



ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Tuesday, February 18, 2025

City Hall, 4368 Main Street, Pequot Lakes, MN

MEMBERS PRESENT

Commission Chair Matt Lottman; Commission Members Sheila Holley, Brad Becklin, and Mark Hallan

MEMBERS ABSENT

All present

**The EDC has four members currently, there is one open seat*

OTHERS PRESENT

Traci Pederson, Zoning Administrator; Tyler Glynn, BLAEDC; Kurt Stumpf, ISD186 Superintendent; Emily Johnson, City Clerk/Treasurer; and Mark Jurchen (left at 8:26am)

1. CALL TO ORDER

Commission Chair Lottman called the meeting to order at 8:05 a.m.

2. CONSIDER AGENDA

Chair Lottman proposed moving the EDC budget update to directly after the school update and moving the state sponsorship and local podcast discussion under the EDC budget update.

Motion: To move the agenda items as stated by Chair Lottman.

Made by: Commission Holley, Seconded by: Commission Hallan. Motion carries 4-0.

3. APPROVE EDC MEETING MINUTES FROM DECEMBER 17, 2024; JANUARY 21, 2025; FEBRUARY 3, 2025

Motion: To made to approve EDC Meeting Minutes from 12/17/24, 1/21/25, and 2/3/25.

Made by: Commission Holley, Seconded by: Commission Hallan. Motion carries 4-0.

4. SCHOOL UPDATE

Kurt Stumpf provided several updates:

He, Angie Duus, and Emily Johnson presented a transportation alternatives grant for the city a few weeks ago.

The grant, totaling \$440,000, would fund projects including:

- A sidewalk along Patriot Avenue from Dairy Queen to Main Street
- A flashing beacon on Patriot Avenue next to the clinic on Rasmussen
- Lighting along Rasmussen
- Finishing the sidewalk from Oasis gas station to Pequot Lakes

The grant would cover 75-80% of costs. This is not the same as grant as the Safe Route to Schools application.

A decision is expected in April or May.

Mr. Nelson, the high school principal, testified at the state legislature about post-secondary enrollment options for students. The school now offers the ability for students to earn an AA degree without leaving campus.



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- One school focus has been on career readiness, offering programs like CNA certification and CDL licensure.
- Stumpf mentioned the need for better ways to welcome and inform new families moving to the district about local opportunities and businesses.
- He provided an update on the upcoming school referendum, explaining the changes from the previous failed referendum:
 - The bond amount decreased from \$76 million to \$55 million
 - Removed plans for a new auditorium, instead allocating \$2 million to upgrade the current one
 - Removed plans for new ball fields, opting to upgrade current facilities
 - Focusing on remodeling existing spaces rather than building new classrooms

Chair Lottman and Commission Hallan discussed the tax implications of the referendum and the importance of clear communication about its impact on residents.

5. EDC BUDGET UPDATE

Emily Johnson, City Clerk/Treasurer, presented the 2025 EDC budget, which includes detailed allocations for several line items.

Contract Services: This line item covers the contract with BLAEDC, estimated at \$13,000. However, the actual funding request for 2025 came in slightly lower at \$12,360, providing a small surplus in the budget.

Marketing: A \$10,000 allocation is designated for marketing activities. Matt Lottman questioned if the marketing budget would revert back to the general fund if not utilized, to which Emily confirmed it would. The committee discussed the potential need to utilize some of the marketing funds to support website maintenance in the future.

Copier Contract: The copier costs are shared among different departments, as outlined in the budget.

Dues, Licensing, and Subscriptions: This includes the maintenance of the EDC website. Initially estimated at \$500, Mark Hallan raised concerns about sufficiency and the potential for it to exceed the allocation. However, Traci Pederson noted that website creation in 2024 was under budget, costing about \$1,900, and future annual maintenance costs are anticipated to be around \$328.

Emily stated she'll provide budget updates throughout the year as needed or requested.

6. OTHER BUSINESS

EDC/EDA conversation at Council

Tyler Glynn provided an explanation of the differences between an Economic Development Commission (EDC) and an Economic Development Authority (EDA). Key points included:

An EDC is made up of volunteers and can only make recommendations

An EDA has the ability to own and transfer property, and becomes a taxing entity

An EDA has a set levy amount that cannot exceed a certain percentage each year

EDAs must hold public meetings and publish them

EDAs can have 5-11 board members, with no more than two sitting city council members



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The commission discussed the potential pros and cons of transitioning to an EDA, including the additional taxing authority and the ability to manage property. They also considered the impact on residents and the need for clear justification if such a change were to be made.

State Tournament sponsorship

The commission discussed sponsoring local teams in state tournaments through radio advertisements. The commission agreed to revisit this decision next year. They also discussed trying to negotiate with the radio station to ensure the ads air during the actual game time.

Motion: To sponsor whatever teams make it to state for the winter sports season this year, using the \$350 package with R&J Broadcasting.

Made by: Commission Holley, Seconded by: Commission Hallan. Motion carries 4-0.

Listen Local Podcast

The commission discussed a sponsorship opportunity with the Listen Local podcast. The podcast has approximately 15,000-17,000 downloads per episode, reaching listeners in Fargo, the Twin Cities, and locally.

Tyler Glynn offered to use \$740 from BLAEDC's budget allocation to support this initiative, reducing the amount needed from the EDC's marketing budget. Glynn is very much in support of the EDC using this podcast as a platform.

The commission discussed using this platform to promote various initiatives throughout the year, including the school referendum, local events, and general promotion of Pequot Lakes.

Motion: To sponsor the Listen Local Podcast with the ad break sponsorship package for \$4,000 (reduced cost due to getting involved later in the year), contingent on the podcast hosts cooperating with the EDC on content and allowing targeting of specific topics throughout the year.

Made by: Commission Holley, Seconded by: Commission Becklin. Motion carries 4-0.

7. CHAMBER UPDATE

Colleen Faacks not present to provide an update.

8. WORKFORCE HOUSING UPDATES

Mark Jurchen left the meeting early. In an email to both Chair Lottman and Zoning Administrator Pederson, he stated he'll be stepping down from this role for personal reasons. The commission acknowledged his valuable contributions.

Mark Hallan provided an update on the new homes being built in Trailside Estates. He reported that two homes are currently under construction, with one enclosed and the other with walls up and trusses on-site. The developer is limited to building two homes until one is sold, per bank requirements. The homes are expected to be ready for viewing in May.

9. BLAEDC UPDATES

Tyler Glynn announced that BLAEDC's annual meeting will be held on May 8th. The meeting will include



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breakfast, updates from the board chair and county commissioner, and a panel discussion featuring mayors from communities that support BLAEDC. Glynn encouraged EDC members to attend.

EDC members asked Tyler if Colleen, from the Chamber, could help with a welcome packet for the schools to use for new/incoming families. Tyler didn't see a problem with this request and stated they have a welcome packet at BLAEDC, he'd provide this to the EDC to use as a guide in creating one for Pequot Lakes.

10. EDC GOALS & UPDATES

Downtown Business Facade, request from Council

Chair Lottman reported on his conversation with JP from First National Bank regarding potential involvement in downtown redevelopment efforts. He stated that while JP is willing to help and is excited about the community's future, he is not likely to lead the charge. Lottman suggested that the EDC might need to develop a proposition to bring to local banks for support.

The commission discussed the need for a workshop session with the city council to align their goals for 2025. They agreed to try to schedule this for March or April.

Lottman also mentioned the mayor's desire to use the "Heart of the Good Life" slogan throughout Pequot Lakes, not just for Patriot development. The commission agreed to discuss this further during the planned workshop session with the city council.

Glynn noted that he/BLAEDC may be able to assist with the process as well.

11. CITY COUNCIL UPDATES

Commission Holley provided a brief recap from the January 6 Council meeting.

Chair Lottman stated he'd provide an update from the February 3 Council meeting next month.

Tyler Glynn volunteered to be the acting EDC member to attend the March 3 Council meeting.

12. ADJOURNMENT

There being no further business, the EDC meeting was adjourned at 9:36 a.m.

Motion: To adjourn the EDC meeting.

Made by: Commission Holley, Seconded by: Commission Hallan. Motion carried 4-0.

Respectfully submitted,

Traci Pederson

Zoning Administrator