

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, NOVEMBER 21, 2023 DRAFT**

Members Present: Chair Lottman; Commission Members Hallan, Becklin, and Holley

Members Absent: Commission Lelwica

Others Present: Angie Duus, City Clerk/Treasurer; Traci Pederson, Zoning Administrator; Scott Pederson, City Council Liaison; Nichole Heinen, Mark Jurchen

1. Call Meeting to Order

The meeting was called to order by Chair Lottman at 8:04 a.m.

2. Consider Agenda

**COMMISSION HOLLEY MOVED TO APPROVE THE AGENDA AS PRESENTED.
COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIED 4-0.**

3. Approve EDC Minutes

Meeting minutes were not available, we'll approve them next month.

4. City Council Update

Commission Holley said the City Council appreciates the EDC is coming to the meetings and how good it is to see all of them working together. Need to come up with who's attending these meetings monthly for 2024.

Council Liaison S.Pederson stated EDC should be screening/organizing a realtor to market properties ASAP.

Chair Lottman asked where things are at with the faded sign on 371. It was stated we've been approved & got funds for the sign to update – next steps? Chair Lottman also requested the Council to allow the time necessary for the EDC to complete the tasks they're assigned w/o the Council stepping in and working on things. EDC is happy to roll with the projects assigned.

5. School Update

Commission stated the voting for school referendum failed. Mark Jurchen stated it would be helpful for the community to have clarification on open enrollments, infrastructures and when tax discussions come about, the community needs to better understand how things are paid out when we expand our services etc. We welcome open enrollments, but what does this cost the city on all facets? Commission Holley stated that we needed better representation and marketing on where the funds were going and what they'd be used for – connecting with all generations so everyone was on the same page.

6. Marketing Discussion

Went over the PowerPoint, created by Commission Lelwica. Commission would like the City to pay for a Social Media Director/person, approximately 20 hours/week to promote & stay up to date with the happenings in Pequot Lakes. Interactive maps: Chair Lottman asked if it would it work to have business pay \$10/month to be noted on the website, what about sponsorships – is this legal? Is there a 'hit counter' so we can see how often the interactive map is being used and how often a particular business is 'hit'? In order to keep the momentum moving forward and work through the potential new website, EDC would like to have a special meeting so the Commission can gather and put together as much information as possible to make a decision before the end of the year – providing findings to the Council at the start of the year.

COMMISSION HOLLEY MADE A MOTION TO HOLD AN EDC SPECIAL MEETING ON DECEMBER. 12, 2023 AT 8:00 A.M. TO DISCUSS FURTHER MARKETING AND TRAILSIDE ESTATES. COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIES 4-0.

Angie Duus to get the Special Meeting notice out.

7. Workforce Housing

Summary coming soon to plan for next year.

Liaison S.Pederson would like to see Trailside Estates 'For Sale' signs up sooner than later. He stated EDC should pick a realtor and move on this project. Keeping the sale price at a fair amount and not undercutting the lot prices. Pederson to work with P&Z to gather information on Trailside Estates and provide the findings to EDC. Idea is to sell the lots and build on them, not an investor coming in to purchase lots and sit on them.

8. EDC Goals

No updates, working on 2024 goals.

9. BLAEDC Update

No updates.

10. Other Business

Chair Lottman stated we'll add the Chamber back on the agenda. Didn't have representation for months, so they were taken off. Nichole was present today. Chair Lottman to reconnect with Chamber. Chair asked what the process is for 'Business of the Year', additional clarification is needed from the Chamber on this process. If self-proclaimed, might need to rethink.

14. Adjourn

COMMISSION HOLLEY MOVED TO ADJORN THE MEETING. COMMISSION BECKLIN SECONDED THE METTING. MOTION CARRIED 4-0.

The meeting adjourned at 8:53 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator

DRAFT

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING
TUESDAY, DECEMBER 12, 2023 **DRAFT****

Members Present: Chair Matt Lottman; Commission Members Mark Hallan, Bradley Becklin, and Sheila Holley
Member Michelle Lelwica arrived at 8:07 a.m.

Members Absent: NA

Other Staff Present: Angie Duus, City Administrator; Traci Pederson, Zoning Administrator; Scott Pederson, City Council Liaison; Nick Roy, Public Works Supervisor; Andy Schwartz, Sewer & Water Operations Manager

1. Call Meeting to Order

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

2. Marketing Discussion

Chair Lottman stated he liked the idea of what other areas (brought up South Dakota) do in bringing in up to 3 bids on projects. Feels this is a good process to work with – would like to see 2 more bids come through in addition to the marketing company already sought out. Commission Holley agreed it's a good idea.

COMMISSION HOLLEY MADE A MOTION TO CONTACT 2 OTHER COMPANIES FOR MARKETING. COMMISSION HALLAN SECONDED THE MOTION – AND ADDED HE'D LIKE A PROPOSAL, NOT AN ACTUAL BID. MOTION CARRIES 4-0.

Chair Lottman stated he'd contact a few people/companies, Commission members Hallan and Holley will as well before the next meeting. Council Liasian S.Pederson asked if this marketing was different than what Tyler Glynn was offering with BLAEDC. Pederson believes Glynn should be included in this mix for website reasons. Glynn had previously offered to help with the website (Glynn was trying to attend virtually, but we were having technical difficulties, he was able to attend virtually later in the meeting for a short time).

3. Trailside Estates

S.Pederson gave some history on this topic: Original owner/developer went bankrupt, property went to the bank – City purchased lots at \$12,500 each – 20 lots remain with the revised plat. City took the properties to 3 contractors and Thomas Allen homes was to come in and build – purchasing the lots at \$20k each. Before the sale happened, the market plummeted, and they pulled out of the deal. So, here we are now. The idea was to purchase the lots and sell them quickly – not to sit on them as we are now. We need houses built, not for an investor to come in and purchase the lots and sit on them – we're looking for the

tax base.

Commission Lelwica stated, if we hire a realtor, then what? Can we interview them first and see what they would do with the lots?

Chair Lottman stated we have a potential builder with a proposal – purchase a few lots, build and sell at the \$199-\$229k range with single car garage. Commission Lelwica would like to see some covenants in the development to be attractive – single car garage homes not as easy to sell. We need a certain level of stock in town for people to live here vs. the next town over.

Commission Hallan asked what's best – giving a rebate or an incentive? We're a city, utilities is our business – why would we give that for free? Rebate/incentive if you complete the project in 24 mths as an example. What about RFP? Roads are currently ok at best in this development – is the city willing to resurface it to make it better – to help entice the sale of the properties? Could be a selling point...

Commission Lelwica asked if the city is set on the current size of the lots as platted. They might not be big enough for 2-car garages? They differ now than the original. Liaison SPederson stated the city could be open to new ideas if a developer came in with ideas, but the city is not re-platting.

Commission Holley asked if we're ok with townhomes going in the current development as proposed by current contractor interested? Commission Hallan stated to get this in the hands of the realtors and see what they say, we can then go back to P&Z if needed for any updates and still meet the setbacks etc. Holley stressed that we cannot agree to 1 car garage homes, they just don't sell. Lelwica agreed and stated if we allow a 1 car garage, that is where all the 'extra' outside storage items start to come into play (fish houses, trailers etc), need 2 car garage to be competitive.

Lottman asked if the EDC is giving a recommendation to help the city and get 2-3 brokers/realtors here to help with the marketing/selling of the properties. Holley stated we need to give them the basics and details of what can be done vs. not on the property – the realtor will take it from there to get it marketed properly. She also noted there's no 'set' fee for any realtor, it's an agreed upon amount. She stated this area could be both duplex or single family homes – there's options.

She'd like to have local real estate community have access to this (she's also disqualifying herself from this process). Commission Lelwica asked if we look to sell a few properties or all. Holley said if we're moving on this project, let's move and sell them all, do it right. Lottman said lets get the realtors involved, we've spent enough money on this project – get them involved and see what they say. Attendance member, Jon Lubke asked who sets the price for property? Lottman stated the realtor will help with this. Tyler Glynn (virtual attendee) asked what the downside is? Holley sated 'none', just stressed again to work with realtors in Pequot so they're more invested.

Commission Hallan made a motion for the EDC to make a meeting date for broker/realtor to RFP & how it should be structured – general meeting or 2 committee members? Lelwica stated she'd like to have it known in advance of the general meeting date and 2-member committee date. Lottman stated to have it on the January agenda for all to meet, have a Special session right after that meeting is adjourned, same night.

COMMISSION HALLAN MADE A MOTION TO HOLD DISCUSSIONS WITH FUTURE BROKERS W/RFP WHERE ALL INTERSTED PARTIES CAN ATTEND, AT

THE JANUARY EDC MEETING. COMMISSION HOLLEY SECONDED THE MOTION – MOTION CARRIES 5-0.

Commission Lelwica stated she'd like to have it noted that at the Feb. 20th EDC meeting is when they'll be holding the interviews - after the regularly scheduled meeting. It will then go to City Council's March meeting.

Commission Holley to get a list of names/addresses to City so they can send invites out for the January meeting. It was requested to have large copies of the plat made so each broker attending could have one as well as all EDC members.

COMMISSION LELWICA MADE A MOTION TO HOLD ON ANY DECISION WITH POTENTIAL CONTRACTOR THAT PROVIDED PROPOSAL ON PURCHASE OF LOTS UNTIL AFTER GOING THROUGH THE PROCESS IN JANUARY AND FEBUARY WITH BROKERS/REALTORS. COMMISSION HOLLEY SECONDED THE MOTION –MOTION CARRIES 5-0.

Lottman asked that Traci/Angie reach out to the contractor to provide a quick update.

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4. Adjourn

The meeting was adjourned at 9:20 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator