

**ECONOMIC DEVELOPMENT COMMISSION  
JULY 21, 2015 MEETING MINUTES**

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

ALSO PRESENT: Sheila Haverkamp, BLAEDC; Dawn Bittner, Zoning Administrator; David Sjoblad, Mayor; Chris Lindholm, School Superintendent; Greg Karr, Council Member

1. Call Meeting to Order

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

2. Approval of June 16, 2015 EDC Minutes

Under Chamber Update, Sue Galligan was hired as Events and Communications Manager.

**COMMISSIONER MERRITT MOVED TO APPROVE THE JUNE 16, 2015 ECONOMIC DEVELOPMENT COMMISSION MINUTES, AS CORRECTED. COMMISSIONER ROGGENKAMP SECONDED THE MOTION. MOTION CARRIED 5-0.**

3. Local Retail Survey

a. Review 2007 Region Five Survey:

Chair Jurchen stated the EDC is looking for a project that will have value for the community and suggested bringing the businesses together this fall to collect input. It was the consensus of the EDC that this survey is outdated and that Pequot Lakes is different today than when the survey was completed. The survey focused on retail while our retail community is much different today. Our retail business is community based, not tourist based.

Mayor Sjoblad reminded the group that there will be land available where the spray irrigation fields are today and if we encourage business investment we would have more local shoppers. It was also noted that sports complexes will support local trade, not a shopping experience.

Mayor Sjoblad stated he would be attending a meeting that afternoon to discuss zoning at the new intersection and potential development.

Commissioner Merritt stated that only 11% of the customers on her mailing list are from Pequot Lakes.

Chris Lindholm stated Pequot Lakes needs to think of the experience for the person visiting Pequot Lakes. There are large events taking place and our stores

are closed. The businesses need to embrace the people coming to town whether for concerts or sports events.

Chair Jurchen stated the EDC will be looked at in a leadership role and this is an opportunity to investigate what businesses can do to promote themselves. This is not just a shopping experience; it is an experience.

Council Member Karr stated that if we encourage investment in activities for children, their parents will come.

Sheila Haverkamp pointed out Region Five has a program for creative place making. The EDC should look into that.

Commissioner Rieck stated she would prefer to keep the intersection green and focus on the downtown area with expansion to that area when existing downtown area is full.

Chris Lindholm stated Pequot Lakes has the town square and should expand on that experience by making it more inviting for people of all ages. Wi-Fi could be available drawing students and parents from the school. Pequot Lakes is the “True Up North” and there should be a strategic vision to become more inviting. There could be a list of criteria outlining what businesses could do, such as painting their storefront or staying open more hours.

Chair Jurchen stated the EDC could encourage business owners to dress up their stores and improve their facades, but it may not be financially possible. It might be time for an Economic Development Authority. He also hopes the new City Administrator will have experience in economic development.

Council Member Karr noted local artists are looking for a location for an art cooperative but the rents are too high.

It was suggested the vacant store fronts could be charged a surcharge for remaining vacant.

Events bring people to town and businesses should be encouraged to support them. We will be spinning our wheels if we try to help individual businesses.

It was the consensus of the group to schedule 3 meetings over a three-month period inviting the business community to collect input from those stakeholders. The meetings could be held at various businesses. The first meeting could be held the third week of September.

b. Discussion on whether a new survey is necessary:

It was the consensus of the group that there would be no value conducting another survey. The EDC should take the leadership role and focus on place making.

4. Highway 371 Bridge Update

The group reviewed the concepts for the two new bridges.

5. 2016 Economic Development Commission Budget (Marketing Expenses)

The group suggested leaving the \$2,000 in the 2016 Budget; the new City Administrator may have ideas for marketing in the future.

6. Future Meeting Topics

No discussion.

7. School Update

Chris Lindholm stated it is July and there is no activity at the school.

8. Chamber Update

Commissioner Merritt stated she enjoyed being chosen Queen Bean and noted she really hadn't attended in the past. She was surprised by how many people attend from out of town. She informed the group that the banners are being installed and are beautiful.

9. BLAEDC Update

Sheila Haverkamp noted the technology sector is still growing and could be a strategy for Pequot Lakes.

The City needs to find a name for the spray field property. This area could be a technology park rather than a business park.

BLAEDC is working with DEED on a higher level marketing project and she will provide more information in the future.

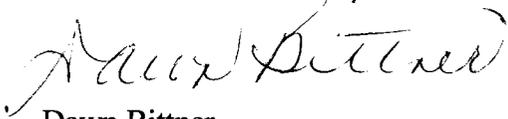
10. Other Business

**A MOTION WAS MADE BY COMMISSIONER ROGGENKAMP TO CANCEL THE AUGUST EDC MEETING. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 5-0.**

11. Adjournment

**A MOTION WAS MADE BY COMMISSIONER MERRITT TO  
ADJOURN THE MEETING. COMMISSIONER ROGGENKAMP  
SECONDED THE MOTION. MOTION CARRIED 5-0. THE MEETING  
WAS ADJOURNED AT 9:15 AM.**

Respectfully submitted,



Dawn Bittner  
Zoning Administrator/Administrative Specialist