

**ECONOMIC DEVELOPMENT COMMISSION
JANUARY 19, 2016 MEETING MINUTES**

Members Present: Commissioners Jurchen, Rieck, and Roggenkamp

Members Absent: Commissioner Stroot

Others Present: David Sjoblad, Mayor; Nancy Malecha, City Administrator/Clerk; Dawn Bittner, Zoning Specialist; Chris Lindholm, Pequot Lakes School Superintendent; Sheila Haverkamp, BLAEDC; and Gunther Wolff, Student Intern at Pequot Lakes Physical Therapy

1. Call Meeting to Order

The meeting was called to order by Chair Jurchen at 8:00 a.m.

2. Approve EDC Minutes

COMMISSIONER ROGGENKAMP MOVED TO APPROVE THE NOVEMBER 17, 2015 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 3-0.

3. Elect Chair and Vice-Chair for 2016

COMMISSIONER ROGGENKAMP MOVED TO NOMINATE MARK JURCHEN AS CHAIR OF THE ECONOMIC DEVELOPMENT COMMISSION. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 2-0. COMMISSIONER JURCHEN ABSTAINED.

COMMISSIONER ROGGENKAMP MOVED TO NOMINATE CINDY RIECK AS THE VICE-CHAIR OF THE ECONOMIC DEVELOPMENT COMMISSION. CHAIR JURCHEN SECONDED THE MOTION. MOTION CARRIED 3-0.

4. Broadband Update

Commissioner Roggenkamp noted that she will contact Sheri Davich from Charter Communications for a map of broadband infrastructure in the Pequot Lakes area that can be utilized for marketing and informational pieces for future development. Chair Jurchen stated that he will contact TDS Telecom for similar information as well.

Chair Jurchen noted that he plans on attending a broadband conference in St. Paul on February 17, 2016 on behalf of the Commission.

Chris Lindholm discussed with the Commission conversations he had with representatives from Verizon Wireless. He stated that Verizon approached the school district to place small,

three foot towers in their parking lot on existing light poles. This would generate a small amount of revenue for the school district and he thought this would be something for the City to consider.

Dawn Bittner informed the Commission that these small towers fall under the definition of accessory structure within the zoning ordinances. This would make it a permitted use as long as the height requirements do not exceed the maximum within each zoning classification. She further noted that a minimum permit fee of \$125 would apply.

The Commission questioned if the zoning ordinances need to be examined to address this potential issue and directed Ms. Bittner to hold off on this until an inquiry is made from the wireless carriers.

5. Breezy Point Resort – Guest Services Directory Book

Nancy Malecha informed the Commission about an idea that was presented to her to place an ad in the Guest Services Directory Book at Breezy Point Resort on behalf of City businesses. Ms. Malecha noted that collaboration with the Pequot Lakes Chamber may be a good idea for the Commission to consider. Dawn Bittner informed the Commission on further information regarding ad sizes and costs for their consideration.

Mayor Sjoblad felt that this type of advertising would be a good thing for the City to do with the upcoming road construction schedule. Sheila Haverkamp noted that a common theme with this advertisement and the road construction signage would be beneficial.

COMMISSIONER ROGGENKAMP MOVED TO AUTHORIZE A FULL PAGE AD IN THE BREEZY POINT RESORT GUEST SERVICES DIRECTORY AT A COST NOT TO EXCEED \$600 WITH THE MARKETING MESSAGE AND DESIGN CREATED BY THE PEQUOT LAKES CHAMBER WITH E-MAIL APPROVAL BY THE COMMISSION. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 3-0.

The Commission would like a year-end report from Breezy Point Resort on the receptiveness of the Directory.

6. EDC Vacancy

Chair Jurchen noted that there is currently a vacancy on the Economic Development Commission with the resignation of Barb Merritt. He further noted that it might be beneficial to have a representative from the City of Jenkins on the Commission.

Mayor Sjoblad recommended that Chris Lindholm would be a good choice to fill the Commission's vacancy. The Commission concurred.

The Commission directed Nancy Malecha to research the City Code and recommends increasing the member size on the Commission from 5-7 to allow for greater collaboration. Ms. Malecha noted that this item will be placed on the next City Council agenda as needed and she will report back on this next month.

Sheila Haverkamp noted that a management leader at Landis Gyr might be a strong applicant for consideration but the monthly meeting schedule may be difficult for them to attend.

7. School Update

Chris Lindholm informed the Commission on the Raising Healthy Kids Collaboration that took place at the Pequot Lakes School on January 12th with 36 community members in attendance. He further noted that the next Collaboration Meeting will be held on April 12th at the Breezy Point Community Center.

8. Chamber Update

Chris Lindholm gave the Chamber update as he is an Advisory Board Member. Mr. Lindholm noted that Matt Kilian will be at the next Chamber Advisory Board Meeting to discuss the Brainerd Lakes Chamber's responsibility with the Pequot Lakes Chamber.

9. BLAEDC Update

Sheila Haverkamp informed the Commission on the following.

- The mission of the Strive Program is to mentor high school students that are struggling with Rotarians.
- For every 21 people retiring from the workforce there is only 1 person entering the workforce and this is a major issue.
- BLAEDC's Annual Meeting will be held on February 10th in Baxter.
- Brainerd Public Utilities no longer contracts with Minnesota Power for their electrical supply and the importance of targeting key location sites for Minnesota Power to promote.

10. Goals and Objectives for 2016

The Commission deferred their discussion on goals and objectives to the Pequot Lakes City Council for a directive. Nancy Malecha noted that there will be a Special City Council Meeting on January 28th at 6:00 p.m. for the annual organizational goals work session.

11. Other Business

Chair Jurchen noted the passing of Jim Oraskovich who was a valuable asset to the community.

12. Adjourn

There being no further business the meeting adjourned at 9:06 a.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Nancy Malecha", is written over a horizontal line.

Nancy Malecha
City Administrator/Clerk