

**MEETING OF THE PEQUOT LAKES
ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, JULY 16, 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; Angie Duus, City Administrator (at 8:02am); Andy Schwartz, City Water/Wastewater Operations Manager; Mark Jurchen; Kurt Stumpf; Tyler Glynn and Halie Majerus, BLAEDC; Devon Krueger, R&J Broadcasting Inc.(at 8:26am)

1. Call Meeting to Order

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

2. Consider Agenda

COMMISSION HOLLEY MOVED TO APPROVE THE AGENDA AS IS. COMMISSION HALLAN SECONDED THE MOTION. MOTION CARRIED 5-0.

3. Approve EDC Minutes

COMMISSION LEWICA MOTIONED TO APPROVE THE EDC MINUTES FOR BOTH MAY 21, 2024, AND JUNE 18, 2024. COMMISSION HOLLEY SECONDED THE MOTION. MOTION CARRIED 5-0.

4. School Update

Kurt Stumpf stated they're working on enrollment and staffing for the upcoming school year.

5. Meters for Outdoor Use

Andy Schwartz was present to talk through this process for the EDC, based on discussions from last month EDC meeting questions on a possible second meter. Andy stated there's a deduct meter that can be added to residential or commercial properties that measures 'outdoor' water usage that doesn't go back into the sanitary sewer – which would create another piece to your current utility billing. You'll still pay the water charge/portion, but your sewer charge/portion of the bill will differ in having the deduct meter. There's a fee for this to be hooked up (approx.. \$500 for parts + install, city doesn't install – Andy will go out to property after install to ensure properly done). This is generally used by commercial properties, but some residents with pools/gardens etc. are currently using a deduct meter. City will add some info in our monthly billing, so residents are at least aware of the program/process – we'll add this to our website as well.

6. Workforce Housing Update

Mark Jurchen stated he didn't have any updates this month.

7. BLAEDC Update

Tyler and Hailey were present to talk about and show what they have built for the new EDC website thus far. This is still in editing mode, with the plan to go 'live' in September 2024. Commission Lewica has been working with BLAEDC on the website. Hailey went over the current tabs and asked for feedback from EDC, she'll continue working on the site and bring an update to the group next month.

The idea is to get new testimonials, photos, and videos throughout the year, changing them at least once a year on the website.

The 'contact us' page is currently set to go to city hall staff – they'll filter the incoming emails and send them to those needed. This can be updated if the EDC would like them to go to another vs. city staff.

EDC would like to see a page that shows *city owned lots* that are available for purchase, as well as what's currently happening regarding growth in the community. The city owned lots should only be posted if they're for sale, not for rent.

EDC would like drone footage of the town, and school and then add HOTGL on the site. It was brought up to add the Library, Fire Tower, Parks, and Splash Pad to the site – promote them all regardless of a link to a web page for them or not.

Tyler is working on the business directory page to ensure it's accurate.

Chair Lottman asked if EDC members can have access to view the site in full detail before it goes live, to comb through it. Hailey will look into this access – should be able to give view rights before it goes live - after the Aug. EDC meeting. BLAEDC will be buying the domain soon, which should allow the access to be shared.

8. EDC Goals

A final version of 2024 EDC Goals was shared.

**COMMISSION HOLLEY MOTIONED TO APPROVE THE 2024 EDC GOALS.
COMMISSION LEWICA SECONDED THE MOTION. MOTION CARRIED 5-0.**

9. City Council Update

Commission Holley recapped the July 1st Council meeting.

10. Other Business

Devon Krueger, from R&J Broadcasting, was present to talk with the EDC about an opportunity to pay for a sponsorship for radio/school sports (Patriots and

Lightening) for the 2024-25 school year (Aug. – May), with the first event the last week in Aug. With this sponsorship, during each school event that is on-air, the EDC will have two-30-second ads. Devon will work with EDC for ideas about what they'd like to have announced (a promotion/announcement/event/support) – this can be changed as often as needed.

Chair Lottman stated they could have a link to the station on their new EDC site. Lottman stated this decision should be placed on next month's agenda so EDC can work through what they'd like to have shared while on air. Commission Hallan stated this could be voted on now and work through the details with Devon in the coming weeks for scripts and advertisements etc.

Commission Becklin thanked Devon for a job well done over the years on the radio with all the school sports.

COMMISSION HOLLEY MOTIONED TO APPROVE THE SPONSORSHIP FOR THE YEAR AT \$1600. COMMISSION BECKLIN SECONDED THE MOTION. MOTION CARRIED 5-0.

Traci, Zoning Administrator, provided an update on Trailside Estates. Waiting for one signature on the Mylar and all Consent to Plat documents from each landowner's Mortgage company. Once all these are in, we bring it to Crow Wing County for recording. Then final staking with Stonemark in Aug., tentatively.

Community Shuttle: Commission Lewica is meeting with Commissioner Jon L. later this week on the topic. Julie from city hall office is connecting with someone from Crow Wing County. Traci talked with Faith in Action, they're hopeful to expand and help our residents sometime soon. More to come.

Angie Duus, City Administrator, let the EDC know of a new upcoming City Festival that was just approved. Our first one will be Aug. 17th when we'll have three different bands and vendors all throughout the park – this will go from noon – 9:00pm. We'll get flyers out to local and neighboring businesses soon. Then next year the idea is to have one a month – on Saturday's to be in conjunction with the already in place 'Bands in the Park'.

11. Adjourn

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

The meeting was adjourned at 9:19 a.m.

Respectfully submitted,

Traci Pederson
Zoning Administrator