

**MEETING OF THE PEQUOT LAKES  
ECONOMIC DEVELOPMENT COMMISSION  
TUESDAY, APRIL 9, 2019**

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

Members Absent: Chair Lindholm

Others Present: Dawn Bittner, Zoning Specialist; Nancy Malecha, City Administrator; Sheila Haverkamp, BLAEDC; Katie Wassermann, Pequot Chamber of Commerce; Scott Pederson, City Council Liaison.

1. Call Meeting to Order

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

2. Approve EDC Minutes

**COMMISSIONER CROCHET MOVED TO APPROVE THE MARCH 19, 2019 ECONOMIC DEVELOPMENT COMMISSION MINUTES. COMMISSIONER LELWICA SECONDED THE MOTION. MOTION CARRIED 6-0.**

3. Region 5 Children's Museum RFP Update

Vice Chair Rieck stated that Mark Jurchen is writing the Narrative for the Region 5 Children's Museum's RFP. Ms. Malecha presented some exhibit examples for the museum such as a lake/water feature, agricultural/garden (food to market) and small version of a fire tower. She also named a list of different entities/individuals in which she has reached out to regarding letters of support. Ms. Malecha also stated we are going to pitch all three sites: Patriot Ave/Sibley Lake (privately owned), Heart of the Good Life Property, and Fire Tower Property. The deadline for the letters of support is April 26, 2019 the RFP deadline is May 3, 2019.

Ms. Haverkamp spoke regarding the establishment of Region 5 and the Museum, and where the funds are coming from.

Discussion ensued regarding benefits of the site options and other entities entering their bids.

4. Heart of the Good Life Development

a. Marketing Strategies

- i. Billboard sign – Dawn
- ii. Flags messaging – Dawn
- iii. One page handout – Nancy

Ms. Bittner stated that we need to look at the sign as a real estate sign vs a billboard sign due to zoning restrictions. A variance is required to have a sign larger than 9 square feet and flags. Ms. Haverkamp spoke regarding different options for flags and signs. Discussion ensued regarding cost of the sign and flags, where the funding will come from and different options for signage and/or flags. The cost of the existing billboard on 371 was \$13,000 for a two sided billboard. Advertising flags would be an estimated cost of \$500 each (4 or 5 suggested). Commissioner Crochet suggested having a billboard south of Brainerd on Highway 10 near Rice/Royalton/Little Falls and put the flags on the Heart of the Good Life property to advertise. Consensus of the Commission was to have Ms. Malecha and Ms. Wasserman establish the vision or message for the advertising before we start with contacting companies regarding the billboards or flags.

Ms. Malecha handed out the one page document that Widseth Smith Nolting created for the City to handout for the Shovel-Ready Sites. Discussion ensued regarding possibly updating the handout once we get our message completed, possibly contact a marketing firm to get a cost analysis for marketing the Heart of the Good Life and what are the options for 2019 and future.

- b. Draft Architectural & Landscaping Standards – Dawn

Ms. Bittner presented the changes to the architectural design standards and landscaping standards. The consensus of the Commission was for the Planning & Zoning Committee to move forward with the currently updated plan.

## 5. School Update

Speaking on behalf of Chair Lindholm, Vice Chair Rieck stated the solar system is now working and will save the school district approximately \$10,000 per year. The school has filled 5 of the 6 teaching positions and will have an estimated 40 new students in the high school in each of the next 2 years.

6. Chamber Update

Ms. Wasserman stated she just posted to hire a summer tourism event staff member. Summer events are in full swing.

7. BLAEDC Update

Ms. Haverkamp stated BLAEDC has updated their major employer list on their website. She also mentioned that there are 3 large employers in the Pequot Lakes Area: Breezy Point Resort, Pequot Lakes School District and Landis Gyr.

8. City of Jenkins Update

No update

9. Other Business

Vice Chair Rieck stated that Ms. Malecha, Commissioners Crochet, Holley, Rieck and Chair Lindholm attended the Regional EDA Meeting in Crosslake last week. She stated that the topics of concern for EDC are Housing (includes skilled workforce and diversified community), Infrastructure, telling our story (Heart of the Good Life) and funding sources.

Commissioner Lelwica inquired about where the school is with the ballfield project. Ms. Malecha stated that the understanding of the Council was the School would be in control of this, however, at this time the School Board does not want to proceed. Mr. Pedersen stated the piece of land is valuable to the City. Vice Chair Rieck stated that Chair Lindholm asked Mr. Houle how much the project would cost (estimated \$5 million) she also read minutes from the March 12, 2019 meeting. Commissioner Lelwica suggested the City be responsible for the fields and have a contract with the school to rent the fields. Discussion ensued regarding who should take responsibility and incur the cost of this project, also does the project make financial sense for the City to incur the cost. Included in the discussion were options for applying for grants through the Twins Baseball Fund and Cal Ripkin Fund. Also generating revenue through the school rental fees, weekend tournaments, Legion Baseball, etc.

10. Adjournment

There being no further business, **COMISSIONER LELWICA MOVED TO ADJOURN THE MEETING. COMISSIONER LUBKE SECONDED THE**

**MOTION. THE MOTION CARRIED 6-0.** The meeting adjourned at 9:18 a.m.

Respectfully submitted,

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Jennifer Peterson  
Administrative Assistant