

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, APRIL 16, 2024 DRAFT**

Members Present: Chair Lottman; Commission Members Becklin, Holley

Members Virtually: Commission Member Lewica (online at 8:02 am)

Members Absent: Commission Member Hallan

Others Present: Angie Duus (arrived at 8:03 am), City Administrator; Traci Pederson, Zoning Administrator; Scott Pederson, City Council Liaison; Tyler Glynn, Mark Jurchen, Kurt Stumpf

1. Call Meeting to Order

The meeting was called to order by Chair Lottman at 8:01 a.m.

2. Consider Agenda

3. Approve EDC Minutes

COMMISSION BECKLIN MOVED TO APPROVE THE EDC MINUTES FOR MARCH 19, 2024, COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 3-0.

Commission Member Lewica arrived virtually at 8:02 am.

4. School Update

Kurt Stumpf stated he didn't have too much for today, came to listen for all other discussions. He stated they've got many big events coming up at the schools over the next few months that they're prepping for. They held a volleyball tournament recently that brought in many people, which helps our community in a variety of ways. They'll look to host more events which will continue to bring revenue to the town.

5. Chamber Update

Not present this month, no updates provided.

6. Workforce Housing Update

Mark Jurchen handed out an Estimated Marketable Tax Values by City form that he created, a comparison between the nearby cities. He stated most of the numbers shown are likely vertical growth. Increased market evaluations. These numbers provided are generally a year behind. He stated we've got some work to do in Pequot,

he's interested to see what happens when the HOTGL apartments are built in regard to tax revenue for the city.

Mark stated the fundraising continues for the Bobber to be repainted, about ½ way there. Commission Holley stated Nichole, from the Chamber of Commerce, was recently on MN Live, she was asking for donations for the Bobber Water Tower, she did a great job.

7. BLAEDC Update

Tyler and a group of others were in a development meeting recently. BLAEDC continues to work with the city and potential developers to find dollars to help with funding that may be available for infrastructure. There's currently a grant out there that we could apply for. This is a Greater MN grant that doesn't come around often – they're few and far between, Tyler is passionate about this one – stating we need to access it if we can, even though some of the verbiage is left for interpretation on eligibility. He'd like to see the city apply for the grant and see what happens. The state can look at jobs differently, industrial vs. hospitality etc. He stated if the city is willing to move forward on this, BLAEDC's portion is free to help with the process, the fee will be what Widseth charges to assist with the grant and gathering information. There's a lot of moving parts on not only the grant, but the possible development, too. Tyler talked with the developers reiterating the grant is available, but it will not cover the cost for the full infrastructure. If awarded the grant it's \$2 million dollars over 2 years. An approximate amount to get the infrastructure out there is \$5-\$7 million. Who pays for this - the city, the developers, this all needs to be figured out yet. Scott Pederson stated he recalls \$8,000 being the cost for a grant that Widseth helped with previously (Xcel), so who pays this cost to Widseth if it's decided to apply for the grant. Tyler stated the majority of the information and data needed for the grant needs to be provided by the city engineer.

Website and design for the EDC: Tyler will provide a cost breakdown in writing to Angie, he also stated some of the costs during the meeting to start the conversation.

- Domain needs to be decided on (\$10 each/yr) example:
pequotlakesedc.org or .com – you then own the domain (maybe have both)
- Site design, BLAEDC will allocate \$1500, hourly rate at \$85/hour. They'll cap this - building the site design, using photos and have it operational with standard marketing, site analysis and e-commerce (taking payments online). BLAEDC has staff in-house to do the design and manage the site moving forward (making changes on the site as needed through the week/month etc.). Tyler stated the whole process shouldn't take more than 25 hours.
- Having the site would cost about \$348/year to host – having two domains the total yearly would be \$368. This is with a “.org” and a “.com”
- BLAEDC needs to know the color schemes, logo
- What links does the EDC want on the site: Link to Chamber, the schools, the city, Facebook, Instagram, other businesses, etc.
 - At the end of the day, EDC owns the site, not BLAEDC – they're just helping to manage it with guidance from the EDC.

BLAEDC can have the site built out quickly. The EDC will need to assign a member to work with BLAEDC as needed throughout the development of the site, to pick colors etc. Commission Lewica stated they made a motion last month set aside funds to move on the creation of the website after getting a quote/breakdown from BLAEDC, which is now being provided.

Chair Lottman asked for this topic (website updates) to be on the EDC agenda monthly moving forward. Being that the EDC members provide information to BLAEDC monthly or as needed to keep the site fresh.

Tyler stated he'd like to put a cap on this, such as a maximum cap of \$2500 – which would include all the requested updates from the EDC throughout the year. "Not to exceed \$2500 for change orders etc." If additional items come to light after hitting the \$2500 mark, they'll still produce the changes over and above. The bulk of the time is during the design stages.

Tyler stated they can start to build this now to move on the process today vs. waiting another month.

COMMISSION HOLLEY MOVED TO APPROVE BLAEDC TO BUILD, DESIGN, HOST, AND MAINTAIN A NEW PEQUOT LAKES EDC WEBSITE, NOT TO EXCEED AN AMOUNT OF \$2500 FOR THE NEXT YEAR. COMMISSION LEWICA SECONDED THE MOTION. MOTION CARRIED 4-0.

After the first year of the site, the cost will be \$358 or \$368 yearly. This is \$348 for BLAEDC to maintain the site and \$10 for each domain held. If one domain is decided upon, the cost will be \$358/year and if two domains are decided upon it will be \$368/year (\$10/domain).

Chair Lottman stated he'd like to see the EDC website colors supporting the city – keep with what the city has for colors. He stated changes can be made down the road if/when needed or necessary, regarding colors, fonts, branding etc.

Commission Member Lewica stated that having an EDC Logo down the road would be beneficial to have, staying near the City logo but standing out as 'our own' as an EDC. This can be discussed and decided upon later. She also asked about having links on the EDC site for other businesses – she doesn't want to interfere or compete with how the Chamber does their links etc. She wondered if the businesses they put on the EDC site could pay to be on it, ultimately helping to pay for the EDC yearly website costs. Tyler stated we could link just the Chamber – or go any other route the EDC decides. Giving main possible sites such as the Chamber, Schools. Chair Lottman said the EDC can come up with creative ways and approach things differently to stand apart from the Chamber (at the same time working with the Chamber) site and promote businesses in other ways once the EDC website is built. Possibilities are unlimited.

8. EDC Goals

Chair Lottman stated that we will go over this next month.

9. City Council Update

Nothing at this time.

10. Other Business

EDC Members attending upcoming City Council meetings: Chair Lottman in May, Commission Member Lewica in June. We will work on additional months at the next meetings.

Trailside Estates Monthly Update: We had two proposals brought to the EDC recently. A Trailside Estates Committee was developed and met recently to go over the proposals and next steps. During the Committee meeting, after much discussion, it was recommended to bring the proposal to purchase the full development (by Kyle N./team), not just a few lots, to the City Council's May 6th meeting to accept and move forward with the sale.

Commission Holley asked what happened with the discussion we had with the Realtors that came to the meeting earlier this year. Chair Lottman stated many things have happened and a variety of discussions have been held over the last few months at the EDC meetings, in which Commission Holley hasn't been present for.

11. Adjourn

The meeting was adjourned at 8:48 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator