

**BIG LAKE ECONOMIC DEVELOPMENT AUTHORITY
MEETING MINUTES**

MONDAY, JANUARY 11, 2021

1. CALL TO ORDER

President Alan Heidemann called the meeting to order at 6:00 p.m.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was recited.

3. ROLL CALL

Commissioners present: J. Brian Calva, Jim Dickinson, Ken Geroux, Greg Green, and Alan Heidemann.

Also present: BLEDA Executive Director Hanna Klimmek, BLEDA Assistant Treasurer Deb Wegeleben, and BLEDA Secretary Corrie Scott.

4. ADOPT AGENDA

Commissioner Geroux motioned to approve the agenda as presented. Seconded by Commissioner Calva, unanimous ayes, motion carried.

5. APPROVE BLEDA MEETING MINUTES OF DECEMBER 14, 2020

Commissioner Geroux motioned to approve the December 14, 2020 BLEDA minutes. Seconded by Commissioner Green, unanimous ayes, motion carried.

6. BLEDA BUSINESS ITEMS

6A. COMO LAKE MARKETING PARTNERS UPDATE

Mike Brown, Como Lake Marketing Partners President, provided an update on the Big Lake Community Brand and Identity Design Project. He reviewed the Community survey feedback that was provided in 2020. Brown covered three different positioning statements and how those who took the survey perceived them. He also covered some key words and whether or not the survey respondents felt they captured the essence of Big Lake.

Dickinson asked Brown if 70% is a high percentage of feedback about a particular positioning statement. Brown confirmed that 70% is considered a high percentage regarding feedback. Green stated that although a water bill or property taxes in Big Lake are not considered affordable, it is likely that those who took the survey were considering the bigger picture of costs to live in Big Lake. Calva asked if the survey results can be made public after the rebranding process is complete. Brown confirmed that this is a possibility if requested.

Dickinson mentioned that the word quiet is mentioned in the survey often, but not in the positioning structure. Brown stated that this is considered more of a value rather than an amenity that the City can offer. Calva stated that the community is considered quiet due to a lack of big businesses. Brown stated that although the community doesn't directly have these amenities, they are within 10 – 20 minutes of Big Lake, which can be seen as a positive thing.

Brown finished his presentation with some proposed logos and taglines. Calva commented that one of the taglines includes the word 'engagement' and he asked what that word means to Como Lake Marketing Partners. Calva suggested using 'involvement' rather than 'engagement.' Brown stated that there is still work that needs to be done with the taglines and that this recommendation will be considered.

Geroux stated that he is concerned at the lack of response from Big Lake residents and businesses. Wegeleben stated that there is not any money budgeted for the implementation of the rebranding project. Calva stated that it is likely that the amount of feedback received is an accurate sample size.

6B. APPOINTMENTS FOR 2021 BLEDA OFFICER POSITIONS

Klimmek reviewed that the following BLEDA Commissioners and City Staff currently hold the positions of BLEDA President, Vice President, Treasurer, Secretary, and Assistant Treasurer:

President:	Alan Heidemann
Vice President:	Ken Geroux
Treasurer:	VACANT
Secretary:	Corrie Scott
Assistant Treasurer:	Deb Wegeleben

Staff is asking the BLEDA Members to consider volunteering to serve as BLEDA President, Vice President, Treasurer, Secretary, or Assistant Treasurer for 2021 or nominating another Member to serve in one of the positions. It was noted that when considering nominations and/or serving as an officer, a Commissioner may not serve as President and Vice President at the same time but that other offices may be held by the same Commissioner.

Staff is asking for the BLEDA to recommend re-appointment of City Staff to the Secretary and Assistant Treasurer offices. The BLEDA's recommendation will be forwarded to the City Council for consideration at their January 27, 2021 regular meeting.

Geroux recommended J. Brian Calva as the next BLEDA Treasurer. Dickinson agreed with Geroux's recommendation.

Commissioner Dickinson motioned to recommend to City Council appointments for the 2021 BLEDA positions of Alan Heidemann as President, Ken Geroux as Vice President, J. Brian Calva as Treasurer, Corrie Scott as Secretary, and Deb Wegeleben as Assistant Treasurer. Seconded by Commissioner Geroux, unanimous ayes, motion carried.

Klimmek stated that there is a need for a second BLEDA member to sit on the City's Financial Committee. She stated that currently Jim Dickinson is a liaison for this Committee. Geroux stated he would sit on the Financial Committee.

6C. 420 PUTNAM DISCUSSION

Klimmek reviewed that in January of 2018, the BLEDA acquired, tax forfeited, 420 Putnam (PID 65-403-0430) via quit claim deed from the City for:

- Purchase Price 10,500.00
- 3% RE Assurance Fee 315.00
- State Deed Fee 25.00
- State Deed Tax 34.65
- **TOTAL** **\$10,874.65** (check made payable to Sherburne County A/T)
- Recording Fee **\$46.00** (check made payable to Sherburne County Recorder)
- **GRAND TOTAL** **\$10,920.65**

Klimmek reviewed that 420 Putnam is 0.23 acres and has an estimated land value of \$35,600 based on the 2020 assessment. The parcel currently generates \$0.00 in tax revenue due to BLEDA ownership. The parcel is currently zoned B-2, Community Business and is guided as "Business" by the Comprehensive Plan.

Looking back in the BLEDA minutes from when the BLEDA decided to acquire the parcel, obtaining ownership was specifically indicated for "economic development purposes" without further details or narrative. From memory, Staff recalls discussion regarding site control for redevelopment opportunity in the future as a justification of the acquisition.

Staff was approached by an existing business owner who is interested in purchasing land to newly construct office space in Big Lake. The individual inquired about 420

Putnam and the potential for the BLEDA to sell. Staff is looking for the BLEDA to discuss the future of 420 Putnam and to provide direction.

Dickinson stated that the parcel is in an area he would like to see a broader development on and that he doesn't feel it is ready to be sold at this time. Calva asked Dickinson what kind of development should be built in that area. Dickinson stated that in his experience if a small building was developed on the parcel as it is currently platted, it would restrict what could develop around it. Green asked what kind of office space is being proposed. He feels that the office being located near the railroad tracks wouldn't be ideal. Geroux stated that he doesn't feel it is the role of the BLEDA to decide what is developed on the land, but instead to sell property which will add to the City's tax base. He stated that because the parcel is zoned for what the developer is proposing, it would be in the best interest of the BLEDA to sell the parcel.

Green asked about the timeline of a developer purchasing the land, constructing the building, and then sitting vacant. Klimmek stated that there needs to be a development agreement for a timeline between purchase of the land and construction of a building, but that regardless of how long the building sits vacant, the developer will be paying taxes. Klimmek stated that the estimated land value is about \$36,000. Klimmek stated that based on current land sales, she recommends selling the land for around \$50,000. She reported that staff along with the Finance Committee will work with the potential developer and then bring a final price to the BLEDA for approval.

Dickinson asked about water connections for the parcel and suggested using that as an incentive for the potential buyer if they are available. Wegeleben confirmed that water connections should be available.

6D. BLEDA BUDGET AND LIST OF CLAIMS

Wegeleben reviewed that Council approved moving 100,000 of CIP funds to the BLEDA for a revolving loan fund program. She also stated that the BLEDA doesn't need to consider budgeting for the rebranding project as those funds will come from the general fund. Wegeleben stated that there are funds budgeted to pay off the BLEDA's debt in 2021 as well.

Commissioner Geroux motioned to accept the budget report and approve the BLEDA List of Claims for December 2020 as presented. Seconded by Commissioner Dickinson, unanimous ayes, motion carried.

6E. COMMUNITY DEVELOPMENT DEPARTMENT UPDATE

Klimmek reviewed the following:

- 1. Current Development Activity (as of 1/7/21):
Housing:**

- Single-Family New Construction Issued Permits 01
 - 2020 = 44
- Single-Family New Construction in Review 16
- Housing Projects (Single-Family & Multi-Family) - New Construction
 - Station Street Apartments Phase I, II, & III – 105 Market Rate Rental Units
 - Developer – Kuepers, Inc.
 - In Construction
 - Sandhill Villas (HOA) – 12-Unit Single-Family Development Project
 - Developer – Jesse Hartung
 - In Construction
 - Big Lake Station Apartments – 55 Affordable Multi-Family Units; 70 Affordable Units for 55+
 - Developer – Aeon
 - Concept Phase – Did not receive 2020 tax credits from the State
 - Marketplace Crossing I & II – 120 Affordable and Market Rate Multi-Family Rental Units (2, 60-unit buildings)
 - Developer – CommonBond
 - Concept Phase – Awarded ½ of the 2020 tax credit request
 - Meadow View Estates – Single-Family PUD, 46 rental homes and one clubhouse on one parcel
 - Developer – JMS Custom Homes
 - Concept Phase – Planning to go to City Council on January 27, 2021
 - Wright's Crossing 3rd Addition – 31 single-family homes
 - Developer/Builder – JP Brooks
 - Working with P & Z on amending the PUD

Commercial/Industrial:

- ❖ Big Lake Car Condo's
 - In Construction – 1st Phase
 - Phases 2-6 – Going through approval process
- ❖ Great River Federal Credit Union
 - In Construction
- ❖ Nystrom & Associates Treatment Facility
 - In Construction
- ❖ Liberty Savings Bank
 - In Construction
- ❖ Metro-Transit (North Star Commuter Rail) Facility Expansion
 - In Construction
- ❖ Cargill Protein Expansion
 - Received revised site plan – In review
 - Seeking a variance to allow for equipment to be a certain height – Will go to the Joint Powers Board on January 13, 2021

2. BLEDA:

- Marketing
 - Big Lake Community Brand and Identity Design Project
 - Marketing Piece – Postcard and Holiday Card
- Showing support to our Big Lake bars, restaurants, event venues, and fitness centers; as well as our brewery and bowling venue
- Revised the BLEDA Strategic Plan – Main focus is on marketing, BR&E, and discovering redevelopment opportunities

3. Planning & Zoning:

- Wright’s Crossing 3rd Addition – Working with builder to complete the subdivision
- Code Revision Task Force – Due to applications and demand from those we serve, Staff is finding it difficult to come up with the capacity needed to carry out the revision. The code revision is a priority and Staff is planning a way to facilitate it so it can move forward
- Staff has also been communicating with the City Attorney regarding the City’s sign ordinance, which needs to be overhauled by the Attorney’s office. The City’s sign ordinance is currently out of compliance with both the State and Federal government

4. Building:

PERMIT ACTIVITY REPORT – THROUGH DECEMBER 31, 2020

Permit Type	Permits Issued in December of 2020	2020 Total
Single-Family	2	44
Multi-Family	0	3
Commercial New / Remodel / Addition	3	32
Remodel / Decks / Misc.	31	377
HVAC / Mechanical	8	92
Plumbing	10	79
Zoning	0	173
Land Alteration	1	15
Fire	1	21
TOTAL	56	836

	Permit Fee	Plan Review	TOTAL
Total Fees	\$29,579.50	\$15,147.73	\$44,727.23

in Dec. 2020			
YTD 2020 Total Valuation (through 12/31/20)	YTD 2020 Permit Fee + Plan Review (through 12/31/20)		
\$34,294,316.70	\$478,717.02		

PREVIOUS YEAR COMPARISON – THROUGH DECEMBER 31, 2019

Permit Type	Permits Issued in December of 2019	2019 Total
Single-Family	3	77
Multi-Family	0	2
Commercial New / Remodel / Addition	1	22
Remodel / Decks / Misc.	9	247
HVAC / Mechanical\	6	74
Plumbing	5	62
Zoning	1	133
Land Alteration	0	8
Fire	0	0
TOTAL	25	625

	Permit Fee	Plan Review	TOTAL
Total Fees in Dec. 2019	\$10,625.30	\$3,506.03	\$14,131.33

YTD 2019 Total Valuation (through 12/31/19)	YTD 2019 Permit Fee + Plan Review (through 12/31/19)		
\$35,308,205.07	\$450,899.99		

5. Recreation & Communication:

- Staff is working on a communication plan going forward to expand the #KeepBigLakeStrong messaging, to incorporate the new branding, and to humanize City Staff by highlighting them on various platforms
- Planning for summer programming
- Accepting applications for the Community Garden – Streets and Parks will be expanding the garden by 4 plots – All 24 plots will be spoken for by the end of the month

6. Streets & Parks:

- Extended the application deadline for the Parks Advisory Board vacancy by another month due to zero submissions
- Current jobs include:
 - Training plow routes
 - Flooding the ice rinks – challenging start for this due to weather
 - Facility maintenance
 - Fleet maintenance

Geroux asked who is overseeing the Code Revision Task Force. Klimmek stated that the Planning Commission and City Planner are both leading this Task Force. Geroux asked about funding the Task Force. Wegeleben stated that any costs of the Task Force will come from the general fund pending approval of the City Council.

Klimmek stated that Sherburne County's Business Relief Fund's deadline is January 22, 2021 and that there are still some funds available for Sherburne County businesses.

7. OTHER – None.

8. ADJOURN

Commissioner Dickinson motioned to adjourn the meeting at 7:30 p.m. Seconded by Commissioner Green, unanimous ayes, meeting adjourned.