



MINUTES OF THE REGULAR EDA MEETING

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

EDA Members/Others Absent: Shelly Peterson (EDA); Connie Christenson (County)

Staff Present: Holly Butcher, Brian Fritsinger, Kelly Zink (Cloquet Area Chamber of Commerce)

CALL TO ORDER

President Ross Peterson called the meeting to order at 8:00 A.M.

ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER

None.

APPROVAL OF MEETING MINUTES

President Ross Peterson asked for any corrections or additions to the May 6, 2015 Meeting Minutes? Hearing none she asked for a motion.

Motion: **Commissioner Bjerckness moved, and Commissioner Schultz seconded, that the EDA approve the Meeting Minutes from May 6, 2015.**
(Motion passed 6-0.)

APPROVAL OF FINANCIALS

NONE.

Discussion on Ryan Companies Presentation in May to the EDA

Ms. Zink stated that Cloquet in some ways is similar to Virginia, MN which seems to have had a slew of retail development happen, please outreach to that City to investigate how that is occurring. General feedback from the EDA that the company representative needs a stronger understanding of the Cloquet market and Duluth regional market to effectively market us to retailers. General concerns by Commissioners that the twin cities metro area has been the priority and Cloquet has not received adequate attention. General concerns if the national/junior retail market is this slow, what is the reality of the project once envisioned by the City/EDA - what other options and paths should be established as goals (e.g. goal 1, goal 2, goal 3 etc.).



EDA Suggestions:

- Should the EDA devise a task force to specifically address work task goals?
- Find Cabela's letter read it over, any current relevance or not?
- Craft letters to Target Corp., Lowes, Bass Pro then junior anchors such as TJ Maxx and Marshalls as the City/EDA, tell our story
- Understand the property status and agreement timeframes.
- Cross check retail realities, re-strategize what to do.
- Touch base with the DNR Central Office to continue relations.
- Work with developer to ID most critical project hurdles.
- Ask developers to put up a for sale sign to draw attention to retailer / developer interests.
- ID as EDA/City Game Plan 1, Game Plan 2, Game Plan 3 etc. for the site.

Direction: Staff is to find the original Cabela's Letter, draft a Letter to send to Major/Junior Realtors, and further flush out Council goal sheets related to this Site with Game Plan 1, 2, 3, etc. for more detailed discussion/ideas from EDA at a future meeting.

Downtown Business Meeting Strategy

Ms. Butcher reviewed a strategy for structuring downtown business district meetings for feedback from the EDA. In summary the structure would be:

- West End Business/Property Owner Input Session
- Cloquet Ave Business/Property Owner Input Session
- Joint West End/Cloquet Ave Business/Property Owner Input Session inviting the Public.

Feedback from the EDA was that this path made sense. EDA discussed targeted meeting timeframes, staff mentioned best scheduled post-SCDP grant start up paperwork.

Informational Updates / EDA Questions

Next meeting date

Wednesday July 15, 2015 at 8:00am.

ADJOURNED 10:00 A.M.

Respectfully submitted,

Holly L. Butcher, Community Development Director