



## ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Tuesday, March 18, 2025

City Hall, 4368 Main Street, Pequot Lakes, MN

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### 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; Colleen Faacks, Chamber; Scott Pederson, Liaison

#### 1. CALL TO ORDER

Commission Chair Lottman called the meeting to order at 8:02 a.m.

#### 2. CONSIDER AGENDA

The agenda was considered without any changes or alterations.

#### 3. APPROVE EDC MEETING MINUTES FROM FEBRUARY 18, 2025

**Motion: To made to approve EDC Meeting Minutes from 2/18/25.**

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

#### 4. SCHOOL UPDATE

Superintendent Kurt Stumpf provided updates on upcoming school events. He mentioned the Festival of the Arts on April 3, which celebrates K-12 artwork, community groups, speech team, band, and choir performances. He also discussed the upcoming bond referendum election on April 8, coinciding with various student activities such as industry tours for freshmen, college visits for sophomores, ACT testing for juniors, and the Reality Store event for seniors.

He shared information about the referendum mailer sent to residents and asked for feedback on its clarity and content.

Chair Lottman received an email from Kurt, which had verbiage to consider for the EDC radio ads at upcoming events. The proposed ad text was read aloud, and a motion was made to approve its use. Matt will get this verbiage to the appropriate individuals for broadcasting.

**Motion: To approve the radio advertisement regarding the school referendum.**

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



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### 5. CHAMBER UPDATE

Colleen Faacks provided updates on chamber activities. She reported that six new members had joined from August to the end of 2024, and three new members had joined since the beginning of 2025. She mentioned progress on the bobber project, awaiting suitable weather conditions for completion.

Faacks discussed the chamber's application for the Hometown Throwdown contest, potentially winning up to \$100,000 for Bean Hole Days, if selected. She also mentioned ongoing planning for Stars and Stripes and Bean Hole Days events, as well as a new Fall Harvest Festival planned for October 4.

### 6. BLAEDC UPDATES

Tyler Glynn reported that Halie, who previously managed website updates, had left BLAEDC. He assured the commission that other staff members were capable of handling website updates and that there were no concerns regarding this change.

Mr. Glynn provided an update on his attendance at the recent city council meeting, where he represented the EDC. He discussed the potential for a grant program to support downtown businesses and facades, sharing details from a similar program implemented in Brainerd. The program involved \$20,000 in total grant funding, with up to four projects receiving a maximum of \$5,000 each on a 50/50 matching basis.

He explained the eligibility criteria they've used in the past including the application process, and administration of such a program, offering BLAEDC's assistance in managing it for Pequot Lakes at no additional charge. Mr. Glynn also mentioned the need to define the eligible area for such a program and discussed various approaches to selecting grant recipients.

Tyler stated that he'd provide information to Traci before the next meeting so that she may provide it to the group in advance. Once the city provides Tyler their hopes for the program, BLAEDC will be able to quickly open the process up and move forward.

### 7. EDC GOALS

The commission briefly reviewed the goals spreadsheet for 2025, noting that some items were carried over from previous years and might need updating or removal. The commission discussed the need to revisit and potentially update their goals for 2025. The commission is to be prepared to go through the goals sheet at the April meeting to clean it up, with a clear vision of what they'd truly like to work on this year and possibly ongoing.

#### **Master Downtown Planning**

The commission engaged in a lengthy discussion about downtown planning and revitalization. They debated the effectiveness of small-scale facade improvement grants versus a more comprehensive approach to downtown redevelopment. Concerns were raised about the limited impact of small grants and the challenges of dealing with property owners who may not be motivated to sell or improve their buildings.

The commission considered various approaches to downtown revitalization, including community-driven efforts, potential tax incentives, and the need for a cohesive vision for the downtown area. They agreed to



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further investigate options and gather more information in the coming months. This likely goes hand-in-hand with the downtown business façade request process.

### 8. CITY COUNCIL UUPDATES

Matt Lottman provided a recap of the February 3 council meeting, highlighting key points such as honoring a former city official, park commission grant applications, EDC radio ads, cannabis-related ordinance changes, and updates on various city projects and contracts.

Tyler Glynn had previously provided updates from the March 3 council meeting during his BLAEDC report.

### 9. OTHER BUSINESS

The commission discussed their sponsorship of a local podcast called "Listen Local," featuring Jacob Blaeser, Colton Maher, and Isaiah Moengen. They noted that the podcast has a substantial listenership of around 13,500, with a demographic skewing younger and reaching audiences in the Greater Lakes area, Minneapolis, and Fargo. The EDC had paid \$4,000 for sponsorship, receiving a \$1,000 discount.

The commission confirmed their sponsorship of \$350 per sport for teams advancing to state tournaments. They had already sponsored the hockey team and approved sponsorship for the boys' basketball team.

### 10. ADJOURNMENT

There being no further business, the EDC meeting was adjourned at 9:16 a.m.

**Motion: To adjourn the EDC meeting.**

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

Respectfully submitted,

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Traci Pederson  
Zoning Administrator