

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, MAY 21, 2019**

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

Members Absent: Commissioners Holley, Clement

Others Present: Nancy Malecha, City Administrator; Angie Duus, City Clerk/Treasurer; Sheila Haverkamp, BLAEDC; Tyler Glynn, BLAEDC; Katie Wassermann, Pequot Chamber of Commerce; Scott Pederson, City Council Liaison; Mark Jurchen.

1. Call Meeting to Order

The meeting was called to order by Chair Lindholm at 8:03 a.m.

2. Approve EDC Minutes

Vice Chair Rieck noted a change to be made to April 9, 2019 minutes in other business; it stated that Commissioner Holley attended the Regional EDA Meeting in Crosslake but it was actually Shelia Haverkamp from BLAEDC in attendance.

COMMISSIONER LUBKE MOVED TO APPROVE THE APRIL 9, 2019 ECONOMIC DEVELOPMENT COMMISSION MINUTES WITH THE ABOVE NOTED CHANGE. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Region 5 Children's Museum RFP Update

Nancy Malecha received notification that two of the City's sites made it past the first round of site selection, the Fire Tower property and the Heart of the Good Life property. The Board of Directors for the Children's Museum is coming out to do site tours on June 19, 2019. After the tours the Board will have a meeting with Ms. Malecha; Chair Lindholm; Mayor Tayloe; Mr. Houle, County Administrator; Mark Jurchen; and possibly Bill Brekken. They will address any questions from the Children's Museum Board on the selected sites. Ms. Malecha said a total of five sites have been selected with the other three sites unknown at this time.

Chair Lindholm questioned Ms. Malecha about another letter of support that was submitted after the deadline. Ms. Malecha stated the Arvig family has offered to donate \$10,000 with the consideration of future funding.

Chair Lindholm thanked Mark Jurchen publically for his help with the project. Mr. Jurchen briefly discussed his, the committee's and Ms. Malecha's contributions to the project.

Discussion ensued regarding if there was anything that could be done to encourage them to choose one of our two locations. Chair Lindholm listed the Board of Directors of the Childrens Museum: Matt Killian; Cheryal Hills; Quinn Swanson, Happy Dancing Turtle; Shannon Wheeler, Early Childhood Coordinator for Pequot Lakes Schools; Paul Drange, Director of Regional Programs for Sourcewell; and Peter Olson, President/Ex Officio Director. Mr. Jurchen stated that he does not want to see a diluted approach where the Board is hearing information from too many people.

Also discussed was what other cities submitted proposals which are Pine River and Brainerd.

4. Heart of the Good Life Development

Ms. Malecha stated that from the last EDC meeting the direction received was to take the information discussed and come up with a marketing plan for the Heart of the Good Life Development.

Katie Wasserman put together a design packet which included flag design options and prices. Ms. Wasserman stated that it should be a sequential message as you drive by. She noted the single sided feather flag is more transparent and the double sided feather flag is sturdier. These are \$200 per flag and come with an aluminum pole with a steel base. They also have stakes for in the ground. Ms. Wassermann further noted if the poles are too tall they will snap and due to the high wind area the flags will wear down faster.

Discussion ensued about the benefits of taking the flags down in the winter and recommendations on getting warranty and weathering information.

Ms. Malecha stated that we need to remember there is a MnDOT fence on the property which is probably 6 feet tall. She called MnDOT and asked if we could put the flags on the outside of the fence and they said no, so the flags will be placed on the inside/City side of the fence. Ms. Malecha also stated that corn is being planted in this area and the City has an agreement with a farmer for a five year period. Whatever is decided to move forward with we will also need a variance from the Planning Commission because it does not meet our zoning ordinances.

Chair Lindholm asked if we have a budget to spend or would this be a Council ask. Ms. Malecha stated that it would be a Council ask but we have money in the Business Park Fund that we used for the video that could be used.

Discussion ensued about the flags heights, colors, wording, visibility and cost.

Commissioner Crochet suggested the wording of the flags be PLANT, YOUR, BUSINESS HERE, SHOVEL READY, COMMERCIAL PROPERTY, CITY OF PEQUOT 218-568-5222.

COMMISSIONER LELWICA MOVED THAT CITY STAFF WORK OUT THE DETAILS OF THE FLAG DISPLAY MARKETING MESSAGE BASED ON THE EDC'S SUGGESTION AND OBTAIN COUNCIL APPROVAL TO EXPEND UP TO \$2,000 FOR THIS MARKETING PLAN. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 5-0.

5. School Update

Chair Lindholm stated that Friday is graduation and recently the School received good news that the Legislature approved \$540 million for E-12 education which puts Pequot in a good scenario.

Chair Lindholm explained the school continues to talk about two things; the ballpark in the Heart of the Good Life Development and that the school has 60-100 more students coming into the high school in the next 3-4 years so they are going to have to tackle a space issue with parking.

6. Chamber Update

Ms. Wassermann stated they have a new summer staff person and her name is Elise. There are still sponsorships to fill for summer events; one titanium, three gold and five silver. There are still firework sponsorships available for families and businesses with a 10 second ad before and after the fireworks show. Tonight is the spring Pequot Lakes Business Showcase from 4:30 p.m. to 6:00 p.m. at It's a Wing Ding Thing and co-hosted by Woods to Water Real Estate. May 28th is the Business After Hours for the Brainerd Lakes Chamber and hosted by Party Time Rental and Northern Cowboy Flame N' Brew from 4:30 p.m. to 6:00 p.m. The Chamber has 20 plus new members in Pequot Lakes thanks to the Membership Director. A new button has been added to the main Pequot

Lakes Chamber page that connects to Heart of the Good Life Development video for marketing.

7. BLAEDC Update

Sheila Haverkamp reminded everyone that BLAEDC is trying to reorganize how they are going to fund the organization moving forward. She pointed out that the government funding they receive is at the same level it was in 2005. The City of Pequot is a great supporter and was able to increase their funding but others have not been able to especially Crow Wing County. Ms. Haverkamp stated that Kevin Larson, the prior CEO of CTC, is still active in the community and was on the Board for BLAEDC for several years and is now helping with private sector funding.

Ms. Haverkamp noted that one of the things BLAEDC staff has decided to do with board approval is to hold quarterly membership meetings for businesses. Tyler Glynn stated this will be good and help businesses to better understand what BLAEDC does for them. One of the future presentations is property tax 101 which simplifies the system.

Commissioner Lubke asked if Crow Wing County is doing any funding for BLAEDC. Ms. Haverkamp stated that they are one of their bigger supporters but it has been stagnant and was even reduced when they had some major levy issues.

8. City of Jenkins Update

No update given.

9. Other Business

a. Crosslake EDA Meeting Minutes

Mr. Jurchen stated he would like to keep housing on the docket. He has been finding in his research that businesses and people move to where affordable housing is and he would like to address housing in conjunction with the Heart of the Good Life Development Project because housing is a driving force in growth and industry.

Ms. Malecha will be meeting with HRA in the coming weeks to talk about a small cities redevelopment grant and it is a big process. She would like to have the HRA be a partner with the City of Pequot Lakes to move forward with these opportunities. Jennifer Bergman, the Director of the Brainerd HRA and the Director of the Crow Wing County HRA, will be assisting the

City through this process. Ms. Malecha stated that she has received good support from Tamra Lanning the new Executive Director at the Pequot Lakes HRA.

Chair Lindholm stated the housing information that came out in the Crosslake EDA meeting was interesting to him. He discussed the articles about lower cost housing, the people impacted by that, and being a welcoming community.

Council Member Pederson noted the Park Commission's flag display proposal will affect the town in a good way.

Chair Lindholm noted the school internship program is an important piece of education for our students and the program is now robust thanks to local businesses. Chair Lindholm thanked Amy Sjoblad who has been the champion in creating this program.

10. Adjournment

There being no further business, **COMMISSIONER LELWICA MOVED TO ADJOURN THE MEETING. COMMISSIONER CROCHET SECONDED THE MOTION. THE MOTION CARRIED 5-0.** The meeting adjourned at 8:54 a.m.

Respectfully submitted,

Angie Duus
City Clerk/Treasurer