

**ECONOMIC DEVELOPMENT COMMISSION
APRIL 15, 2014
MEETING MINUTES**

MEMBERS PRESENT: Chair Jurchen, Commissioners Rieck, Merritt, Stroot, and Roggenkamp

ALSO PRESENT: Sheila Haverkamp, BLAEDC; Mayor Nancy Adams; Dawn Bittner, Zoning Administrator; Sandy Peine, City Clerk; and Scott Pederson, Council Member

1. Call Meeting to Order

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

2. Approval EDC Minutes

COMMISSIONER STROOT MOVED TO APPROVE THE 1/21/2014 EDC MINUTES. COMMISSIONER ROGENKAMP SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Council Work Session – EDC Goals

4. Marketing

Council Member Pederson stated that there are many groups in town who are promoting the City. He suggested that it would be more efficient to bring all the groups together to market and promote Pequot Lakes. There is a need to define what is unique about the town and what is worth promoting. Council Member Pederson stated that he will be promoting a marketing budget. The EDC suggested that Council Member Pederson attend the Pequot Promoters Group as this group is trying to involve other groups to market the City.

Council Member Pederson stated that it is important to use a consultant who has experience in marketing. Discussion was held regarding the fact that Pequot Lakes is more commercial than retail.

Chair Jurchen suggested that the EDC members come prepared with their lists of strengths and assets of the City at the next meeting.

5. Business Directory

The EDC thanked Dawn Bittner for her work on this project.

6. Update on ISD 186 Strategic Planning

Chair Jurchen provided an update on the strategic planning information that he received from Superintendent Chris Lindholm.

7. BLAEDC Update

Sheila Haverkamp updated EDC on BLAEDC happenings.

8. Chamber Update

Chair Jurchen provided an update.

9. May Agenda Items

- Business Park Vacant Lot
- List of unique items in Pequot Lakes
- Invite Matt Kilian for May or June meeting

10. Other Business

11. Adjournment

**THERE BEING NO FURTHER BUSINESS, CHAIR JURCHEN
AJOURNED THE MEETING AT 9:05 A.M.**

Respectfully Submitted,



Sandy Peine
City Clerk