

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, MARCH 19, 2019**

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

Members Absent: Commissioner Clement

Others Present: Dawn Bittner, Zoning Specialist; Nancy Malecha, City Administrator; Sheila Haverkamp, BLAEDC; Katie Wassermann, Director, Pequot Chamber of Commerce; Mark Jurchen; Bill Brekken

1. Call Meeting to Order

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

2. Approve EDC Minutes

COMMISSIONER LUBKE MOVED TO APPROVE THE JANUARY 15, 2019 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER CROCHET SECONDED THE MOTION. MOTION CARRIED 6-0.

3. Region 5 Children's Museum Potential Locations

Chair Lindholm gave the background of the Region 5 Children's Museum. Chair Lindholm, Ms. Malecha and Mr. James Tayloe, Pequot Lakes Mayor met with Peter Olson, Children's Museum Project Manager and Paul Drange, Director of Regional Programs with Sourcewell, to discuss potential locations within Pequot lakes. The three potential sites that were presented are: Heart of the Good Life Development, a privately owned 12 acre parcel on Patriot Avenue which has access to Sibley Lake via marshy area, and 40 acres at the Fire Tower location. Mr. Olson was invited to present at the Central Lakes Rotary Club meeting. Ms. Malecha along with Mr. Brekken presented another potential location north of the Fire Tower, which is an additional 40 acres. Discussion ensued regarding which entity will respond to the RFP, which property is ideal within Crow Wing County and/or Pequot Lakes, and what amenities the Children's Museum is looking for.

4. Heart of the Good Life Development

a. Marketing Strategies – BLAEDC

Ms. Haverkamp provided an outline and elaborated on how to get economic leads which come from Entrepreneurs, Business Expansion and Retention and Attracting New Companies.

Ms. Haverkamp provided some promotional considerations with pricing for Pequot Lakes which included utilizing BLAEDC, the City of Pequot Lakes obtain creative professional services to develop concept of ad, one page handout, flag/sign messaging and billboard schematic.

Discussion ensued regarding signage, promotional considerations, and possible building opportunities within the development.

b. Draft Architectural Standards – Dawn

Ms. Bittner provided and elaborated on the draft architectural standards for the development. She explained the Planning Commission wants to be very definitive with the design of the development. Discussion ensued regarding percentage of “metal” on the buildings, architectural metal vs non-architectural metal siding and other facings, and what type of committee should there be to make the architectural decisions.

5. Ballpark Survey

Chair Lindholm stated that there is an organization in the Twin Cities that school districts use for surveys for bond referendums and the price can run from \$5,000 - \$12,000 for the assessment. He also stated that the school board does not seem interested in pursuing the ballpark project at this time. Discussion ensued regarding funding, maintenance and public interest.

6. Welcoming Communities Program

- a. Pequot Lakes City Council
- b. Pequot Lakes School Board
- c. Pequot Lakes EDC
- d. Pequot Lakes Chamber
- e. Pequot Lakes HRA
- f. Greater Pequot Lakes Community Foundation

Chair Lindholm provided an explanation on what the Welcoming Communities Program is, how it works and what the results of the IDI provides. He asked if the EDC is interesting in participating in this program, which would include an eighteen (18) month commitment that

consists of six (6) meetings. Discussion ensued regarding the pros and cons of the program. Consensus of the Commission was to not be the initial community to start this program but to participate in the future.

7. Crosslake Economic Development Authority Invitation

Chair Lindholm, Commissioners Lelwica, Reick and Lubke stated they will attend along with Ms. Malecha.

8. School Update

Chair Lindholm stated that the school has posted 7 positions for the 2019-2020 school year.

9. Chamber Update

Ms. Wasserman stated that summer events planning are in full swing and sponsorship forms are almost ready. Kathi Harman, summer help, will not return this summer and she will be posting the position at the end of the month. The next Business after Hours event will be at the new Cuyuna Regional Medical Center in Breezy Point. April 9, 2019 from 4:30 pm to 6:00 pm. Pequot Lakes Business Showcase will be at Woods to Water Realty in Nisswa on April 16, 2019. She stated several new businesses have joined the Chamber, Brenda's Seasonal Specialties and Jay's Woodworking both in the Jack Pine Center; Custom Boat Lift Vinyl in Breezy Point; Grace Built Company; Hidde Construction; LakeviewTree Company; and The Yard.

10. BLAEDC Update

No update

11. City of Jenkins Update

No update

12. Other Business

There was no other business.

13. Adjournment

The meeting adjourned at 9:16 a.m.

Respectfully submitted,

Jennifer Peterson
Administrative Assistant

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