

**MEETING OF THE PEQUOT LAKES  
ECONOMIC DEVELOPMENT COMMISSION  
TUESDAY, JANUARY 15, 2019**

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

Others Present: Nancy Malecha, City Administrator; Jennifer Peterson,  
Administrative Assistant; Sheila Haverkamp, BLAEDC; Katie  
Wassermann, Pequot Chamber of Commerce; Tim Houle,  
WSN; Bob Perkins, TDS Telecom

1. Call Meeting to Order

The meeting was called to order by Commissioner Rieck at 8:02 a.m.

2. Elect Chair & Vice Chair for 2019

Vice Chair Rieck asked for nominations for Chair and Vice Chair positions. Mr. Perkins recommended Commissioner Lindholm. Commissioner Lindholm stated that he would like to hold off for a couple of years. Commissioner Holley suggested Commissioner Lubke, however, he would like to decline. Discussion ensued regarding responsibilities of the EDC Chair.

**COMMISSIONER HOLLEY MOVED TO ELECT COMMISSIONER LINDHOLM FOR EDC CHAIR. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 7-0.**

**COMMISSIONER LUBKE MOVED TO ELECT COMMISSIONER RIECK FOR VICE CHAIR. COMMISSIONER HOLLEY SECONDED THE MOTION. MOTION CARRIED 7-0.**

3. Approve EDC Minutes

**COMMISSIONER LUBKE MOVED TO APPROVE THE DECEMBER 18, 2018 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER HOLLEY SECONDED THE MOTION. MOTION CARRIED 7-0.**

4. 2019 Project Priorities Work Plan

Chair Lindholm asked Nancy Malecha to give the Commission the 2019 EDC budget amounts. Ms. Malecha gave a breakdown of what the budget consists of. Chair Lindholm explained that the budget is already allocated

so if the Commission would like to do anything above what has already been budgeted, there would have to be a request made to the City Council.

Ms. Malecha stated that in November the items below were designated as 2019 project priorities for the EDC.

a. Work with the HRA on Housing Issues -

Ms Malecha stated she will meet with the HRA Executive Director and the Brainerd and Crow Wing County HRAs in May to begin the application process for a Small Cities Redevelopment Grant which is used in a targeted neighborhood that needs improvement/redevelopments. The pre-application deadline is February 2020 and the funding application deadline is July 2020.

Commissioner Lubke asked what the HRA levy is from the City in order to manage the property. Ms. Malecha stated the City levies \$38,250 per year for the HRA. Discussion ensued as to what the HRA's responsibility would be going forward. Ms. Haverkamp stated she has been involved with housing with BLAEDC in the past and there are many different strategies with housing needs.

b. Business Park Infill –

Chair Lindholm explained that we have opportunities with infill in the City's current business park. Most properties are privately owned, however, they have the availability to subdivide.

c. Fiber Optics –

Chair Lindholm asked Bob Perkins where we are with fiber optics in the business park. Mr. Perkins stated TDS has made progress in the business park for fiber installation; however, there are several places within the City that do not have high speed availability.

d. Intercultural Development Inventory (IDI) –

Chair Lindholm explained the IDI data results from EDC members who participated in the assessment. The reasoning for this inventory assessment was so we as a community could determine how to attract and be a welcoming community to a diverse populations and workforces.

Commissioner Rieck stated that Dawn Espe from Region 5 just received funding to engage communities in the developmental inventory. These communities would find five different groups such as school boards, city councils, etc. to continue the work on the IDI.

Ms. Malecha stated she received an email from Ms. Epse with an option for the City of Pequot Lakes to establish a Welcoming Communities Advocacy Group.

e. Marketing of the Heart of the Good Life Development -

Chair Lindholm asked Sheila Haverkamp for suggestions on how the City of Pequot Lakes attracts a workforce and new businesses to the community. Ms. Haverkamp suggested the City of Pequot Lakes establish an entrepreneurial development strategy, business retention and expansion strategy, and attraction strategy to market the Heart of the Good Life Development. A consensus of the Commission agreed that at the March 19, 2019 meeting, they will work on getting a proposal from BLAEDC to implement strategies to start marketing the Development.

Chair Lindholm stated we need to get the video out on various community websites as the first step toward promoting this Development.

5. Heart of the Good Life Development

Nancy Malecha gave a recap of the City Council's decisions at their January 8, 2019 meeting regarding the Heart of the Good Life Development.

- a. Price per Acre: City Council approved price of \$65,000 per acre.
- b. Marketing Packet: City Council approved and agreed to proceed with the marketing packet as presented.
- c. Marketing Video: City Council did not want to add anything at this time and agreed to proceed with the video as planned. Mr. Houle stated the City Council approved \$15,000 for the production of the video.
- d. Architectural, Landscaping, and Zoning Requirements: Ms. Malecha stated the site is now a shovel ready certified site as of January 11, 2019. Ms. Malecha stated the City Council gave a directive to the Planning Commission and City Planner to start defining the zoning regulations for this Development.

- e. Marketing Outreach: Discussion ensued regarding how we are going to get the marketing packet and video out to the public.

Mr. Perkins asked about the new employees coming into our community and if employers are going to think about how they will get employees. He also suggested looking into housing for potential new employees.

6. Community Center Idea

Nancy Malecha stated that at the December 2018 meeting a gentleman suggested an idea of a community center on the south half of the Heart of the Good Life Development. Chair Lindholm explained that this was an idea brought up with a potential ice arena concept.

7. School Update

Chair Lindholm stated the school gained two new school board members.

February 26, 2019 is the annual Career Fair at the High School and they are looking for volunteers to assist with conducting interviews with the students.

The School District will be hiring four new teacher positions this spring and with a few retirements this number could increase to 7 to 8 licensed teaching positions for hire.

8. Chamber Update

Katie Wasserman stated seven vendors have already been in contact with her for summer events. The next business showcase will be in the 2<sup>nd</sup> week in April and will highlight a Nisswa business. The Brainerd Everything Expo will be held in March.

9. BLAEDC Update

Sheila Haverkamp asked that on Feb 19<sup>th</sup> Commission members please stay an extra hour after the EDC meeting for the BLAEDC presentation. February 24, 2019 is the BLAEDC Annual Luncheon meeting from 11:30 a.m. to 1:00 p.m.

10. City of Jenkins Update

No update provided.

11. Other Business

There was no other business.

12. Adjournment

The meeting adjourned at 9:12 a.m.

Respectfully submitted,

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Jennifer Peterson  
Administrative Assistant

DRAFT