

**BIG LAKE ECONOMIC DEVELOPMENT AUTHORITY
MEETING MINUTES**

MONDAY, MARCH 8, 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, Alan Heidemann, Paul Knier, and Ken Halverson.

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

4. ADOPT AGENDA

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

5. APPROVE BLEDA MEETING MINUTES OF FEBRUARY 8, 2021

Commissioner Dickinson motioned to approve the February 8, 2021 BLEDA minutes. Seconded by Commissioner Halverson, unanimous ayes, motion carried.

6. BLEDA BUSINESS ITEMS

6A. BIG LAKE COMMUNITY BRAND AND IDENTITY DESIGN PROJECT UPDATE

Mike Brown and John Mayhew with Como Lake Marketing Partners reviewed the Big Lake Community Brand and Identity Design Project. Brown talked about their research in Big Lake and how they created a positioning statement for the community. Mayhew presented a set of proposed logos based off of the feedback given at the February BLEDA meeting. This included a friendlier font, making reference to the lake, and shortening the tagline.

Calva stated that he likes the word involvement over the word engagement. He stated that the original tagline is his personal preference over the newly proposed taglines.

Knier stated that he prefers a short, memorable tagline such as 'Live Big.' Dickinson stated that his preference for a tagline is 'Live Here. Thrive Here.' Geroux stated that he also prefers a short, impactful tagline or no tagline at all. Dickinson stated that 'Thrive Here' can be used to give the City's marketing an edge. Green stated that having one specific tagline might not work well for marketing and that he would prefer having multiple rotating taglines. Knier stated that he likes the word 'Big' and would like to see a rotating tagline using that word. Mayhew stated that one main purpose of a tagline is to make a promise to current and future community members and businesses.

Calva stated that although he appreciates the newer logo options overall, he doesn't like how large the tree is in the originally proposed logo and he doesn't care for the logo representing a flag. Dickinson stated that he prefers a logo that is more simple and has less illustration and only two or three colors. Heidemann stated that he would prefer to not have elements of the current logo, such as the wave, included in the new logo. Geroux stated that he likes the idea of having an illustration of Big Lake and/or Lake Mitchell included in the logo because he views it as a more personalized and unique option compared to other cities' logos.

Geroux asked staff for their opinions on the logo options. Wegeleben stated that she likes the idea of using an illustration of the lake in the logo. Klimmek stated that she would like to see a logo that is consistent and will make marketing the City more simplified for staff. Scott stated that she doesn't like the idea of a logo with too much illustration as it can be more difficult to determine what you are looking at and illustrations generally do not print well on things like signage and letter heads, especially if printed in black and white. Scott recommended using a logo that has a simplified design so that it is more memorable and easier to determine what you're looking at.

Klimmek asked Mayhew if the logos including the outline of Big Lake and Lake Mitchell are a finished product or if more illustration will be included. Mayhew stated that they are a reasonably accurate representation of what they will look like. Geroux stated that he likes how the lake outlines bring something unique to Big Lake into the logo. Scott and Klimmek stated that lake outlines are commonly used in people's home décor and that they will be easy to interpret by someone viewing the logo. Green stated that he likes the logo with the lake outlines, but he doesn't like the waves that are used as he feels it represents a cut of meat. He recommended changing the waves.

Klimmek asked if some of the logo options can be eliminated from consideration. Calva recommended removing the logo that represents a flag. Knier recommended eliminating the logo with the tree and bench illustration. Heidemann recommended eliminating the logo that incorporates the wave from the current logo. Calva asked if the wave from the City's current logo could be used somehow as font in the new logo. Geroux recommended removing the logo with the lake illustration. He stated that the last two logos presented are his favorites regarding printability. Green and Klimmek stated they

like the font from the last two logos. Scott recommended changing the waves in the last two logo options to a different texture.

6B. BIG LAKE REVOLVING LOAN FUND POLICY DISCUSSION

Klimmek reviewed that the BLEDA's Finance Committee has created a draft Revolving Loan Fund Policy for the BLEDA to review and comment on that was included in the meeting packet. She stated that there is a possibility of more federal funding coming to the City of Big Lake and she asked the BLEDA to keep this in mind when establishing a timeline for the RLF. Knier asked how much funding is coming to Big Lake. Wegeleben stated that Big Lake is estimated to receive about \$1.278Million. She stated that these funds can be used for replacement of lost revenues for the City such as unpaid water bills. Knier asked about eligible applicants. Wegeleben stated that there aren't guidelines yet, but that these funds can be given to other jurisdictions or non-profits. Dickinson stated that hospitals would be an example of an eligible applicant.

Klimmek asked the BLEDA to review the draft policy and make recommendations. Geroux recommended adding IT as an eligible use. Dickinson asked if Tobacco should be added to the list of ineligible uses due to its controversial nature. Knier asked if churches would be eligible. Geroux stated that a church would only be eligible if they pay taxes.

Geroux stated that the sentence 'Amounts available to applicants under this Program are determined based on an evaluation of positive economic impact within the City of Big Lake' should be removed due to its subjective nature. Geroux asked if the section referring applicants to the County RLF should be removed. Klimmek stated that it is important to keep this reference in the application so that applicants are aware of other opportunities as well as potential future staff. Geroux stated that the section titled 'Loan Terms and Guidelines' should be roman numeral eight.

Geroux recommended removing the minimum loan term. Dickinson asked if the interest rate should be set by the EDA the day the loan is approved rather than based off of the Wall Street Journal. Wegeleben confirmed that this is the preferred method. Green asked if Loan Terms and Guidelines VII, number 8 should be removed. Klimmek agreed with Green and explained the reason it was included was regarding large expansions. Geroux stated that with the loans being smaller, he views that Section VII, number 8 as too restrictive.

Geroux asked if there is anything listed in the application that if a business transfers ownership if the loan can be transferred between previous and current owners. Dickinson stated that this should be addressed in the loan agreement rather than the policy. Klimmek stated that staff is also asking for a written report from loan applicants annually. Geroux asked why this is being requested. Klimmek stated that it is a typical request, but that the BLEDA can remove this requirement.

Knier asked how repayment will be made by applicants. Wegeleben stated that applicants can repay loans by check or an online payment. Knier asked if automatic payment is an option. Wegeleben stated that it is not an option at this time. Klimmek stated that she will make revisions based off of the BLEDA's recommendations. She asked if the BLEDA would like to roll out the program immediately or wait until a later date. Heidemann and Knier stated they would like to see the program rolled out sooner rather than later. Dickinson stated that it will probably take a while to get certain things cleared before it can be presented to the public. Wegeleben stated that it will take at least a month for staff to make the program available to the public. Klimmek commented that she will bring the updated draft to the April meeting for final approval.

6C. BLEDA BUDGET AND LIST OF CLAIMS

Commissioner Geroux motioned to accept the budget report and approve the BLEDA List of Claims for February 2021 as presented. Seconded by Commissioner Dickinson, unanimous ayes, motion carried.

6D. COMMUNITY DEVELOPMENT DEPARTMENT UPDATE

Klimmek discussed the status of various projects within Community Development as of March 8, 2021. This update included Housing, Commercial and Industrial, BLEDA, Planning and Zoning, Building, Recreation and Communication, and Streets and Parks.

Dickinson asked about the solar energy systems portion of Klimmek's update. Klimmek stated that there is a residential application that was submitted regarding rooftop solar energy installation that at this time doesn't meet City code and because of this the City's code regarding solar energy systems is being reviewed. Heidemann stated that the solar energy portion of the City's code hasn't been reviewed in about fifteen years. Dickinson stated that rooftop structures are generally not an issue, but other structures tend to be complained about by neighbors.

7. OTHER

Knier asked for an update on the Code Revision Task Force. Klimmek stated that she is advertising for residents and business owners to apply for a position on the Task Force and that one application has been received as of March 8, 2021. Geroux stated that the Task Force will not be able to move forward until the City Planner has time to allocate toward Code Revision.

8. ADJOURN

Commissioner Dickinson motioned to adjourn the meeting at 7:24 p.m. Seconded by Commissioner Knier, unanimous ayes, meeting adjourned.