



MINUTES OF THE REGULAR EDA MEETING

EDA Members Present: Russ Smith, Shelly Peterson, Steve Micke, Dave Bjerkness, Lara Wilkinson, Mike Schultz, Ross Peterson

Staff Present: Brian Fritsinger, Holly Butcher (City), Kelly Zink (Cloquet Area Chamber of Commerce); Connie Christenson (Carlton County)

CALL TO ORDER

President Shelly Peterson called the meeting to order at 8:02 A.M.

ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER

The agenda was reordered so that the EDA Work Plan was first, Marketing second, and Tools refresher third with the understanding that items two and three would be deferred to a future meeting until the EDA could determine its priorities for 2015.

APPROVAL OF MEETING MINUTES

President Shelly Peterson asked for any corrections or additions to the January 14, 2015 Annual Meeting Minutes. Hearing none she asked for a motion.

Motion: **Commissioner Ross Peterson moved, and Commissioner Smith seconded, that the EDA approve the January 14, 2015 Annual Meeting Minutes.**
(Motion passed 7-0.)

President Shelly Peterson asked for any corrections or additions to the January 14, 2015 Regular Meeting Minutes. Hearing none she asked for a motion.

Motion: **Commissioner Bjerkness moved, and Commissioner Ross Peterson seconded, that the EDA approve the January 14, 2015 Regular Meeting Minutes.**
(Motion passed 7-0.)

ACTION ITEMS / PRESENTATION / DISCUSSION

EDA Work Plan 2015

Ms. Butcher went through the prepared Draft of the 2015 Work Plan opening up each section for discussion from the EDA for input and feedback.



Priority 1 – Cloquet Business Park.

- Mr. Fritsinger mentioned that in the past there have been discussions on the Business Park but no clear “vision” for the park and how the community expects it to evolve. He mentioned the recent lot sales in the Esko Park and both communities moving away from the structured pricing sheets. Last month zoning in the Business Park was discussed, after consideration of that meeting should the park even have two zoning districts?
- EDA members discussed looking at the types of businesses that have shown interest in the Park over the past 10 years and examining new regional trends in business parks in Hibbing, Virginia, Duluth etc.
- Commissioner Schultz mentioned businesses that Sappi, Boldt, Jarden and USG use and concepts about attracting those types of businesses into the area. He mentioned distributing an e-survey to businesses to identify synergistic businesses that they use or would benefit from coming into the region. He mentioned using the Cloquet Large Manufacturing group to brainstorm or survey to identify suppliers. He mentioned leaning on businesses that are here to generate leads to grow the community (economic gardening). He mentioned considering what dissemination tool has been most effective – direct mailings, calls, visits etc.
- Commissioner Bjerkness mentioned the need to identify appropriate associations to target Cloquet opportunities and being plugged in then with regional contacts such as the Duluth Port and APEX to promote those opportunities.

Priority 2 – Improve existing housing stock and market opportunities to housing developer.

EDA Discussion items:

- A number of different types of project ideas were generated and how the EDA could play a role in initiating those developments including RFPs. Projects from single family development to buildings being repurposed.
- Commissioner Bjerkness asked for some program clarifications and about the City’s role in applying for additional housing funds such as SCDP and economic development tools available for projects.

Priority 3 –Develop land along Hwy 33 / I-35 for retail development.

EDA Discussion items:

- The City will be asked to evaluate the agreements at the end of this year. EDA members expressed interested in report information from the development team. Ms. Butcher provided updates on Schematic Design work, appraisals, and other various bid work in 2014.

Priority 4 – Downtown Revitalization.

EDA Discussion items:

- President Shelly Peterson liked the idea of researching other communities for types of projects they are involved in and working on. Concepts from the Greater Downtown Council



(GDC), Superior Business Improvement District (BID), similar sized towns like Grand Rapids or New Ulm etc.

- Ms. Christenson mentioned checking resources and associations such as the Association of Small Town Development etc.
- Ms. Butcher mentioned the content of the '98 Sketch Plan being relevant today as not much was done with that plan in terms of implementation.
- Consider and factor in internal vs. external groups related to Downtown.
- Need to establish a Downtown Business Group and reopen relationship with the City.
- Ms. Zink mentioned that perhaps rather than the West End and Downtown discussions being separated that they be joined in an effort to bring the Downtown together as an entity.

Priority 5 – Business and Community Marketing

EDA Discussion items:

- Commissioner Bjerkness and Mr. Fritsinger mentioned that 8 years ago after the Cloquet ED Summit the Cloquet Economic Development Partnership Committee was formed and a variety of committees were established and based out of the Chamber such as manufacturing, marketing etc. As such the topic of business and community marketing was formerly driven by “Prospect Marketing” committee of the Partnership which was facilitated and led by County staff. County staff chose to focus on magazine ads, attending conferences, and heavily focused on retail. County staff chose to no longer facilitate the committee, staff from the Chamber then led the committee and retooled marketing efforts. The committee no longer meets.
- Commissioner Smith stated that in terms of discussing the need for community marketing / branding, it has to be focused on local businesses. We have to maintain and retain who we have here now.

President Shelly Peterson asked for continued discussion on the 2015 EDA Work Plan at March meeting.

Informational Updates / EDA Questions

Next meeting date

Wednesday March 4, 2015.

ADJOURNED 10:05 A.M.

Respectfully submitted,

Holly L. Butcher, Community Development Director