

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, JUNE 18, 2024 (DRAFT)**

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

Members Absent: NA

Others Present: Traci Pederson, Zoning Administrator; Scott Pederson, City Council Liaison; Tyler Glynn (virtually at 8:01am)

1. Call Meeting to Order

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

2. Consider Agenda

COMMISSION HALLAN MOVED TO ADD 6B, BLAEDC UNIFIED FLYER, TO THE AGENDA, COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 5-0.

COMMISSION LEWICA MOVED TO ADD 9B, APPLICATION FOR HOTGL TRADEMARK, TO THE AGENDA, COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Approve EDC Minutes

COMMISSION HALLAN MOTIONED TO MOVE THE APPROVAL OF THE EDC MINUTES FOR MAY 21, 2024 TO NEXT MONTH, COMMISSION LEWICA SECONDED THE MOTION. MOTION CARRIED 5-0.

4. School Update

Kurt Stumpf not present today. Commission Hallan stated we have a new Athletic Director. Commission members talked about how well the school teams did throughout the school year, very proud of them all.

5. Workforce Housing Update

Mark Jurchen not present to provide any updates this month.

Commission Lewica stated that a builder reached out to her inquiring about the process to gain starter funds to start building in the area. She wondered when getting these calls who is the right person to send them to for guidance. It was stated to have them connect with local lenders/loan officers and Tyler Glynn from BLAEDC.

6. BLAEDC Update

Commission Lewica would like to have the ability to see how many 'clicks/hits' the new EDC website is getting, track what's being looked at vs. not, what links are working/showing interest, how often etc. Where is the website traffic coming from – locally or from out-of-town travelers, businesses etc.

Tyler Glynn stated they have preliminary designs and themes for the website. Regarding color schemes, the Commission stated they'd like to be consistent with the city and the Heart of the Good Life (HOTGL) Logo and colors, but maybe have more blue (promoting the lakes) than red.

Tyler and Hailey will be attending the July EDC meeting to present what they have built for the new EDC website, this is still a working version, not yet live. The site is coming along well. During this meeting they can make any suggested changes etc.

Unified Fund flyer 2024 is out and will be on the website soon, including the new EDC site. This was all created in 2017 with many partners. This is a GAP funder, and GAP funder only – this means the Unified Fund cannot be the 1st lending source, but if one doesn't get all the needed funds from their lender/bank, the BLAEDC/Unified Fund can be a 2nd source. Companies can reach out to Tyler, he'll guide and connect them with a local lender first – and if needed he could be available as a second lending source, if available and applicable. BLAEDC will be highlighting this program more this fall with local lenders to be more aware of. This is through CWC only. This is a good lending program and resource.

7. EDC Goals

Chair Lottman and EDC members worked through the remainder of the goals worksheet. The final document will be shared and ready for approval in July.

The concern continues regarding all the empty buildings/businesses downtown. EDC and the City needs to market the downtown area better and note the places for sale.

We need an updated list of all businesses on our City website and the new EDC website. Tyler Glynn has this list; he'll share it with the City staff.

Cost of utilities for businesses with water usage – it was brought up by Council Liaison, Scott Pederson, that there's an option for a separate meter for outdoor water usage only. We'll try to get additional information from Andy Schwartz, City Water/Wastewater Operations Manager, regarding this process at the July EDC meeting for everyone to have a better understanding of a second meter and the reasons to have or not to have it (residential and/or commercial use, etc.).

How do we keep businesses in Pequot vs. them moving to the next town over, keeping the tax revenue here – this is something we need to work through. What

perks/discounts can we provide to entice businesses to stay.

8. City Council Update

Commission Lewica recapped the June 3rd Council meeting.

The Council asked the EDC if they could work through a potential Community Shuttle - how to get one going, potential volunteers, the start-up, daily process etc. The city sent a survey out with utility billing, these are starting to come in. Traci Pederson will provide an update of the survey results at the July EDC meeting so the EDC can see what the possible next steps are/need to be.

Commission Holley will be at the July 1st Council meeting as EDC representative.

9. Other Business

EDC members worked through Council meeting attendance by month, now set through Sept.

Traci and Mark Jurchen completed and filed for the continuation of the Section 8 HOTGL Trademark Logo. This is \$225 every 7 years.

10. Adjourn

**THERE BEING NO FURTHER BUSINESS, COMMISSION HOLLEY MOVED TO
ADJOURN THE EDC MEETING, COMMISSION LEWICA SECONDED THE MOTION.
MOTION CARRIED 5-0.**

The meeting was adjourned at 9:03 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator