MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, JUNE 18, 2019

Members Present: Chair Lindholm; Commissioners Crochet, Lelwica, Lubke, Holley, and Rieck

Members Absent: Commissioner Clement

Others Present: Nancy Malecha, City Administrator; Angie Duus, City Clerk/Treasurer; Dawn Bittner, Zoning Specialist; Sheila Haverkamp, BLAEDC; Mark Jurchen.

1. Call Meeting to Order

The meeting was called to order by Chair Lindholm at 8:02 a.m.

COMMISSIONER LELWICA MOVED TO APPROVE THE AGENDA AS PRESENTED. COMMISSIONER LUBKE SECONDED THE MOTION. MOTION CARRIED 6-0.

2. Approve EDC Minutes

COMMISSIONER RIECK MOVED TO APPROVE THE MAY 21, 2019 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER LELWICA SECONDED THE MOTION. MOTION CARRIED 6-0.

3. Heart of the Good Life Development

a. Landscape Standards

Dawn Bittner presented the draft landscaping standards for the Heart of the Good Life Development. She stated that the City Attorney has reviewed them and has some changes to layout but not content. Ms. Bittner asked the Commission if they have any questions or concerns.

Commissioner Lelwica asked if there are any exceptions if they get the sports complex in there, for example if they put up a building for concessions or a warming house. Ms. Bittner said there will be a caveat for administrative review which is part of the zoning standards. The group that the council appoints to approve the plans will look at items that may not be in the landscaping standards and will have the final say in approval. Discussion ensued about the landscaping in parking area and types of grass allowed. Ms. Bittner stated that once

they start working with the landscape standards and if there are parts that do not work the plan it can be amended.

Commissioner Crochet questioned the standard about the lights approved with signs having to be turned off at the close of each business day and if it would deter businesses. Ms. Bittner stated that it is in the current commercial zone standards but she will take it back to the Planning Commission to look at. Commissioner Holley stated that the lighting issue would matter to a business and they would want the highway exposure after hours. The lighting issue was discussed further. Ms. Bittner said if they think of anything else to reach out because they want it to speak for the community.

b. Marketing Flags Update

Nancy Malecha stated that the flag marketing strategy went to City Council at the June 4, 2019 meeting and it was approved. Ms. Malecha stated that a conditional use permit has been applied for and now the strategy goes to the Planning Commission on June 20, 2019. They will look at it and attach any conditions they may see fit. Ms. Malecha said that once there is approval from them will she will work on getting the flags ordered and installed which she is hoping will happen in July.

c. One Page Marketing Flyer

Ms. Malecha stated now that the marketing flag logo has been put into place she is bringing back the one page marketing flyer to get direction on what should go on the back of the flyer. The EDC agreed that it should be two pages and previous ideas for the back were school, quality of life, lakes, marketing message, and the video link. Shelia Haverkamp stated that she has a 2 page flyer for BLAEDC and that she would be willing to help with this flyer. Discussion ensued about the main topics being school, quality of life and business emphasized with bullet points and not putting too much information on the flyer. Chair Lindholm emphasized the purpose is to encourage the reader to want to know more so they go to website.

4. <u>Housing</u>

a. Ms. Malecha stated that the Brainerd and Crow Wing County HRA will be presenting the Small Cities Redevelopment Program Grant to the City Council at the July 2, 2019 Meeting. The City has to have a pre-application in by November of 2019. The HRA will be telling the council what the grant all entails, what the targeted areas are per an analysis

that they have already done, and how the City gets involved. The City will have to become the fiscal host for the grant so it will create a lot of financial work for the City. The targeted neighborhood is in the Sibley Lake Park area which was required to be determined as a part of the grant application process. Ms. Malecha is inviting the EDC to attend the presentation. Jennifer Bergman and John Schommer from the Crow Wing County and Brainerd HRA will be presenting and they have done this program in the past. They will be helping the City of Pequot Lakes through the process. The maximum funding the City could get is $600,000. Chair Lindholm inquired whether the land is already privately owned and Ms. Malecha confirmed that it is owner occupied residences. Ms. Haverkamp recommended doing rentals if we can. She also added that it is a federal program that has allocated money to the state that in turn allocates to small cities which helps low income people, addresses slum and blight, and used if there is an urgent, public threat.

Mark Jurchen has conducted research on his own and focused on where the City has made large investments on infrastructure. He has noticed where the City has made large investments is where it has the lowest price and low quality of homes.

Discussion ensued about homeowners applying for the grant money, restrictions and caps that would be on the money. Also discussed was financial analysis and surveys that are to be completed to ensure that there is buy in from the area because there is a certain percentage of those that want to participate to move the grant forward. Ms. Haverkamp said the BLAEDC has tried it in Pequot Lakes before and they couldn't get the buy in support but they had limited resources to try to get the grant started.

Commissioner Lubke stated that if it would make the application go higher on the list by doing a joint application with Jenkins the City of Pequot Lakes should contact Jenkins but he believes if Pequot Lakes can do it on their own that that would be the best for Pequot Lakes.

Discussion ensued about EDC's and the HRA roles in the grant process.

b. Workforce Housing Task Force

Ms. Malecha was invited to join the Workforce Housing Task Force, which the Crow Wing County and Brainerd HRA are putting together. She stated that they have hired a consultant called Redevelopment

Resources. The Crow Wing County HRA is seeking a comprehensive workforce housing market analysis to help communities across the county to find employees and families appropriately priced homes. Solving this challenge not only provides balance in the housing market for the community it also removes one additional challenge for employers needing to attract workers so their companies can grow and expand. The goal of the study is to understand the existing housing inventory, rents and home values, quantify the demand for housing by type and price point, understand present and future demographics and income trends. By providing an accurate and current analysis of housing in Crow Wing County public officials and stakeholders can respond to current needs with appropriate programs, policy and investments to meet the housing needs of residents and employers. Redevelopment Resources seeks to provide the market analysis and recommendations on how to resolve gaps in the market, attract developers and make resources available to facilitate housing needs. They are going to reach out to each city in the county. Ms. Malecha has invited them to the July 16, 2019 EDC meeting to hear feedback on the workforce housing needs of our community. They hope to have the study and an action plan completed by the end of the year.

5. 2020 Economic Development Budget

Ms. Malecha presented the 2020 EDC budget information, which contains the year to date actual, the 2019 budget, the variance between the two, and a proposed preliminary budget for 2020. She pointed out that the only item is contract services. Ms. Malecha stated the communications manager position from 2019 has been dissolved and the School, City and Chamber decided that the position is no longer needed since the Chamber is doing a lot of the duties for that position. Ms. Malecha would like to redesignate that money for housing redevelopment and marketing.

Ms. Haverkamp discussed BLAEDC's need for financial support. She said they need to continue to ask government for support, that they working hard on private sector funding, they need to offer programs for fees, and they are asking several local governments to increase funding. Ms. Haverkamp is asking Pequot to increasing their funding to $10,000 level for 2020 and then a 3% increase in 2021 and 2022.

Chair Lindholm inquired about the housing redevelopment and marketing money that is set aside and what will it be used for. Ms. Malecha said that there will need to be a buy in with the Housing Redevelopment Grant as talked about previously. She stated that the Crow Wing County HRA initially said they could possibly offer some funds too but she is unsure of

what that dollar amount will be so she would like this money to be set aside for the grant. Ms. Malecha stated the pre-application needs to be submitted by November, 2019, the full application by February, 2020, and we should find out if the grant was approved in July of 2020. Discussion ensued about when the money will need to be contributed for the grant and if all the money budgeted is specifically for the grant. Ms. Malecha stated that the buy in money needs to be noted in the application and she would like to have some money set aside for that purpose. Ms. Malecha stated that some of the money could be used for the Heart of the Good Life too. She stated that she may add more money to the housing budget if there is more money available to add after City wide budgets are completed. Discussion ensued about BLAEDC's role in assisting with the marketing of the Heart of the Good Life development.

Discussion ensued about the BLAEDC request of funding being increased from the $9,500 to $10,000 in 2020.

COMMISSIONER HOLLEY MOVED TO APPROVE BLAEDC'S FUNDING TO BE INCREASED FROM $9,500 TO $10,000 FOR 2020, WITH THE OVERALL EDC BUDGET BEING $21,700. COMMISSIONER LELWICA SECONDED THE MOTION. MOTION CARRIED 6-0.

6. School Update

Chair Lindholm talked about two projects they have going on, one being the bus garage and the parking for the busses not being ideal. They are trying to update that with the help of the City and WSN. The second big project they have going on is aesthetic updates to the old common's area. They still have a Spanish teacher position open.

Chair Lindholm stated that on June 29, 2019 the high school is in partnership with the City for putting on the Race for a Cure. He stated that on June 19, 2019 himself, Ms. Malecha and Mayor Tayloe will be meeting with the Board for the Children's Museum for site visits.

Chair Lindholm stated that the School has an electric car charging station in front of the district office high school. It was part of the grant and the district did not use taxpayer dollars for the station. He also stated that no taxpayer money is being used for charging. The individuals using the station pay the fee themselves and it is $2 per hour. He stated that it is a charge point brand charger which has an app that loads on an individual's phone and it charges the individual account the money then goes to the district's bank account. Ms. Malecha asked to be informed if the charging

stations get used because she is getting questions about having them installed throughout the community.

7. Chamber Update

Ms. Malecha stated that Katie Wasserman emailed her the Chamber's update and they would like to congratulate Commissioner Lelwica and her team from Snap Fitness and Hopkins Health and Wellness for being selected as the 2019 Business of the Year. The award will be given out the night of the Community Picnic on July 16, 2019.

Parade registration forms are available at the Chamber office, there is a new online system, and a new parade route. Bobber bracelets to support the fireworks are available for purchase for $5.00. If anyone needs help posting events please email Katie.

8. BLAEDC Update

Ms. Haverkamp was invited by the Blandin Foundation to attend a group in New York City about intelligent communities. She talked about Bernadine Joselyn with Blandin and that she was hired to try to bring broadband into rural communities. Ms. Haverkamp said they talked about FAANGS (Facebook, Apple, Amazon, Netflix and Google) and that they are our future. She shared that they discussed return on investment and how challenging it is, how to deploy fiber and make it work, that local government creativity needs to happen in order for broadband to happen and many other technological topics. Ms. Haverkamp said Blandin took 10 people there and want them to think about what they can do with what they learned and how they can keep moving the communities forward.

9. City of Jenkins Update

No update given.

10. Other Business

There was no other business.

11. Adjournment

There being no further business, Chair Lindholm adjourned the meeting at 9:15 a.m.

Respectfully submitted,

Angie Duus
City Clerk/Treasurer