Bezanson said he lives on 221<sup>st</sup> Avenue, there is going to be a convenience store on 221<sup>st</sup> Avenue and Hwy 65. There is a lot of traffic that turns there. Davis said there is service road that will be constructed some of that might not be commercial, but it might be industrial. That project is scheduled to be completed this year. This will determine and shape how that intersection develops. We did hear from a developer about 8 months ago. They were wondering when the light would be finished; they were talking a big box store. But we believe it they were just running the flag up the pole to see what they could get.

Traffic counts at County Road 22 and Hwy 65 is 32,000. By the time you get to 221<sup>st</sup> Avenue it is 20,000 a day, one way. The vehicle counts drop off at County Road 22

Moegerle said we need the walking community so you create community by your design. So you walk to get to the wetlands so people get to places to play. So you can walk like there is a real city. Landwerh said you could make it as nice as you want, you don't want to load up your bike. Moegerle said what they did in a tornado area that just rebuilt, they had the front of the houses face each other and then back was parking. Landwerh, said he lived a block off of Lake Nokomis, he could go 40 miles and never get off the parkway systems.

Butler asked if Moegerle was going to have the chair of the Met Council, Susan stop by. Moegerle said she met with someone else and she will talk about that at Council reports.

Winter said she gets the sense that Met Council is willing to partner with us. They make us feel that East Bethel is important.

**Revolving  
Loan Fund**

The revolving loan fund we haven't forgotten about. It is something that we feel strongly about. It may be used for sewer and water connection services. At our next EDA meeting we will have something put together.

Butler said we had some conversations with Dale from East Bethel Theater. There were conversations with Met Council about their sewer and water connection. What is the direction that Council is going to take with forced hook ups? Davis said; Would there be an ERU reduction policy? No, there won't. Butler was wondering if there was any feedback from the charges being reduced. Davis said they might consider removing seats. We might be having a meeting with them in the month to discuss. They are currently at 28 units and it is over \$200,000 to hook up for them. We could spread their cost over a 5 - year period. They want their charges reduced. The agreement that we have now worked out with Met Council would be about \$20,000. If we reduce their SAC units we won't be able to pay our bonds. They have reduced sac from \$3,400 to \$2,600, per unit.

**City Council  
Report**

The regional trail plan would be connecting East Bethel, Linwood and Ham Lake. It would be funded by Legacy funds. That is making some good progress at this point. We need some more coalition building on this. Butler wanted to know who the Commissioner is on that. Winter didn't know. Moegerle said that is making good progress.

Moegerle sent out an invite for the chair of Met Council to come here. Instead of the chair coming the administrator from the Met Council came and visited with us for about two hours. We did a power point, and talked about trail system and infrastructure. The biggest chunk is that there is realization that this is a project that we need to work together to make this a success. There was a great response and he was very helpful to us. There was candor and sincerity in his meeting. One of Moegerle's concerns is we have two places to meet other than Council Chambers. We have Booster East, which has no windows. We have Booster West, which is cold and has no tables. Ambiance is not everything. Is there something that we need could do to make either room more conducive to round table meetings. She wants staff to look at doing that with EDA funds.

**Other  
Reports**

Butler said the Ham Lake Area Chamber of Commerce voted to keep their name. The provinciality still exists. It will be up to us to start the ball rolling if we want a business organization. The sooner we start it the better. Moegerle said that starting that up plays to your strength. Butler said we would need to get a non-profit started. We will need seed money to talk to an attorney. Winter said the business meetings to keep a commitment to keep it going. That would be a launching off point for them. Butler said there might be someone that might help out with this endeavor.

Moegerle said a gentleman would be coming into town on Thursday, to talk about hot air balloon festival in East Bethel. Butler said there is a huge hot air balloon festival in New Mexico. Moegerle said this gentleman is from Kentucky.

Winter said you have new packets and these are yours to keep. She doesn't want them back. She is just going to give you the information. They are yours to add information. Bezanson said when the CSOs drop things off we would just add information to it. Winter said the CSO officers deliver everything and we are going to try to have packets in your hand on Thursdays.

**Meeting Date**

Moegerle said she has asked to be on Parks Commission. Between Council meetings and Parks meeting and EDA she is committed to a meeting every Wednesday night. On the fifth Wednesday of the month, there is a local officials meeting, that she would prefer to be at.

Winter said there are meetings on Tuesday and Wednesday nights. Butler said we could flip with Roads if Tuesday works better. Moegerle doesn't want to affect another commission.

Moegerle said if we switch to a Monday that would make it would be easier. Lux said you have talked about the time, and the days, Monday's would be fine with her. She likes 6:30 since she goes to bed at 9:30. Moegerle said if we make a very strong commitment to having the meeting done within a half hour, could we start at 7:00. Bezanson said Monday's suck. Landwehr said it would work for him. Bezanson said his wife works Tuesday – Friday, and they go out of town a lot. The later on Monday it is, the better the chance it is he will be there. Winter said she needs to talk to Connor about Monday meetings. Moegerle said if we could try for the third Monday of the month. She really appreciates it. The bylaws will need to be changed.

Consensus is the meeting will be on the third Monday of the month, but this month it will be on the fourth Monday due to the holiday. The meeting time will be 7:00 p.m. Winter said we will change the website to reflect that.

**Adjourn**      **Butler made a motion to adjourn the Economic Development Authority meeting at 8:20 p.m. Lux seconded; all in favor, motion carries.**

Respectfully submitted by:

Jill Anderson  
Recording Secretary