

City of East Bethel
Economic Development Authority Special Meeting
February 25, 2013

The East Bethel Economic Development Authority (EDA) met on February 25, 2013 for a regular meeting at City Hall at 7:00 p.m.

MEMBERS PRESENT: Mike Connor Dan Butler Brian Bezanson
 John Landwehr Heidi Moegerle

MEMBERS EXCUSED: Richard Lawrence Julie Lux

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

Call to Order Moegerle called the meeting to order at 7:00 p.m.

Oath of Office Winter explained from November 2012 through January 16th, 2013, the City of East Bethel sought interested residents wishing to serve on the East Bethel Economic Development Authority. Among those chosen by City Council on January 16, 2013 was Mike Conner. Mr. Conner will be taking an oath of office tonight. His term will run from January 29, 2013 through January 31, 2018.

Mike Connor took the oath as follows, “I, Mike Connor do solemnly swear 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 February 25, 2013 Economic Development Authority (EDA) agenda with the addition of 9.0 A Brief Discussion of Community and Building thereof and 9.0 B Summary Minutes. Butler seconded; all in favor, motion carries.**

Approve Meeting Minutes – January 29, 2013 Butler, “On page 5 of 9, second paragraph, last line, Eagan should read West St. Paul. Page 6 of 9, second large paragraph from the bottom, 5th line, “Butler said you do not have to have a *park* not a part at the intersection. Page 7 of 9, under revolving loan fund, the second paragraph, for grammatical correctness, I think the third line towards the end ***Davis said; Would there be any ERU Reduction Policy?*** Under City Council Reports, line three, Butler wanted to know who the *commissioner* is on that. And if we go to summary minutes we wouldn’t have to worry about this.”

Moegerle, “And I go through and do the grammatical and the capitalization just generally since those don’t have to be approved here. I do not understand Page 2 of 9, last three lines; Bezanson said for the longest time for anything on County Road 22 would be planned for a county highway. Does that make sense?” Bezanson, “No it doesn’t, thanks

for catching that, because that is my statement. What it was is I thought what I expressed was that it was that the county has asked us for a long time to always have a wide, wide right-of-way there because it has always been rumored that it was going to get turned over to the state. And, I thought that is what I had expressed.” Moegerle, “So for the minutes, “So for the longest time any changes on County Road 22 that were being planned for a State Highway. Put that before what your sentiment was?” Bezanson, “Yes, that would.” Moegerle, “Page 3 of 9, top of page, Moegerle said Bezanson wanted to whom are the owners, it should be *who* are the owners. Probably have some more capitalizations.”

Butler made a motion to approve the Economic Development Authority January 29, 2013 minutes as amended. Landwehr seconded; all in favor, motion carries.

EDA Bylaws
Amendment

Winter explained you have in your packet an updated version of the EDA By-laws dated February 26, 2013 and the only change that we have proposed is the meeting date itself. If you go to Page 14, Section 3.2 I changed it to: The Board should hold regular meetings third Monday of month and at such other time as the Board may determine and set. We have also included a list of when those meetings are on Page 16. If you remember we did have the discussion about having the meetings at 7:00 p.m. instead of 6:30 p.m. Have meetings at 7:00 p.m. rather than 6:30.

Davis explained there are also some other items that I just found out earlier this evening that should also be removed. Section 4.2 Treasurer’s Bond, we don’t have a treasurer. Rita Pierce is named the treasurer, but she is governed by a bond through the city. Also, 4.3 Checks, the authority doesn’t write checks, those come from City Council. 4.8 Services and 4.9 Supplies, Purchasing, Facilities and Services, the authority doesn’t contract for services, or purchase their own supplies. The city does this. Moegerle, “But we do reimburse the city for supplies and services.” Davis, “We don’t reimburse the city, it comes out of this budget and the checks are written by City Council and approved by City Council. This may relieve some of the opposition to some of what the EDA does. And then 4.10 Execution of Contracts, the authority doesn’t execute contracts, the City Council does.”

Moegerle made a motion to approve the amendment to the EDA Bylaws 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. Landwehr seconded; all in favor, motion carries.

Moegerle made a motion to delete from the EDA Bylaws Sections 4.2 Treasurer’s Bond; 4.3 Checks; 4.8 Services. 4.9 Supplies, Purchasing, Facilities, and Services and 4.10 Execution of Contracts. Approval is contingent upon review by the City Attorney to make sure these items are not required to conform to Minnesota State Statute. Landwehr seconded; all in favor, motion carries.

Presentation
by Dan Butler
on Proposed
Chamber and
Bylaws

Butler, “At the last EDA meeting there was discussion about the formation of a Chamber for the City of East Bethel and other communities along the 65 corridor. I agreed to research this and bring back some recommendations to the EDA. In the packet are some bylaws for a new chamber of commerce name Gateway 65. I talked to one of the business leaders in the community about heading up this endeavor and they were willing to use

their staff and resources as far as contacting the businesses in East Bethel as far as moving this project forward. This person has experience as a past president in a chamber of commerce. It would be a good fit for this chamber as well as they have a business in the community. The name of the person is Jolynn Erikson and she has an Allstate Insurance Agency next to Northway Sports.”

Moegerle, “Is she an attorney?” Butler, “No.” Moegerle, “Okay, I thought you said there was an attorney involved.” Butler, “We would need to contact an attorney to form a corporation. 501C3 or whatever. I had a brief discussion about prospective annual dues for the business and possible locations for the meetings for the chamber. I don’t know that I want to meet at City Hall or the Senior Center, but then there is limited opportunity in terms of space for this type of a gathering in the city. So, if anybody has any ideas on that, please share them with me.” Landwehr, “Would it be possible to meet at a local restaurant?” Butler, “Hidden Haven comes to mind as a possibility.”

Moegerle, “And of course this would not be a city organization.” Butler, “Right.” Moegerle, “Do we have any responsibility to approve these? Or just to know that this is going on in the community?” Butler, “Pretty much. I thought it wouldn’t be proper with me being on the EDA to be part of this committee starting this up, but I have some experience in it. We also need people that would be interested in moving it forward.”

Bezanson, “This is an alternative to the present chamber of commerce that is functioning in this greater area I take it?” Butler, “This is a follow-up to Ham Lake Chamber of Commerce and their direction that they are going to focus on the City of Ham Lake as opposed to the greater area. This would include anything from Blaine north to the county-line. From probably Nowthen all the way over to Columbus Township. The vision globally would be to look at entire business corridor and I would suggest probably anywhere from five to ten miles each side of that corridor would be fruitful ground for potential businesses to join the chamber. Certainly the critical mass is in the number of businesses you can get.” Bezanson, “With that being said, is it appropriate for it to have the East Bethel Highway 65 corridor as its purpose?” Butler, “It is a perspective. This is the first brush at outlining something.” Bezanson, “And it is what the people involved choice to make it.”

Moegerle, “I see it under the membership. Could we add a word under there? It says any reputable person, association, corporation, partnership, or, I think it should be real estate. I think owner of real estate is what was meant.” Butler, “I think estate is just what it is. There are trusts that possibly that refers to as in property, as in ground.” Moegerle, “Do you have enough people interested to form officers and how can we assist you in getting enough people interested?” Butler, “I was going to rely on Colleen to provide us with a list from the previous business meeting at Route 65. I think that would be a good start.”

Winter, “We have a city newsletter that is going out and getting published. We could do something in conjunction with our next business meeting. Try to do that the third weekend in March. It is something I am more than happy to provide you with anything you need. And it would be a good forum for someone to come and talk about this.” Moegerle, “And then from that it would be something the city would segueing out of and it would be a meeting of the chamber that staff would attend.” Connor, “Who is driving

the bus on this?" Butler, "Joey Erickson. It is not in the packet." Connor, "If I remember right, she was and probably still is a fairly active member of the Ham Lake Chamber. Is that a fair assumption?" Butler, "She is a member, but she has stepped down from an active leadership role. She is a member of North Metro, St. Francis, but sometimes it is just checking a box." Connor, "And your opinion is since you serve on the EDA you would reclude yourself from being a member of the board? And would that be something we should all considers since we are members of the EDA?" Butler, "The meetings are open to any member. Any member can go to any meeting and vote on anything at any time. You still have a vote as a member. I think the board would be better off comprised of people that are part of city workings." Bezanson, "I think that is an excellent way of looking at it because you are getting a different perspective, a different viewpoint."

Moegerle, "The good thing is as a City Council we want to do an Ethics Ordinance and so I think that could be clarified and addressed as part of that ordinance. And along that line, if you have any questions about those kinds of things that you think should be clarified, certainly call Jack and ask to have this addressed in the future."

Proposed
Revolving
Loan Fund

Winter explained that you have had this discussion with Jack prior to me getting here. And this is like a second look at having a Revolving Loan Program. We are getting very near to having the city sewer and water being close to a reality and we will have some folks that will be looking at hooking up. We want to be able to provide them with a means, if they choose, to take advantage of some sort of a loan program. The Revolving Loan Program would be for SAC and WAC connections for the new system that is coming on board. Actual source of seed money would be a transfer of Housing and Redevelopment Authority (HRA). We have money in the HRA that can be used for a revolving loan fund for this program. Some of the things we have talked about are on Page 24.

1. Loan agreements made through this policy must be interest bearing. (And that is something as the EDA Board that we must decide what the interest rate is going to be. Right now the city policy is prime plus 1%.)
2. Loan length – typically 5 years
3. The owner of record must execute an agreement and waiver wherein the amount of the loan shall be recorded and assessable to the property in the event of default according to the terms of the agreement.
4. 20% of the SAC and WAC fee would be due upfront and would be limited to 10 SAC and WAC units.
5. Payment of all property taxes must be current.
6. This program is strictly viewed for commercial and we are defining that rather broadly. We will consider high density housing as eligible, but not the construction of single family homes.
7. Loans are only available within the lending account balance to be developed for this program.
8. MCES SAC fees could be an eligible item for application of the loan proceeds. (This is probably not relevant; the Met Council has talked about setting up their own program.)
9. An applicant who has not been in good standing with the City, for instance as a utility customer or a licensee, will not be eligible for this program.

One of the things we have talked about is the ERUs. Right now the way the city is working, it is \$2,600 for sewer and \$3,000 for water. They will also have a fee from Met Council \$2,600. There was discussion that there would be a program for Met Council's fee. We are not clear where that is at right now. Moegerle, "Would that be just for East Bethel, or system-wide?" Winter, "System-wide. If we would look at our part of each unit from a city perspective, they would be responsible for \$5,600. Right now I believe there are 56 ERUs that are going to be hooked up to the system. If roughly 80% of them took advantage of the program, you would be looking at \$251,000 that we would have to dedicate to the revolving loan fund. That is basically 1/3 of the funds available in the HRA account."

Butler, "Is the interest rate currently set by ordinance?" Davis, "That is set by city policy." Butler, "The fed discount rate is .75%, the fed funds rate is .25% and District 11 cost of funds is 1.07%. If you only charge 1% it is free money really. The city should probably look at their policy as far as the Council goes. You would need to designate which federal rate you are going to use in the agreement, because there are three of them, number one and number two, if the rate exceeds 4% then the city will only charge an additional 1% or something like that."

Moegerle, "Is the view on this that we are providing this fund on the thought that individuals cannot get financing elsewhere therefore we are financing of the last resort. So if we want to be the first resort, then we would have a low interest rate. But, if we want to be the last resort, then wouldn't we would have a higher rate. So it depends on our incentive and our goal." Butler, "Commercial lending is going to be higher than fed plus 1% or 2%." Landwehr, "Especially for something like this." Winter, "Except I am pretty sure it would be pretty difficult, unless it was part of a whole construction package, it would be tough if someone was just trying to go to the bank and get a loan just for the SAC and WAC charges. It would be very tough for them to qualify from a bank prospective. And we are not in the business of competing with banks. We just simply want to be a GAP financing tool and it really what this is set up for."

Bezanson, "So we have the third of the money of what the potential demand is, am I understanding that right?" Winter, "We have this contained within our HRA budget. We have a fund in our HRA budget and we are conservatively saying within that fund we would use 1/3 of that to set up the revolving loan fund program." Bezanson, "I wrote down a figure of \$250,000." Winter, "Yes, the budget at 80% is \$251,000." Moegerle, "That is 1/3 of the \$750,000 that we have in the HRA Budget." Bezanson, "The HRA budget is \$750,000 these days?" Moegerle, "No, the HRA budget is not \$750,000. That is the balance."

Moegerle, "On #9, is not in good standing being sign ordinance issues, maintenance of good order of property?" Winter, "This was more intended for fiscal standing. If they haven't paid for a liquor license, or something of that sort. It is certainly something we can look at, I am not sure how we would legislate that, or be able to deal with that. Because a lot of times as you know, especially when it comes to code enforcement, sometimes that is up to interpretation. I am not sure we could be the judge as far as that goes for the revolving loan fund. I will throw this out, food for thought, maybe after we

have worked on this one a little bit is you could also look at setting up a revolving loan for commercial improvements which could include signs and building facades and all those types of things too.”

Moegerle, “I am all for setting up a revolving fund for updating septic systems. It would need to be 1/3, a 1/3, a 1/3.” Davis, “We just threw the 80% out there as an example.” Moegerle, “With the revolving loan fund, if they paid 20% upfront like is required and all the funds were allocated, then we would get \$50,000 of this back and we could re-loan that again.” Davis, “And what we would essentially be doing is borrowing that from the HRA.” Moegerle, “You discussed this as the interest we would earn on that could go in a separate fund for that to pay off bonds. Or is that something we can determine at Council?” Davis, “We can determine a use for that. There would have to be some declared public use for it.”

Butler, “If you are talking about 1% or 2 % at \$250,000 you are not going to be able to paint a building for that.” Davis, “All we are saying is the city policy right now is prime plus 1%.” Moegerle, “And that is what we have Ehlers for. Do you know when Ehlers will be able to look at this? Does it go to Council and then to Ehlers?” Davis, “It would be nice to get some direction from Ehlers.” Landwehr, “It seems like we should have a base rate and if for some strange reason in the foreseeable future the rate becomes higher than we can say we can re-look at it. But certainly we should have a prime-rate that is equitable for providing loans of this nature.”

Moegerle, “There are other things to consider as far as being a bank. There are costs of inspections, assessments, and other things. Would those be the responsibility of the borrower? Are we going to look at financial data?” Davis, “Some of these can be done at a staff level. Have the building official look at the property.” Moegerle, “Are we going to get tax returns?” Davis, “That would be part of the cost of services.” Winter, “When you adopted a fee schedule, I can’t remember if there was a revolving loan application fee on that or not.” Davis, “No, there wasn’t at that time.” Winter, “That would be something you could look at.”

Moegerle, “If anyone of us applies for a loan, we have to provide proof of income. We are in a funny position, but I think we should have some insurance that we are going to get paid.” Winter, “They will have to go through application process. There would be due diligence at a staffing level. I don’t see us doing a full financial analysis for \$5,600. But, I do think there are some minimum requirements you have to have in the application. One of the things we may want to consider is what kind of shape the building itself is in.” Bezanson, “I think there is a smell test involved. I can’t tell you how many times I stood at the microphone as a citizen, speaking against the sewer project. It is here now and now the city has the potential to possibly have some ownership in some properties if they fail. More liabilities and more risk. I understand if you are the lender of last resort that is what happens. It scares me that we are lender of last resort. And it puts the onuses in my mind for staff to craft the documentation correctly and protect us.”

Butler, “I see this as a vehicle to help existing businesses to hook-up. Not so much as something that is going to bring businesses in to pay for their SAC and WAC charges.” Moegerle, “We all realize that there is risk involved. One good thing is the borrowers are

going to be in the area of development and redevelopment. If sale should happen, resale should be higher. Can we build in incentives for prepayment?" Winters, "Yes, you can build it into your documentation that there will not be a penalty if they prepay." Moegerle, "Originally this was going to be for existing businesses as of October 2012. Could you address existing businesses versus new businesses taking advantage of the revolving loan fund?" Winter, "Existing businesses should be able to take advantage of it. As far as new businesses go, using the definition of a GAP Financing tool. A lot of times when you are crafting a package for a new business you are going to have more than one source for funding involved in that. This could be a tool used as one of the GAP Financing tools. Not as a last resort, I view it as you have a grouping with different financing options and depending on what the bank is willing to look at, this could be just one of the things you have. Do I think a lot of new businesses will take advantage of it? No. But, I certainly think we should have it there in case a business does want to take advantage of it. Again, it is the GAP Financing Tool, a very small part of what they are going to be getting financing for if it is a new business." Landwehr, "I don't think it will get any, if just a little of use by new businesses coming in." Bezanson, "The banks will do due-diligence. Banks can be discriminatory. We are a public body; we have to operate a little differently." Davis, "In this aspect, the city will have to be discretionary too. There would be certain requirements you would have to meet." Bezanson, "Our attorney will have to spend hours on this?" Winter, "As far as crafting the document, yes." Davis, "Getting back to the sewer project. There are a certain group of business owners that have been put in a situation with this project. And I think it is our obligation to assist them in any possible that the city can. If we can do some small things to assist them, with some of their finances such as this, then I think we are at least obligated on the city side."

Moegerle, "Would you like a motion from this to our city attorney to work on this or Ehlers?" Davis, "We have a sample agreement before you. We would like to propose this in principal and have it reviewed by the city attorney. In regards to the issues you have brought up here, maybe he can do something to incorporate that into the agreement. And this is something we would like to get before the City Council as soon as possible."

Connor, "What are the ramifications for the city if we approve this revolving loan program on other city business. What is the precedence that you are setting?" Winter, "The city has never had a revolving loan program, so this is the first time we are proposing something like this. And it is for a very specific use at this time." Connor, "So if we approve this at this time, where might this lead the city?" Winter, "If it is successful, it could lead to other revolving type loans. As the EDA directs." Connor, "I ask the question, not because I am opposed to it, but I think it makes good business sense to make certain that as we recognize what we might vote to do. What are the ramifications on future requests? SO there is ultimately some consistency." Winter, "All we are asking is to use this to help people with hook-up to city sewer and water at this time." Connor, "Will there be a ceiling on this loan amount?" Winter, "Maximum of 10 units." Moegerle, "I would like to see to see the 20% plus your costs, so we are not out of pocket on your time and legal and other fees using financial advisors. What do you think those fees will be?" Winter, "Think it will be hard to put staff costs in there. Work with Ehlers on this, but set an application fee for these costs." Bezanson, "Then if you are approved, the application fee becomes part of process."

Butler, "I am curious in his mind's eye if putting city in a compromising example as follows: John owns a business, I own a business we compete. I pay my SAC and WAC charges upfront, he borrows the money. He has a violation that may cause him to close down or put his business model in jeopardy. When that has to go before the City Council to make that decision, I have seen this with other City Council's they waive the ordinance for John because otherwise John goes out of business. Meanwhile I paid my SAC and WAC charges and I am in good standing with any ordinances." Winter, "We say right in there they have to be in good standing." Davis, "There is a list of procedures on going through the default procedures." Moegerle, "Maybe what we have to do is have a policy to deal with these kinds of things." Landwehr, "It is a subtle thing you do; you don't want to lose what is bringing back your money."

Moegerle, "While we may not be able to work with you on your example on SAC and WAC, maybe the city works with you on achieving your goal as a business." Butler, "I was at a City Council in a neighboring city and watched something like this happen. And when you have a loan program in place, you might want to do this. Want to bring this up for consideration." Connor, "You bring up a good point, in light of what we just talked about, does that give us reason for pause?" Davis, "Everything should give us reason for pause. But we cannot cover everything in a document. We need to craft something as simple and understandable as possible. Setting policy that can be followed."

Butler, "Would there be any downside to limiting this to the impending hook-ups? And just use it for them and if it works okay, expand it?" Winter, "The only ones that would take advantage of it are the ones that have to hook-up right now. Because they are the only ones that could." Moegerle, "I don't have a problem with your concern. One is Council always has to make that splitting of the baby/Solomon type of decisions when it comes to the example you came up with. One of the things you learn very early, life is not always fair. I would sympathize with your situation. But, I would think that would all be weighed by the Council. But, I do think if we had a policy and had a work meeting on how we are going to approach these kinds of issues because they will be new to the city. What is our highest value? Zero tolerance?"

Butler made a motion to refer the Revolving Loan Fund to the city attorney and staff for further investigation as to ironclad agreements and recommendations to city council as it relates to a Revolving Loan Fund for SAC and WAC charges. Moegerle, "Are you limiting this to existing or do you want to change it to existing and new businesses?" Butler, "I think I would have them look at both." Moegerle, "Can we also refer it to our financial advisors?" Butler, "I think I would wait until we hear back from our attorney." Moegerle, "I was interested in the interest rate and how that could be set up because that can be kind of technical. Particularly if as John said he wanted to have a limit. I am just trying to clarify what we are sending there." Butler, "I wouldn't change it, because if the attorney says this isn't a doable thing, you are putting government in the position of picking winners." Moegerle, "Did you want to specify the other things we discussed, interest rate, default policy and application fee?" Butler, "I think ironclad kind of defines that." **Connor seconded.** Bezanson, "I don't know how you can craft it on the language you have used. I am not going to offer an amendment to your motion. We have to be discretionary. Not everyone tells the truth. We can't always be everyone's buddy."

All in favor, motion carries.

Davis, "Once we get this from the city attorney, we will bring this to a work meeting with the City Council and this will take some preparation to make sure they are well informed on what is going on. When we schedule that work meeting, we will make sure you are also invited, so that if you want to attend."

New Website
Highlights

Winter, "Asked Wendy to show you an example of our new website and the available commercial properties module." Warren showed the EDA how the website will function in the next few months. Bezanson, "I liked it. It was easy to navigate around."

Water Park
Discussion
With Heidi
Moegerle

Moegerle, "There has been some discussion which I started of having a having a Water Park in East Bethel, Minnesota. We have some benefits of where we are located, we have some assets. Who we are. Preserving and celebrating our natural resources is a big part of who we are. We have some fun things to do here that would bring people for the opportunities of recreation if they just knew about it. Coon Lake is a huge opportunity of the different things we could do. We have the 4th of July boat parade. 2nd largest in the metro but who knows about it. We have access to regional attractions, Cedar Creek, Stillwater, professional teams. What about having a Water Park? The Water Park at the Mall of America exists on only nine acres. We have plenty of room for a Water Park Complex. One that is significantly close to state-of-the-art. The area that a Water Park draws customers is 200 miles.

This would be a private type of entity. In most of the Water Parks there are bars/restaurants and food courts. Say someone is in town to go to a Vikings game, the spouse is not up to it, they could stay at a Water Park. Who would come here? People within a 200 mile radius. Cedar Creek is doing outreach. They would prefer to have it out here. There is that interest in making Cedar Creek more high profile for research in East Bethel. Might be destination in and of itself.

How could we benefit? Confirm Anoka County as recreation destination. They advertise as a recreation destination, in large part as the National Sports Center. It would employ people of all skills and age levels. Would attract small business start-ups.

You just don't say; let's just have a Water Park. To begin that kind of things, you would need by sending out a Request for Proposals. While that is something that staff can do, there are not many of those floating around. I think there are only 170 Water Parks in the United States. Request for Proposals costs nothing but staff time to put together. It would also be in the form of a request for interest in something like what is in the PowerPoint. Obviously, it would require individual and private investors. It would be an opportunity that would be fitting of what we currently are and would be fitting what we have read in the survey responses we have gotten back. I would like to hear a little more discussion on the vision, which of course if very aggressive. But, if you start whittling things down, if you start with a toothpick, you end up with nothing."

Connor, "Would this be city owned?" Moegerle, "No it would be privately owned" Connor, "Could this include a casino?" Moegerle, "It initially did. In the Ady Voltedge survey I was the one that said I wanted a casino and a library."

Davis, "With the Request for Proposals, we would be saying, look, we have this project, or this vision and we want you to determine if there is a market for it. Are the demographics right for it? If we award this feasibility study and then they come back and say, "Yes, you do have a great project here," then we would have to see how to market this to private developers."

Moegerle, "In support of that, it was very interesting because I mentioned this to Lori Higgins of North Metro, who mentioned it to Mark Erickson of the National Sports Center. And then two weeks ago I got an e-mail from someone in Cleveland Ohio. So, already by word of mouth there might be some interest here. Because it would be a private entity, we would need to provide a feasibility study. That there is a demand for it."

Connor, "This would be located on Highway 65?" Moegerle, "Yes. There are some ideas." Bezanson, "I built a Hotel and Water Park and we wouldn't play games with the money." Landwehr, "I had a little involvement with one on 101. A private TIC group put that together. It was 38 investors if I remember. It was pretty successful, a lot smaller than what we talking here. 101 just outside of Rogers. I think one of our challenges would be soil corrections." Bezanson, "Kind of surprised that one has not been built down on 35W close to the National Sports Center. Typically they want to be down by lots of car traffic."

Moegerle, "It is one of the things we are never going to know until we ask the question. We could put this off for a while or try to take steps forward to see. I think the EDA in general, its duties is to brainstorm, to create opportunity, to see if that is an opportunity. Maybe we will learn that is not what we want to do or maybe we will say if you build it big enough so that it is distinguish from others enough, that it can stand alone and support it. Maybe we have something and that might buy us sometime until the residential market bounces back."

Butler, "Couple things thinking about. The business model for Water Park, is this something that has been really successful over the last couple years? Or is this something that has it run its course? Certainly we could research that component of Water Parks. Brian is right when dealing with green sky, different than dealing with when clouds come over. Do have Cedar Creek. Don't know how integrated they are with ISD 11 and ISD 15?" Moegerle, "They are increasingly." Butler, "Because, ISD 11 is the largest in the state if I am not mistaken." Moegerle, "One of the big issues is to get funding for field trips to Cedar Creek. They have 3,000 students through each year. Jeff Corney is working up a model to increase public engagement. I got Mary Spivey the information for contacting ISD 15. There was discussion about Cedar Creek becoming as commercial and popular as the arboretum. But they are not a museum; it is an active research facility. So they are working to find a way to get those to work with each other because they have similar research and science issues." Butler, "I know ISD 196, one of the schools is designated as an environmental learning center. I don't know if they would be interested in doing this with Anoka/Hennepin. Designating a school as an environmental sciences type of school. I think Eastview in Apple Valley is the designated High School for Environmental Sciences. That idea is beyond the Water Parks issue. Are we pre or post

peak on people's interest on Water Parks? That would be the first thing I would look at. And then integrating some of these things in this presentation. And the one that came to mind for me was the Environmental Sciences integration with local school districts."

Butler, "I think the feasibility study is a good idea. I think the place to start is researching Water Parks in the upper Midwest region. Are they pre-peak or post-peak in terms of how many have been built in the last five years, fifteen years, last 30 years and how many are still in business from each one of those groups." Moegerle, "One of the authors in what I provided you was from Rochester Minnesota. I guess the question is, should we go ahead and suggest we proceed with an RFP to find out what the cost of a feasibility study would be?" Davis, "I would suggest that staff contact Ady Voltedge and ask for an estimated cost."

Connor, "Is this an idea we need to bring forward to the residents?" Moegerle, "I think it was in our survey. It can be brought up at Town Hall Meetings. From here at EDA and City Council meetings, we have asked for ideas. It has been an overwhelming silence. I think it is a matter of leadership. If we are not getting anything back from them. As soon as you spend money you are going to hear from them a lot of people." Connor, "I agree on the issue of leadership. But good leadership includes communication." Moegerle, "It also depends on how much it costs." Butler, "Aren't there resources that we can tap into. Such as the Carlson School of Business? Student that was guided by a PhD?" Landwehr, "It will come slowly, but it will come just as thoroughly." Moegerle, "I am interested in seeing if Anoka County or North Metro is interested in paying a part of the feasibility study. If they continue in their path in saying they are a recreation center, this is a component of it, so why not ask them. If it is a significant amount."

Butler, "If going to put an RFP out, suggest float it to the Carlson School of Business. See if anyone is interested. I know we were working weekends and nights and analyzing data. I think it is a good idea and a great resource for us." Davis, "The first thing we can do is get a cost estimate of what it would be. At the same time, we can contact the Carlson School of Business and see what we can do there." Butler, "St. Thomas also has a good graduate business program." Moegerle, "When we are doing this are we doing it for just the feasibility study or also for a position for consulting? One of the things that Jeff Corney was suggesting was that they could use East Bethel as a project to study and work with development."

Connor, "Does this discussion need to go to Council?" Davis, "What I would propose is everything we discussed is just get some information and the minutes will be made available of this meeting. And we will let them know the direction we are looking at." Connor, "What I am getting at is the issue of transparency. And it seems to me that it is a good idea that we be transparent with the community. Obviously the minutes are available." Moegerle, "I think we should pull up some surveys." Davis, "I don't want to be premature. Let's pull some things together and go from there."

City Council Report

Moegerle, "Added discussion of community to the agenda. We have a community development director. We did put on the website the kite flying event. Something that was discussed with Troy Ferguson is that it is a cheap carbon free event. What can we do that is low cost that the city can do that helps the East Bethel neighbors meet their neighbors."

Winter, "You are using the term community development director very broadly. I appreciate that, but I don't mind the whole idea of community. But have to balance that with economic development planning part of what my job is." Moegerle, "What can we do that builds community. We talked at the retreat about outreach to faith, build the web of communications. How do we further this? We have the website, the reader board. What more can we as the EDA, Council and the city do?"

Connor, "I remember a year or 18 months ago we were doing some brainstorming and I always liked the thought of the farmers market." Winter, "That gets brought up a lot. I have heard that from more than one resident." Moegerle, "I have a name somewhere of someone that wanted to take a lead on that." Davis, "We were told it takes at least a year for building this." Connor, "Outsource the expertise. Hire an expert."

Moegerle, "How about doing movies in the park? And doing them in different parks?" Plaisance, "I think we could use this to help drive more engagement from our citizens. You shouldn't make it that easy, and go to the same park every time. Nice if you started it in one place and moved it to another. Use the website with an event schedule." Butler, "I don't see that as a function of the EDA. I see that as a function of the Parks Commission. I think the Park Commission should give it further consideration." Connor, "I struggle to see the value." Landwehr, "What are we trying to accomplish?" Moegerle, "We have serious issues facing the city and you see the audience at the meetings." Bezanson, "You can get people at the meetings." Moegerle, "Obviously we have to match expense to value gained." Bezanson, "Want to talk about getting to know your neighbors, have a brush fire." Moegerle, "What about advertising a community-wide garage sale? Is that a cheap inexpensive way to advertise your community?" Butler talked about the Snowbowl in Ham Lake and the work that goes into that. Is it a community building event? Yes. Is it the same people that do it all the time? Yes. One of the things you are always worrying about when having an outdoor event is the weather. Moegerle, "This is your homework, ideas on the value of building community. Costs and such. Community Development."

Summary Minutes

Moegerle, "Let's discuss summary minutes. Brainstorming is incredibly valuable to the EDA, but what is the value of having verbatim minutes?" Winter, "I have never been somewhere where there are verbatim minutes. This takes so much time for not only the staff that has to write the minute, but also the staff that has to go back and check the minutes. It is good to have concise minutes. Did you read the minutes word for word? Or if you look at a summary and get this is what happened. Is that good enough?" Butler, "What are your thoughts Council Member Koller?" Koller, "I would rather have summary minutes. I would rather know the points."

Landwehr, "I absolutely agree the minutes should be in summary format. That is how I read them." Davis, "Just for a point of example, we talked about accelerating the population of the website. Wendy spends 16 to 20 hours a month doing minutes. It is a huge waste of resources. If someone wants to know what was said, they can watch the DVD."

Bezanson made a motion to revise the policy to have summary minute for the East Bethel Economic Development Authority. Moegerle, "Effective immediately?" Bezanson, "Yes." **Connor seconded; all in favor, motion carries.**

Adjourn **Bezanson made a motion to adjourn the Economic Development Authority meeting at 9:37 p.m. Landwehr seconded; all in favor, motion carries.**

Attest:

Wendy Warren
Deputy City Clerk