

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, JANUARY 16, 2024 **DRAFT****

Members Present: Chair Lottman; Commission Members Hallan, Becklin, and Holley

Members Joining Remotely: Commission Lewica

Others Present: Angie Duus, City Administrator; Traci Pederson, Zoning Administrator; Nick Roy, Public Works Lead; Andy Schwartz, City Water/Sewer Operations Mgr; Scott Pederson, City Council Liaison; Mark Jurchen, Tyler Glynn, Kurt Stumpf, Kyle N; Realtors in the audience included Preston Peters, Justin Bolz-Andolshek, Colton Maher, John Pecarich

1. Call Meeting to Order

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

2. Elect Chair and Vice Chair for 2024

COMMISSION HALLAN MOTIONED TO ELECT MATT LOTTMAN AS EDC CHAIR PERSON. COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 5-0.

CHAIR LOTTMAN MOTIONED TO ELECT MARK HALLAN AS EDC VICE-CHAIR PERSON. COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Consider Agenda

Commission Holley requested the Trailside Estates conversation be brought up in the agenda so the Realtors present could hear that portion and then leave after if their schedules were tight to stay for the duration of the meeting.

COMMISSION HOLLEY MOVED TO APPROVE THE AGENDA, MOVING TRAILSIDE ESTATES UP. MOTION CARRIED 5-0.

4. Approve EDC Minutes

COMMISSION HOLLEY MOVED TO APPROVE THE EDC MINUTES LAST MONTH, COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIED 5-0.

5. School Update

Kurt S. has 3 updates. 1st, stated they had a report to the School Board from Peter Letherman reviewing the data from approximately 500 surveys from residents/voters on the past facilities bond/referendum that failed. They're reviewing data – there's

currently no date/info for another levy. 2nd, they've already implemented most of the mandates within the READ Act, which is one of the largest unfunded mandates – it's a good program for kids and they've already seen great results. 3rd, Strategic planning continues with their staff.

Chair Lottman thanked him for showing up monthly, wanted to make sure it was worth this time to continue to attend. Kurt said yes, absolutely!

6. Chamber Update

Not present this month, no updates.

7. City Council Update

Council Member Scott Pederson present to provide updates.

He stated the Council is looking for recommendations from the EDC on a few things. One being the 371 faded Billboard – what would the EDC like to see on the board. The other topic is Trailside Estates – what would the EDC like to recommend to the Council on this property, what should happen with it and how. Finally, what are your thoughts on HOTGL. Since EDC cannot officially make the decision, we're looking for you to provide the recommendations to the Council on these topics.

Scott gave a quick update on the NW Corner Study – there's going to be a presentation from Widseth in February at the Council meeting on their findings from the study. This is just informational for the EDC to be aware. Nothing for you to do, just letting you know about it.

8. Marketing

Trailside Estates: Realtors present for this conversation. Chair Lottman asked Scott Pederson to assist as needed with some of the history/language as needed. Both the current plat and the proposed final plat (which was never recorded) were provided for all to view. This is a time for the Realtors to listen and ask questions on this topic in the event the EDC decides to recommend a realtor to the Council to work on selling/marketing these lots. The idea is the proposed final plat will be recorded within the next few months. City owns this land, but we don't want to. The city would like to move on this property/sale soon.

Commission Hallan asked what is the market looking for – what we have proposed with this final plat now, or do we need to revise things before recording it as is. Scott stated there's no need to backtrack, we can move on the final plat as it is proposed today.

Scott stated there's city water/sewer already out there for the lots. The City doesn't have a set price in mind, we're looking to realtors to provide us what you think it should be/could be.

Realtor asked what is the additional cost per lot, if any. Scott stated SAC/WAC fees (about \$4000 total). Mark J. reminded the team that SAC/WAC fees were to be waived through for all lots on existing city sewer with a \$250k market value. The project needs to start before the sunset of the waiver – need either yes or no on this from the Council. There is a 5-year sunset...so there's still time for this waiver to take place – waiver is to encourage sale of lots in the city.

Question from a Realtor: Is there a current offer or letter of intent out there that is active?

Answer: Not currently. There's talk out there, but nothing official.

Tyler Glynn noted that really that EDC/City has two options with this property – the City can sell all lots to a developer/buyer or go through the process of interviewing realtors and find one that best fits.

Mark Hallan says the true goal is to sell the lots and have residential structures built and occupied to bring in tax revenue. We're not looking to have these lots be an investment, we want the lots built on.

Kyle Narveson stated there's likely a developer's agreement that would take place with the timing of how many houses are to be built now vs. in a year etc. He also wondered who maintains the City park/playground that is in the development. Scott Pederson said the City maintains and would continue to maintain it.

Commission Holley reiterated that she has removed herself from being a part of selling the lots as a realtor herself.

Chair Lottman stated this will likely be on the agenda in February where we plan to talk with Realtors individually. He thanked everyone for coming.

Moving on to the 371 Billboard designs provided by Joshua Johnson with Upland Advertising and Design. This would be for one side of the sign (north side) on 371, the cost through Upland is \$1550. Scott is looking for a recommendation from EDC on what photo to use, with the hopes of this billboard being changed out every 6 months.

Chair Lottman then talked about the branding campaign, should the sign be a part of that? Are these photos City Logo, the answer is no. Lottman agrees that the sign needs to be done, but not with these photos presented at this time – it needs to be a part of the branding campaign that the EDC is working towards. Realtor Colten Maher agreed and said the branding needs to start from ground zero and tell the story. Logo/branding/messaging - what is the 'one' word that brings us together as a whole.

Commission Holley said the Bobber needs to remain a part of the brand, we're recognized by the Bobber Water Tower, like it or not.

Chair Lottman would like the marketing/branding on the February agenda, Commission Holley agreed. Do the branding first, then the sign based on that. Either way, the new/updated sign should be up no later than May 2024. Lottman to reach out to Joshua Johnson from Upland and have him come to the February meeting.

COMMISSION HOLLEY MOVED TO HAVE THE BRANDING AND MARKETING DISCUSSION CONTINUE AND BE ON THE AGENDA FOR FEBRUARY, COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIED 5-0.

Commission Lewica reiterated that the Billboard needs to be completed and up by Memorial Day weekend. Special sessions may be needed.

Commission Hallan asked where the funds for the sign will come from, Scott stated this will be built in the budget to allow the signs to be changed every 6 months – it needs to stay fresh.

Colton Maher stated to look at not only Upland marketing for signage, but also other companies and get the community members thoughts on what those 'words' may be that brings Pequot all together.

Commission Hallan left the meeting at 9:00 am.

9. Workforce Housing

Corner Lot updates – Angie stated that we're moving forward in discussion for HOTGL apartments. Our Attorney has looked over the agreement that came through from Corner Lot – just a few changes to be made says our Attorney – which they'll reach out Corner Lot and get things finalized with the agreement. We've not heard anything back about the Hotel yet.

Mark J. stated he's got some projects that he's working on. If you'd like some volunteer work done from him, please reach out and be specific on the needs.

Chair Lottman asked Zoning Administrator, Traci Pederson to provide the end of the year Planning report to the EDC board. She'll do this going forward at the end of each year.

10. EDC Goals

Marketing/branding and website. Commission Lewica has been working with Tyler at BLAEDC on what this might look like.

Tyler said in listening to the meeting today, he'd like to put the website together with the branding and marketing thoughts with EDC as a whole. This should be an EDC website, not a link on the city website. BLAEDC is very willing to help with this project.

Commission Lewica asked if we needed to make a motion to move forward with BLAEDC, let's move forward now if we can.

Chair Lottman asked again, why do we need our own website as an EDC? Commission Lewica stated that the EDC does so much work – this is a time to show what we're doing and who we are, how we can help. The city site is for utilities. EDC has much more to offer than 'just a page'. Commission Lewica stated there's a budget to use – lets market the City and grow.

Chair Lottman proposed to wait until the branding of the city is complete before working on a website. Tyler reiterated this isn't a link on the City site, it needs to be a stand-alone site or it will get lost. Build it now and continue to keep it up to date. Chair Lottman asked if Tyler could be at the February meeting to continue working together and share ideas and present/educate the EDC on his thoughts. Tyler has examples that he'll bring in February – content/photos etc.

Commission Lewica says one person on the EDC would need to work with BLAEDC going forward on this website/marketing to keep it up to date and fresh. Scott Pederson said to work with them on funds needed – revenue brought in is what's needed and EDC marketing could be huge if this is all done correctly.

11. BLAEDC Update

Tyler Glynn stated part of his update was regarding the EDC website. The other was an FYI on the Housing Trust Fund (HTF) – Pequot will be contacted by the County soon if you haven't already. CWC HTF, has 3 elements: rehab/down payment assistance/developer funding. There's good in having this program, Pequot is one of the 3 cities (Brainerd, Crosby and Pequot) that is within the County's HTF – this will come to the Council soon, Tyler was giving a heads up on the program. BLAEDC is very involved, they're a direct recipient of the HTF.

Tyler moved on and said for the marketing side of things, we should bring in 3 companies/firms and move on the branding/marketing. He has companies in mind and is willing to work with EDC on this to get it going – BLAEDC recently went through the process. The company/firm that knocks your socks off should be who you go with. Chair Lottman asked what the next steps are to move on the process – Scott said Council can give EDC the authority to make a decision on who to go with vs a recommendation in order to keep things moving quickly. Tyler stated he'll bring in 3 groups and meet with Angie and an EDC member.

COMMISSION LEWICA MOVED TO HAVE TYLER FROM BLAEDC BRING IN 3 COMPANIES TO MEET WITH ANGIE DUUS AND AN EDC MEMBER BEFORE THE NEXT EDC MEETING AND FIND A COMPANY TO WORK WITH THE EDC ON MARKETING/BRANDING, COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 4-0.

12. EDC attendance at City Council Meetings

Commission Lewica had provided a calendar electronically for EDC members to sign up for Council meetings in 2024. Commission Hallan will attend February, Chair Lottman will attend March and Commission Becklin will attend April. The EDC will work on other dates and who's attending over the next few months.

Commission Holley left the meeting at 9:24 am

13. Other Business

Realtor Preston spoke on the HOTGL land. He'd like to see ballfields or an ice rink etc. in the area to bring in families, events and business for our local businesses. Pequot has nothing for these large tournaments to bring in additional revenue. Surrounding towns do, but Pequot does not. We need to continue to move towards bringing in something to the area that will bring in revenue. School tournaments etc, be open to the idea.

14. Adjourn

**COMMISSION BECKLIN MOVED TO ADJORN THE MEETING. CHAIR
LOTTMAN SECONDED THE MOTION. MOTION CARRIED 3-0.**

The meeting was adjourned at 9:34 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator