

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, AUGUST 20, 2019**

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

Members Absent: Commissioner Crochet

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

1. Call Meeting to Order

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

2. Consider Agenda

COMMISSIONER HOLLEY MOVED TO APPROVE THE AGENDA AS PRESENTED. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 6-0.

3. Approve EDC Minutes

COMMISSIONER LELWICA MOVED TO APPROVE THE JULY 16, 2019 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER HOLLEY SECONDED THE MOTION. MOTION CARRIED 6-0.

4. Heart of the Good Life Development

a. Zoning Standards

Dawn Bittner handed out changes that were made by the City Attorney and/or the Planning Commission meeting since the packet was sent out last week. She stated there are no screening requirements but they will add language regarding dumpsters and ground level mechanical pieces. Ms. Bittner stated they replaced Ball Fields and Play Fields with Athletic Fields which was suggested by the Attorney.

Commissioner Holley asked if they determined the maximum height of buildings. Ms. Bittner stated 35 feet is the maximum for the principal structure and that would allow for three stories. At the last meeting they suggested 25 feet maximum for a non-occupied accessory structure since they believe the main building should be the focal point. Ms. Holley asked if the accessory structure could be higher than the primary building and Ms. Bittner said yes but all applications will have to be approved first.

Chair Lindholm asked Ms. Bittner to explain the land use matrix grid. Ms. Bittner said across the top it lists all the different zones, Heart of the Good Life Zone is all the way to the right and on the left of the grid is the specific

uses. She said the grid tells if it is an accessory use, permitted use, conditional use, interim use or if the use is excluded. Ms. Bittner stated the Planning Commission would like to add medical facility to the matrix. Ms. Bittner pointed out that on the third page of the matrix they changed Stadium/Play Fields to Athletic Fields and made changes to how they would be permitted in the zones.

Ms. Bittner stated the Planning Commission thought it would be a good idea that someone from the EDC attend the next Planning Commission Meeting to discuss potential uses that you can see going into the Heart of the Good Life Development. Ms. Bittner asked the EDC to look at the uses and if they see that there are uses they would like to see in this Development to let her know. Commissioner Holley volunteered to attend the September Planning Commission Meeting.

b. Marketing Flyer

Ms. Malecha discussed the flyer and stated that Katie Wasserman created the second page. Ms. Malecha asked the EDC to review the flyer and to notify her of any changes.

5. Ball Fields Discussion

Chair Lindholm invited Ryan Buell to discuss the possible sports complex in the Heart of the Good Life Development and next steps. Mr. Buell said that last summer discussions came up about a sports complex and it would be a good way to rapidly develop that area. He said there is a lot of excitement for something like this and it is a huge draw or attraction. Mr. Buell presented some overlays he received from the New Heritage Architecture Firm in Pequot Lakes. Mr. Buell said the idea is to develop softball fields, baseball fields, and potentially a community center with a pool and indoor ice rink. He discussed the tournaments that could be hosted and the income Pequot Lakes could potentially bring in.

Mr. Buell stated that ICS Consulting was contacted as they have provided planning and funding services for Brainerd. He discussed many organizations in the community that would be interested in a project like this. Mr. Buell said that one of ICS's key strengths is fundraising. He noted that ICS could be retained by the City for the initial cost of \$30,000. Mr. Buell said Nathan Norton who is a Planning Commission Member works for ICS and is willing to donate his time which is a \$7,000 cost reduction and Sourcewell would kick in \$3,000, so the number to retain ICS would actually be \$20,000. The first half of the money would need to be paid this fall and the second half next spring.

ICS put together a timeline and Mr. Buell asked the EDC to recommend this to City Council. He said that Jeff Schiltz and Nathan Norton from ICS would come to the September Council Meeting to answer questions.

Discussion ensued regarding the overlay concepts, community interest, the potential of property taxes increasing, and ICS obtaining funding sources.

COMMISSIONER LELWICA MOVED TO RECOMMEND THE CITY COUNCIL CONSIDER A PROPOSAL FROM ICS CONSULTING AT THEIR SEPTEMBER COUNCIL MEETING. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 6-0.

6. 2019 Work Plan Projects Priorities

Nancy Malecha stated there are several items the EDC defined as project priorities for 2019 and she is checking in on how these items are progressing. She reminded the EDC of the following five priorities.

- a. Marketing of the Heart of the Good Life Development
- b. Work with the HRA on housing issues.

Ms. Malecha said the housing priority is moving along well. She is working with the Workforce Housing Task Force and on the Small Cities Development Program application with the Brainerd/Crow Wing County HRAs.

- c. Business Park Infill Educational Plan

Ms. Malecha said this is an educational plan lead by Mark Jurchen and Tommy Woog to inform private property owners of their ability to subdivide their parcels.

- d. Work with telecommunication companies to expand fiber optic infrastructure.

Ms. Malecha reached out to TDS Telecom about the Rasmussen Road Project and that it would be a good time to install fiber optic infrastructure from the business park to the downtown area.

Discussion ensued about the benefits of fiber optic infrastructure.

- e. Intercultural Development Inventory Assessment Work Plan.

Chair Lindholm said there is an opportunity from Region 5 to get other entities from the community involved for this. He stated it would entail getting a team of people involved from multiple entities to develop steps to be a welcoming community and this is just an assessment and not a work plan.

Commissioners Rieck and Holley stated this is something the EDC should work on in a couple of months.

7. Intelligent Community Forum Assessment

With Commissioner Crochet's absence this agenda item will be moved to next month's agenda.

8. School Update

Chair Lindholm said they have eleven new staff members due to growth at the secondary level. He stated that the old commons area now has an interactive 65 inch touch screen TV monitor and people can look up past high school photos.

9. Chamber Update

No update was given.

10. BLAEDC Update

- a. August 6th Quarterly Membership Meeting
- b. Brainerd's Incentive Program

Shelia Haverkamp stated that BLAEDC is implementing new quarterly membership meetings to help others understand the services that BLAEDC provides. They will have a featured presentation and at the last meeting it focused on initiatives in downtown Brainerd. She noted that Brainerd put together an incentive program and this may be something for Pequot Lakes to consider. Ms. Haverkamp discussed the incentives for the River to Rail Corridor and the adoption of Brainerd's incentives by the Brainerd City Council.

Discussion ensued about the River to Rail Corridor and possibilities for Pequot Lakes. Commissioner Lelwica requested an Incentive Program Discussion be placed on the next EDC agenda. The Commission concurred.

11. City of Jenkins Update

No update was given.

12. Other Business

There was no other business.

13. Adjournment

There being no further business, the meeting adjourned at 9:20 a.m.

Respectfully submitted,



Angie Duus
City Clerk/Treasurer