



**MINUTES OF THE REGULAR EDA MEETING**

**EDA Members Present:** Russ Smith, Shelly Peterson, Dave Bjerkness, Mike Schultz, Ross Peterson, Steve Micke, Roger Maki (EDA)

**EDA/Ex-Officio Members Absent:** Kelly Zink (Cloquet Area Chamber of Commerce)

**Ex-Officio Staff/Staff Members Present:** James Barclay, Holly Hansen (City); Brenda Nyberg (Carlton County Economic Development)

**CALL TO ORDER**

President Ross Peterson called the meeting to order at 8:02 a.m.

**ANNOUNCEMENTS, ADJUSTMENTS, CORRESPONDENCE AND OTHER**

None.

**APPROVAL OF MEETING MINUTES**

President Ross Peterson asked for any corrections or additions to the August 1, 2018 Meeting Minutes? Hearing none he asked for a motion.

**Motion:** Commissioner Bjerkness moved, and Commissioner Micke seconded, that the EDA approve the Meeting Minutes from August 1, 2018. (Motion passed 7-0.)

**APPROVAL OF MONTHLY FINANCIALS**

Ms. Hansen reviewed the July 2018 cash balances and loans for the EDA. For the cash balances, she noted increases in Funds 201, 203 and 206 due to loan repayments; no change in Fund 202. She noted an increase in Fund 207 due to property tax disbursements. Ms. Hansen provided an update on the Daqota Systems loan deferral and said the status for Avenue C Restaurant still involved ongoing refinancing.

President Ross Peterson asked for a motion to approve the July 2018 Cloquet EDA financials.

**Motion:** Commissioner Shelly Peterson moved, and Commissioner Schultz seconded, that the EDA July 2018 financials be approved. (Motion passed 7-0).

**ACTION ITEMS / PRESENTATION / DISCUSSION**

**(A) Marketing Inquiry (Conway, Inc., Site Selection Magazine)**

Ms. Hansen said she had been approached and met with Conway Inc. who has been hired by DEED to sell ad space in the Minnesota Economic Development Guide and is charged with



marketing Minnesota to site selectors. Ms. Hansen distributed sample state economic development magazines and reviewed ad space costs from DEED/Conway Inc.

She then reviewed the Scope of Work for the Ady Advantage 2018 Digital marketing Project launch scheduled to begin once the EDA's new website is launched (tentative date is October). Ms. Hansen had reviewed the Minnesota Marketing Guide with Ady and had discussed the pros and cons and how this marketing medium compares with the Ady proposal and referred to those notes in the staff report. Ms. Hansen said the marketing budget is full with approvals in early 2018 to hold the Ady Digital Marketing project.

EDA members said previously Mr. Oman of Carlton County had prepared marketing features in these types of magazines and had found little return on investment. EDA members suggested using the Pine Journal/local papers and online in the future to feature Cloquet projects and opportunities. EDA members said they did not find value in pursuing this request from Conway Inc.

### **(B) Cloquet EDA Roundtable on 2018 Goals**

Ms. Hansen said she added the 2018 Goals to the agenda for discussion being that much of the EDA's work on issues has led to projects nearing construction and programs being launched. She recapped some of the projects that have been done and noted what is still in the pipeline. She sought EDA input for future work tasks under these topical goals.

#### **1. HOUSING**

Accomplished:

- **Single Family:** Water Tower land sale (two new single-family stick built), Patio Homes (12 new modular single-family home TIF District)
- **Multi-Family:** Adaptive Reuse of Historic Cloquet Middle School ISD 94 RFP Assistance/Housing Tax Credit City Support (Roers, 57 units); Housing Tax Credit City Support/Permitting Approval White Pine Apartments (Commonwealth/Cloquet HRA, 35 units)

Future projects:

- **Single Family:** Possible Slate Street extension land subdivision for Lots (served by utilities), Encouraged land owners who have stubbed in utilities for Lots (they responded with concern that response could be soft), Lots for sale in Otter Creek and Joliquier Trails with capacity (neither served by utilities, country locations).
- **Multi-Family:** 14<sup>th</sup> Street Apartments Phase III (City land sale/future TIF Application); Trails Edge Phase II (possible future TIF Application); Stanley Avenue townhomes (assistance unknown)



- Redevelopment/Adaptive Reuse: unused second stories downtown, redevelopment of blighted/underutilized lots especially Downtown (condo type development supporting downtown businesses), strategize riverfront opportunities clearly offering Cloquet EDA development tools. Work on Vacant Building Registry to support this goal.

## 2. CLOQUET BUSINESS PARK

Accomplished:

- Toy Barn Storage: lot sale and building completion, future buildings and land sales.
- Best Oil office visit

Future projects:

- Feature the CBP: Events, Digital marketing outreach within two Marketing Sectors identified for growth in Cloquet's Marketing Study, updated aerial photo
- Shovel Ready certification with DEED?

## 3. DOWNTOWN

Accomplished:

- Launched the Advance the West End Loan/Grant Program: inquiries, proactive outreach (statue redone and moved, Dunlap Park, and infrastructure projects have helped)
- Cloquet Avenue: roadway and streetlighting upgrades 2018, seven small cities grant projects 2017, Vets Park landscaping

Future projects:

- Munger Trail Connection into Cloquet: from Scanlon into Riverfront will require strong interagency organization, unification, planned route etc.
- Vacant building registry: to move properties into viability
- Strategic downtown redevelopment and renovation (e.g. upper stories of Pedros)
- FDL Broadband?
- Potential joint FDL Art project?
- Formation of Downtown Committee – potential Chamber committee?
- Ensure parks infrastructure is in place for events

## 4. WORKFORCE DEVELOPMENT

Future projects:

- New opportunities with new Superintendent to expose students and local manufacturing/trades to skills needed and local job options – events in school gyms like Grand Rapids, Construct Tomorrow, Manufacturing Day, have Tech Schools there (FDLTCC, LSC, WITC) etc. local businesses such as Sappi, USG, RRI, Boldt, Trade Unions etc.)

## 5. HWY 33 REDEVELOPMENT

Future projects:



- Key parcels prime for redevelopment. Ensure property owners are aware of Cloquet EDA tools.
- 6. BRE**
- Continue Cloquet EDA business relationships and visits.
  - Market what Cloquet has accomplished (news, tours, PR, press conferences etc.)
- 7. Leadership**
- Future projects:
- Key parcels prime for redevelopment. Ensure property owners are aware of Cloquet EDA tools.

**UPDATES/DISCUSSION**

Councilor/Commissioner Bjerkness noted that the Cloquet HRA has requested levy authority/funding from the City related to 2019 budgeting and inquired how this request would be reviewed in the future, perhaps this might be on a future Cloquet EDA Agenda? Ms. Hansen said she would inquire with Mr. Reeves and would send Councilor/Commissioner Bjerkness an update.

**Next meeting date**

November 7, 2018

**ADJOURNED 9:40 a.m.**

Respectfully submitted,

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Holly L. Hansen, Community Development Director