



ECONOMIC DEVELOPMENT COMMISSION AGENDA

March 19, 2024

8:00 a.m.

City Hall Council Chambers

1. Call Meeting to Order
2. Consider Agenda
3. Approve EDC Meeting Minutes
 - a. January 16th and February 20th, 2024
4. School Update
5. HOTGL/Athletic Facilities Conversation
 - a. Commission Member Mark Hallan's presentation.
6. Chamber Update
7. Workforce Housing Update
8. BLAEDC Update
9. Marketing and Branding
 - a. 371 Billboard
 - To get something up now as a temporary hold: Joshua Johnson, from Upland Advertising and Design, will provide new ideas staying around \$1550 (which was already approved) for one side of the Billboard. Fresh Billboard to be up by early May – idea is for this design to be up until the branding portion is complete.
 - Need approval from EDC to give City Council the okay to approve the design when it comes in, which will be presented at April 1st Council meeting, which Commission Member Brad will be at to see (before the next EDC meeting).

- Hopeful to have branding complete by May 21st EDC meeting at which time we can start the process for a new sign.
 - Does the sign currently have lights so that it's visible in the evening hours? If not, thoughts on this, price on this?
 - Tyler and Michelle – ideas for sign after this temporary one?
- b. EDC Website
- c. Branding Pequot Lakes

10. City Council Updates

11. Other Business

- a. EDC members to complete calendar for upcoming City Council meeting attendance.

12. Adjourn