

**ECONOMIC DEVELOPMENT COMMISSION  
JUNE 17, 2014  
MEETING MINUTES**

MEMBERS PRESENT: Chair Jurchen, Commissioners Rieck, and Merritt

MEMBERS ABSENT: Commissioners Stroot and Roggenkamp

ALSO PRESENT: Sheila Haverkamp, BLAEDC; and Dawn Bittner, Zoning Administrator

1. Call Meeting to Order

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

2. Approval EDC Minutes

**COMMISSIONER MERRITT MOVED TO APPROVE THE 5/20/2014 EDC MINUTES. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 3-0.**

3. Chamber of Commerce – Matt Kilian and Amy Sjoblad

Matt Kilian stated he had worked with the Initiative Foundation for almost 16 years with most of his time spent in marketing and fund raising. He is working to build and in some cases, repair relationships as a region.

While collecting data Mr. Kilian found that small businesses, those with less than 25 employees, amounted to 89% of the Chamber membership. The most valuable activity of the Chamber is:

- #1 Strengthen the local economy;
- #2 Marketing and networking.

The Pequot Lakes and Crosslake branches make up 20 to 25% of the membership. Using their formulas. Explore Minnesota placed the media coverage for the Governor's Fishing Opener at 2.7 million dollars.

Amy Sjoblad questioned how the Chamber can best help Pequot Lakes? She explained that although there is room for improvement, we need to realize our role as part of a regional chamber.

Commissioner Rieck stated that she has lobbyists and those who represent her through her professional organizations. She does not appreciate her membership dues supporting political candidates. She also stated that the Fishing Opener was held in Nisswa, yet the Brainerd Chamber spent money on it. Mr. Kilian stated the Chamber does not endorse candidates or fund campaigns. That is done by the US

Chamber. He explained that the Fishing Opener built a relationship between the Nisswa Chamber and the Brainerd Chamber. There was \$25,000 of net proceeds from the Opener which will be used for tourism.

The EDC was informed that the Chamber and BLAEDC are moving from their Tower Office to the Tyrol Hills Shopping Center.

Commissioner Rieck stated it would be helpful for the Pequot Promoters to hear from Mr. Killian. Although welcome at an EDC meeting any time, Chair Jurchen invited Matt and Amy back for the September meeting.

4. Business Park Lot – Pricing and Marketing

Chair Jurchen presented the information packet produced by Close Converse for the Brainerd Industrial Park. It is important to get the best price for this last lot. The EDC should give the Council direction to reserve the lot for a business that would provide jobs.

5. Washington Street Plan Update

Dawn Bittner reported that the City plans to move forward with this project this summer. EDC members were encouraged to vote for the style of street lights they prefer on the City's website.

6. Highway 371 Update

Chair Jurchen stated he attended a meeting at the City of Jenkins and MN/DOT reported they are funded to begin construction in 2017 with completion in 2019. There is no plan for any improvements north of County Road 16 for the next ten years. Dawn Bittner reported there will be a full interchange at County Road 11.

7. BLAEDC Update

Sheila Haverkamp updated the EDC that the Exec relationships are taking on a new format. Mark, Sandy and the Mayor attended the Exec meeting recently held in Pequot Lakes. She would like to discuss the Notes Sandy included in the packet next month when Sandy and the Mayor can attend.

Sheila stated Brandon Andersen from Lonesome Cottage should be invited to attend an upcoming EDC meeting and give an update of his business.

Sheila also stated the Cuyuna area is very interesting. The beauty is based on remnants of the mining industry. The minerals are still valuable and there could be a resurgence of mining activity. She passed out a handout developed by BLAEDC. What could Pequot Lakes do to create a history of the area? There is

Shawano on the lake, just to name one. A map could be created for visitors to use. The Paul Bunyan Scenic Byway has already done some of the research that could be used.

8. Chamber Update

No further update given.

9. July Agenda Items

10. Other Business – School Update

Chair Jurchen stated that the school has been busy planning their mission statement and the direction to take for the next few years. There was a lot of community input.

11. Adjournment

**THERE BEING NO FURTHER BUSINESS, CHAIR JURCHEN  
AJOURNED THE MEETING AT 9:17 A.M.**

Respectfully Submitted,

Dawn Bittner  
Zoning Administrator