



MINUTES OF THE REGULAR EDA MEETING

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

EDA Members/Others Absent: Mike Schultz (EDA), Kelly Zink (Ex-Officio Chamber);
Connie Christenson (Ex-Officio County)

Staff Present: Holly Butcher, Brian Fritsinger (City)

CALL TO ORDER

President Shelly Peterson called the meeting to order at 8:03 A.M.

ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER

None.

APPROVAL OF MEETING MINUTES

President Shelly Peterson asked for any corrections or additions to the June 3, 2015 Meeting Minutes? Hearing none she asked for a motion.

Motion: Commissioner Bjerckness moved, and Commissioner Ross Peterson seconded, that the EDA approve the Meeting Minutes from June 3, 2015. (Motion passed 6-0.)

APPROVAL OF FINANCIALS

MAY 2015

Ms. Butcher reviewed the May cash and fund balances for the EDA and noted a decrease in Fund 203 for a loan to Hongistos and a deficit in Fund 207 awaiting bi-annual levy payment for staff / operational expenses years. Secondly, she noted that all loans are current. President Shelly Peterson asked for a motion to approve the May Cloquet EDA financials.

Motion: Commissioner Ross Peterson moved, and Commissioner Smith seconded, that the EDA May 2015 financials be approved. (Motion passed 6-0).



JUNE 2015

Ms. Butcher reviewed the June cash and fund balances for the EDA and noted a decrease in Fund 206 for completion of the Wood City Lights Awning project. Secondly, she noted that all loans are current. EDA members compared the May and June Financials and noted that Fund 206 Revolving SCDP general line item and should have shown \$289.25 under both “previous and current months” and that \$3,032 should have been listed under “previous month” for committed Fund 206. With those changes noted, President Shelly Peterson asked for a motion to approve the June Cloquet EDA financials.

Motion: Commissioner Ross Peterson moved, and Commissioner Wilkinson seconded, that the EDA June 2015 financials, with noted corrections, be approved. (Motion passed 6-0).

Hwy 33 Project Discussion

With Ryan Companies struggling to attract major and junior anchor tenants to Cloquet’s South Hwy 33 at Interstate 35 site, Ms. Butcher asked the EDA to brainstorm concepts and strategies to approach the project. She displayed mapping concepts from SEH Consulting’s Hwy 33 corridor study and suggested taking an infrastructure approach to the site. She mentioned she’d be meeting with MnDOT this week to further discuss HSIP funding to address the completion of the western leg of the Gillette frontage Road extension to the “Frontage Road” at the base of South Hwy 33. The intersection proper has been flagged by MnDOT District 1 in safety screening in 2015 with a fatality and critical injuries from multiple crashes.

EDA members discussed state bonding ideas and meeting with legislators on the project. Commissioners discussed meeting with Central DNR Office staff. EDA identified strategies for the site are:

1. Staff is asked to pull together the full “Story” of the community, the merits of the site and the dynamics of local shopping patterns to proactively distribute forward/meet with major and junior anchors. Produce a one page story map of project success to market to stakeholders.
2. Move forward with roadway improvement concepts to line out the site validating merits to those improvements for safety and college wayfinding.
3. Meet with and work with the DNR Central Office to further discuss options and opportunities to craft a deal.



Marketing Discussion

Ms. Butcher distributed a staff produced Cloquet Business Park flyer due to outdated information and ongoing calls from prospects noting discontinued programs. She then discussed the placeholder of a Marketing Study and asked if the identified study goals were still relevant to the EDA? Commissioners responded yes, but suggested that the Downtown Meeting process be initiated first before starting this study process. EDA members found interesting under the Brooklyn Park example (provided in the packets) that there were internal and external perception issues that this City had to address, this too could be important for Cloquet if such a study is embarked upon. President Shelly Peterson mentioned some minimal branding will need to be addressed with the study to better know who the market is and who to market to with those internal and external target audiences.

Direction: Hold off on Marketing Study until completion of Downtown Business Meetings process is complete. Marketing goals are still relevant to study as EDA (Motion passed 6-0).

Informational Updates / EDA Questions

Next meeting date

Wednesday September 2, 2015 at 8:00am.

ADJOURNED 10:00 A.M.

Respectfully submitted,

Holly L. Butcher, Community Development Director