

## **Cloquet Council Work Session**

Tuesday, April 18, 2017

Present: A. Bailey, D. Bjerckness, K. Kolodge, S. Langely, R. Maki, J. Rock, Mayor Hallback

Absent: None

Staff: J. Barclay, H. Hansen, N. Klassen, C. Peterson,

Other: Marianne Boren, WLSSD; Loren Lilly, WLSSD Board Applicant; Craig Olson, Duluth Building and Construction Trades Council; Mike Wile, Fair Contracting Foundation; Shelly Peterson, Boldt Construction; Janet Ady and Ashley Scray, Ady Advantage; Karl Schuettler, Norspan; Ian Vincent , Apex; Jana Peterson, Pine Journal

### **WLSSD Board Appointment**

Loren Lilly was present to meet the council and discuss his interest in serving the remainder of Bruce Ahlgren's term and the following term which expires July 1, 2020. Marianne Boren was also present to explain the responsibility and scope of services.

### **Ady Advantage – Marketing Strategy**

Janet Ady and Ashley Scray from Ady Advantage presented an overview for the Business and Community Marketing Strategy developed for the City. Ms. Hansen began the presentation by giving the background of the project and the steps completed to develop the final strategy. Highlights are as follows:

- Three phases of the study include discovery (project initiation and research); Distill (positioning for region and target industry, and visioning and goals work session); Do (development of strategy and business recruitment plan, and final presentation).
- Research was accomplished by looking at both challenges and opportunities of employers and the region. The study encompassed the entire region and how Cloquet fits into it.
- Greatest economic assets of Cloquet include natural resources, educational institutions and work ethic.
- Competitive advantages include access to regional markets such as Minneapolis, Chicago, Milwaukee, etc.
- Recommended target industries include agribusiness, transportation/distribution, value added forestry products and component manufacturing. Each of these industries will have a specific strategy.
- Goals developed by the EDA were used as a baseline for the development of strategies and tactics by Ady. The overall goals are economic development and opportunities. Ms. Ady discussed the next steps to achieve the goals. Goals identified to target industries such as distribution and agribusiness; incentives and economic development program sheets for state, regional and local; potential economic development website separate from the City website; and small map of Cloquet to be used on economic development cards.

### **Project Labor Agreements**

- Craig Olson, President of the Duluth Building and Construction Trades Council was present to discuss the benefits of Project Labor Agreements and their impact on communities. PLAs

provide protection to both the owner and contractor by supplying skilled labor and a guarantee of no work stoppage. Mr. Olson reviewed several informational items regarding PLAs including letters of support from local communities and businesses.

- Ms. Peterson, Boldt Construction, discussed her positive experience working with PLAs.
- Mr. Olson shared an ordinance example for the Council to review. Mr. Barclay requested copies of actual ordinances/agreements from local communities.
- Discussion of the relationship of prevailing wages and PLAs and the responsibility of the City.
- The Council will research the literature provided and discuss PLAs further at a future Work Session.

There being no further business, the meeting adjourned at 6:55 p.m.

Respectfully Submitted,

James Barclay  
Interim City Administrator