



MINUTES OF THE SPECIAL EDA MEETING

EDA Members Present: Russ Smith, Shelly Peterson, Mike Schultz, Ross Peterson, Adam Bailey

EDA/Ex-Officio/Staff Members Absent: Steve Micke; Dave Bjerkness; Kelly Zink; Aaron Reeves

Ex-Officio/Staff Members Present: Holly Hansen, Al Cottingham (City); Connie Christenson (Carlton County EDA)

Others Present: Amie and Michael Roberson (Toy Barn Storage LLC)

CALL TO ORDER

President Ross Peterson called the meeting to order at 11:34 a.m.

ACTION ITEMS / PRESENTATION / DISCUSSION

PURCHASE AGREEMENT TOY BARN STORAGE LLC: CLOQUET BUSINESS PARK LOT SALE

Business owners Amie and Michael Roberson of Washburn, WI introduced themselves, Amie shared that she is from Willow River and was a lifeguard in high school at Pinehurst Park. The company has had a mini storage facility in Sturgeon Lake for 15 years and the same local property manager (who lives outside of Barnum in Blackhoof) will be used. They introduced their Cloquet Business Park proposal which will phased in construction over time so as to not flood the market with units and manage lease ups. Michael Roberson requested that the EDA/City embrace and celebrate their development. Commissioner Shelly Peterson mentioned that the Cloquet Area Chamber of Commerce holds ribbon cuttings etc.

EDA members discussed that storage is present in other business parks in the state and Midwest and while they are not creating jobs in the Park, they are also not asking the City for business assistance and will work to support residents in the area. The business noted in their assessment that many of Cloquet's mini storage facilities are aging and perhaps overtime some of the locations along South Hwy 33 will become more valuable for redevelopment instead of long term mini storage. Members asked questions about site layout and outdoor storage associated with the business. Commissioners expressed the hope that activity will lead to more activity within the Park. Commissioner Schultz stated that he has no problem with the proposed use, however this business could be located anywhere in the area, it doesn't have to be within the Business Park. Commissioner Shelly Peterson asked what other site locations they examined in Cloquet? The owner stated they had examined 14th Street and Stanley Avenue had been examined previously and did not provide adequate space for their project, while other locations along the Hwy 33 corridor were simply cost prohibitive. Business owners discussed national trends related to the amount of square footage per person and the assessed need in this region, most demanded unit sizes, standard methods of payment, web presence etc.



Motion: EDA President Ross Peterson moved, and Commissioner Russ Smith seconded, that the EDA recommend approval to Cloquet City Council of the Purchase Agreement for the sale of Lot 3, Block 3, Cloquet Business Park with the option to purchase Lot 1, Block 3 and Lot 2, Block 3 within 5 years of the closing date on Lot 3 for mini storage. (Motion passed 4-1, nay Commissioner Schultz).

ADY ADVANTAGE: DIGITAL MARKETING PROPOSAL

Staff recapped the March 7th EDA meeting stating that there was no quorum to vote on action items therefore action was still pending on marketing work with Ady Advanatge. To recap – the lead generation proposal was retracted by the subconsultant and by owner Janet Ady as not a fit for Cloquet. That leaves the web proposal or direct marketing. Staff reminded the EDA that the City has authorized Granicus to work on a standalone EDA website however that process has not yet begun.

Staff said that Ady was directly consulted on the Digital Marketing Proposal and Janet Ady did state it is the best next step for Cloquet. Ms. Christenson asked if Ady provided digital marketing samples? They did not, staff understands that rather than using print magazine ads, these are digital – flag banners etc. staff will follow u for samples. EDA Commissioner Shelly Peterson suggested that direct marketing not begin until the City’s EDA standalone website is complete, the current EDA info is far too buried within the City’s current website to bother with direct marketing until that time. Staff will follow up with Ady Advantage to consult/confirm how costs are held inline if the project is pushed back.

Motion: Commissioner Shelly Peterson moved, and Commissioner Schultz seconded, that the Cloquet EDA pursue the digital marketing proposal with Ady Advantage, but only after the EDA’s standalone website is complete. (Motion passed 5-0).

DISCUSSION

EDA Commissioner Adam Bailey announced that this would be his last EDA meeting and that he was in the process of purchasing a home in Esko and could no longer serve on the EDA as he represents the Council on the EDA and will have to give up his seat on the Council with this move. EDA and Staff thanked him for his involvement on the Authority and wished him well.

ADJOURNED 12:36 p.m.

Respectfully submitted,



CLOQUET ECONOMIC DEVELOPMENT AUTHORITY
City Hall 1307 Cloquet Avenue Cloquet, MN 55720
March 13, 2018 at 11:30 a.m.

Holly L. Hansen, Community Development Director