



## MINUTES OF THE REGULAR EDA MEETING

**EDA Members Present:** Russ Smith, Dave Bjerkness, Lara Wilkinson, Ross Peterson

**EDA Members Absent:** Shelly Peterson, Steve Micke, Mike Schultz (Commissioners), Kelly Zink, Connie Christenson (Ex-Officio)

**Staff Present:** Brian Fritsinger, Holly Butcher (City)

### CALL TO ORDER

President Ross Peterson called the meeting to order at 8:01 a.m.

### ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER

None.

### APPROVAL OF MEETING MINUTES

President Ross Peterson asked for any corrections or additions to the Annual EDA Meeting Minutes from January 13, 2016? Hearing none he asked for a motion.

**Motion:** Commissioner Bjerkness moved, and Commissioner Wilkinson seconded, that the EDA approve the Annual Meeting minutes from January 13, 2016. (Motion passed 4-0.)

President Ross Peterson asked for any corrections or additions to the Regular EDA Meeting Minutes from January 13, 2016? Hearing none he asked for a motion.

**Motion:** Commissioner Smith moved, and Commissioner Bjerkness seconded, that the EDA approve the Annual Meeting minutes from January 13, 2016. (Motion passed 4-0.)

### BRIEF UPDATES

Ms. Butcher briefly noted the City informational updates along with those from the Carlton County EDA and Chamber with those staff absent.

### ACTION ITEMS / PRESENTATION / DISCUSSION

2016 Cloquet EDA Goal Setting



Ms. Butcher reviewed the 2015 Goals with the EDA and distributed stickers priming them that they'd need to vote on priorities for 2016 during the meeting. To start, she asked each Commissioner to speak, sharing their general thoughts on issues they felt the EDA should be focusing on for 2016.

Commissioner Wilkinson shared that a stronger EDA- local business networking is needed to further the Cloquet Business Park's development. She thought the Facebook page has been successful in business awareness to local Cloquet followers but wondered if the Pine Journal is a missed opportunity to not further utilize to tout the work that is being done? She suggested different approaches are needed for Cloquet Avenue and the West End as they relate to downtown revitalization and which one should we start with - perhaps one that is a smaller more manageable area like the West End? The Avenue C Restaurant will be an important catalyst for that district, perhaps there are also pop-up store opportunities for the holidays or in general throughout the year to stimulate that district especially with storefront vacancies. The EDA needs to create living wage job opportunities which requires us being proactive.

Commissioner Bjerkness said it will be important to establish a vision for downtown and housing redevelopment and downtown revitalization are strongly tied. There are also public realm streetscaping opportunities for Cloquet Avenue and Broadway. He stated that Cloquet Avenue has evolved as a strong service district with some retail while the West End may require a different approach as they are experiencing different issues (hidden, storefront vacancies, working on riverfront connectivity etc.).

Commissioner Ross Peterson expressed interest in working on projects that create single family lots connected to sewer and water for market rate housing opportunities, along with promoting business opportunities in the Cloquet Business Park as his top priorities.

Commissioner Russ Smith said housing projects are important for the EDA to work on and the Middle School adaptive reuse proposal from Sherman Associates is critical for the EDA to continue being a strong part of as a specific goal for 2016.

Mr. Fritsinger said he wonders about the format of economic development with the loss of the CDIC to privately discuss business issues and stated that BRE and supply chain information is critical for staff to continue working on. He mentioned there are also event opportunities working with the Chamber for things like Downtown Sidewalk Days.

Ms. Butcher asked the EDA to vote (staff one color stickers, commissioners had a different color).  
Voting results were:



TOP PRIORITY FOCUS 2016 GOALS 1 - 4

**Goal #1 - Downtown Redevelopment/Revitalization**

Strategy: Increase the number and variety of retail and commercial destinations to maintain Downtown as a vibrant destination and place of commerce.

**Goal #2 - Promote the Development & Maintenance of Housing by implementing the 2014 Cloquet Housing Study**

Strategy: Ensure that the City's housing stock supports the needs of local employers, employees, and targeted businesses including the adequate marketing of the City's housing (re)development opportunities.

**Goal #3 - Develop the Cloquet Business Park**

Strategy: To increase sustainable business and employment opportunities within the Park while broadening the commercial/industrial sector and tax base.

**Goal #4 - Develop Business and Community Marketing Program**

Strategy: Develop a proactive marketing campaign to attract new business investment.

TIER 2 EDA PRIORITIES

**Goal #5 - Develop Land along Highway 33/I-35 for Retail Development**

Strategy: To increase the diversity of retail shopping alternatives for the residents of the City and attract others to shop in Cloquet.

**Goal #6 - Existing Business Retention and Growth**

Strategy: To increase the positive interactions and engagement with existing businesses through partnerships and networking in support of our desirable small town atmosphere.

**Goal #7 - Provide Proactive Economic and Community Development Leadership and Support**

Strategy: Define roles and implement a process for Economic Development projects to be considered and pursued between the Cloquet EDA, Carlton County EDA, Chamber of Commerce and other community partners.

**Next meeting date**

March 9, 2016

**ADJOURNED 9:37 a.m.**

Respectfully submitted,

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Holly L. Butcher, Community Development Director