

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

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

Members Absent: Commissioners Lelwica

Others Present: Nancy Malecha, City Administrator; Angie Duus, City Clerk/Treasurer; Tyler Glynn, BLAEDC; and Jason Myka, Wells Fargo Branch Manager

1. Call Meeting to Order

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

2. Consider Agenda

COMMISSIONER LUBKE MOVED TO APPROVE THE AGENDA AS PRESENTED. COMMISSIONER RIECK SECONDED THE MOTION. MOTION CARRIED 6-0.

3. Approve EDC Minutes

Commissioner Rieck requested to remove her name on the Item 4 second motion and to replace with Commissioner Clement.

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

4. Intercultural Development Inventory Group Assessment Goals Implementation

Chair Lindholm stated that the 2018 EDC went through the Intercultural Development Inventory process facilitated by Region 5. He stated they did an inventory to determine a baseline for themselves to ask the question is this where they want to be as a community and to entertain a bigger discussion on how to be a welcoming community. Chair Lindholm stated that they have not done anything with it since then and he would like to discuss the next step. He asked EDC input on if they would like IDI to be on the Region 5 list and to make it a priority for 2020.

Commissioner Rieck discussed that they made the Business Park a higher priority but now that they have that going it may be a good thing to work on. Commissioner Lubke stated that they wondered previously if this would spill over to the City Council and they would want to head in the direction. Discussion ensued about how the School District and School Board are working to become a

more welcoming community and that they have had discussions with Sourcewell about this topic and but not the IDI.

Chair Lindholm talked about the timeline to this process; developing a team in the community that involves elected officials, students, and private businesses; then identifying what they want to do and then implementation.

Commissioner Holley believes it is a project that is worth doing. She stated that she deals with people of all different makeups in her profession and she yet has someone to say they don't want Pequot Lakes and the reputation of Pequot Lakes is welcoming. She does not think it is as critical as some other things they need to deal with. Commissioner Crochet believes the project deserves consideration.

Tyler Glenn said he has had conversations with the Region 5 Staff on the topic and he said the communities that are failing at this are the ones that are not all in. He said a community needs to have everyone invested; School Board, City Council, and other areas of the community or they have seen that the community is not successful. Discussion ensued about communities that are involved in the process, diversity in other communities, and proactively preparing for diversity in a community.

Ms. Malecha asked if there was more information they would want from Region 5 and that they should start the conversation on the EDC if they want it as goal for 2020. Discussion ensued about where Pequot Lakes is at as a community with diversity.

5. Pequot Lakes Incentive Program

With Commissioner Lelwica's absence this agenda item will be moved to next month's agenda.

6. 2020 Project Priorities

Chair Lindholm went over the 2019 goals and stated that they need to work on goals for 2020. He said the goal is to identify the EDC priorities by January.

Tyler Glenn believed that Item 2: Work with the HRA on housing issues will be a big project because of the Workforce Housing Taskforce. Nancy Malecha agreed and said she would like to discuss it for a 2020 priority. She is attending a meeting on Thursday and she will get an update on the Study. She stated that Workforce Housing Taskforce is hoping to have the Study done by the end of 2019.

Commissioner Rieck asked if the Heart of the Good Life will be an ongoing project and the EDC agreed that until people are in there it would be a continuing project. Discussion ensued about the Heart of the Good Life marketing flags being put up in 2020 and the timing that caused them not to go up in 2019. Ms.

Malecha stated that the Steering Committee is meeting weekly about the Heart of the Good Life Development and they will be presenting their findings to the Council and School Board.

Ms. Malecha asked if the Incentive program is ongoing for 2020 and if they will be getting something together to present to the Council. Chair Lindholm said he thinks that should be on the 2020 Priority List and everyone agreed. Mr. Glynn discussed Brainerd's Incentive Program and said that it is working and doing good things.

Chair Lindholm asked for an update on the existing Business Park Infill Educational Plan. Ms. Malecha stated that Tommy Woog and Mark Jurchen were going to spearhead that project and go to the existing Business Park property owners and let them know about the opportunities they may have to subdivide their parcels to create more infill. She is unsure where they are at with it but she will follow up with Mr. Jurchen to provide something at the next meeting.

Chair Lindholm talked about Item 4: Work with Telecommunication Companies to Expand Fiber Optic Infrastructure and that he signed the letter that Nancy Malecha drafted to be sent to TDS. Chair Lindholm discussed the various items on the 2019 list and the importance of them for attracting businesses. He asked if they should set aside the IDI work plan for a year and Commission Crochet said that he believes they should get more information. They asked Ms. Malecha to get more information for the next meeting.

Ms. Malecha asked the EDC to review the action items to support policies starting on page 16 for the economic development portion of the City's Comp Plan before the next meeting and to see if they see anything they think the EDC should work towards. Ms. Malecha explain the Comp Plan is the visioning document for the City and that it was updated in 2018. She stated that she will put this item on the next agenda to make sure they have the priorities defined so they can present them to the City Council at the January Special meeting.

7. EDC Term Expirations 12-31-19
 - a. Cindy Rieck
 - b. Lynne Clement

Chris Lindholm stated that Commissioners Rieck and Clement's EDC terms will expire on December 31, 2019. Commissioner Rieck stated that this was her 3rd term and that she had a partial term before that. She stated that she cannot run again unless other people do not apply. Ms. Malecha stated that the City has only received only one application so far and confirmed that there is a three term three year limit. Commissioner Clement stated that she is not going to reapply. Chair Lindholm stated that they should be recruiting.

8. School Update

Chair Lindholm had meeting with Tim Bray the Crow Wing County Highway Engineer about the Safe Routes to Schools Grant. He stated that the Grant will be submitted at the end of January and it will fund a study for next year. He stated that at the end of next school year it would result in a report with recommendations for improvements on how to get kids to school safely and how to increase the number of walkers. He explained that in the Grant application they will identify a team of people that will be part of the discussion which will include Ms. Malecha, Public Works, Police Department and others for the team. It would involve a community input process and also an audit where they would pretend they are a kid trying to walk to school.

Chair Lindholm stated that for the Elementary School no one lives close enough to walk but there are many potential walkers for the Secondary School. Chair Lindholm discussed the lack of sidewalks in Pequot Lakes making it unsafe for kids to walk to school and the huge area that could be a potential walking zone. He also talked about Patriot Avenue being unsafe when it was a highway and now that it is not a highway they have an opportunity to create more walking areas. He stated that over 370 kids in the district are technically walkers and they bus them which is creating 5-6 extra buses running because of it. He stated that they are not collecting revenue to bus these kids and they only receive revenue on the kids that qualify to be bussed.

Discussion ensued about the benefits to Safe Routes to School Grant.

9. Chamber Update

No update was given.

10. BLAEDC Update

Tyler Glynn stated that two weeks ago they approved two loans through their Unified Fund. They approved funding for El Tequila who bought the old Olive Garden building and they will be moving December 1st. He stated that it should create about 7-9 new jobs. Mr. Glynn stated that their business plan included traffic counts of Highways 210 and 371 and it helped make it easy decision for the BLAEDC Board to approve the loan. He also stated that BLAEDC received some great press out of it.

Mr. Glynn said the second company to receive a loan was a new daycare facility in Downtown Brainerd. He said it is a much needed business and they will have the capacity to bring in 105 kids. He stated the name is Teeny Bubbles and they have a current location south of Takedown Gym. Mr. Glynn said to date the Unified Fund has lent out just under a million dollars and that they have a couple more loans currently in the works.

Mr. Glynn stated that the search for a new Executive Director closes December 16th and they hope to have someone in place by the middle of January. He stated that he did apply for the position. Mr. Glynn also discussed the

Destination Downtown through the Chamber and that the winners will be revealed Thursday night at their annual meeting. BLAEDC executives provided coaching and mentoring for the finalists and to date they have received 11,000 votes.

Commissioner Holley gave her wishes to Mr. Glynn for the Executive Director position. She also informed the EDC that Wings restaurant from the airport will be opening a second location at the old El Tequila location.

11. City of Jenkins Update

No update was given.

12. Other Business

a. Regional EDA Meeting Topics

Ms. Malecha stated that Patty Norgaard from the EDA for Crosslake asked that if the EDC has any topics they want addressed at a future Regional EDA meeting to let Ms. Malecha know and she can forward them on to Ms. Norgaard. Discussion ensued about Ms. Norgaard and her drive in making it a Regional conversation.

Discussion ensued about the Brainerd City Administrator position and being down to the five finalists for the position.

Commissioner Holley commented on how hard Ms. Malecha worked on the Small Cities Grant and that she was disappointed that it did not happen. Ms. Malecha stated that they only had eight interested for residential side so therefore they could not move forward. Commissioner Holley stated they if they try it again in the following year she would be willing to go business to business and door to door. She discussed the need for repairs to homes in the City. The Council thanked Ms. Malecha for her hard work on the Grant.

13. Adjournment

There being no further business, **COMMISSIONER HOLLEY MOVED TO ADJOURN THE MEETING. COMMISSIONER RIECK SECONDED THE MOTION. THE MOTION CARRIED 6-0.** The meeting adjourned at 8:50 a.m.

Respectfully submitted,

Angie Duus
City Clerk/Treasurer