



DRAFT

**THE MEETING OF THE EDA BOARD HELD ON AUGUST 18TH, 2022 AT 6:00 P.M.,
AT THE PRINCETON CITY HALL COUNCIL CHAMBERS**

The meeting was called to order at 6:00 P.M., by Carrie Petersen. Members present at City Hall were Charles Snustead, Victoria Hallin, Thom Walker and Sharon Sandberg (Arrived at 6:02 P.M.). Staff present were Michele McPherson (Administrator), and Mary Lou DeWitt (Comm. Dev. Zoning Specialist).

Absent: Sharon Sandberg (Arrived at 6:02 P.M.) and Genny Reynolds.

Faith Goenner (Goenner Consulting) was present at the meeting.

APPROVAL OF MINUTES FROM THE MEETING ON JUNE 16TH, 2022

HALLIN MOVED, SECOND BY WALKER, TO APPROVE THE MINUTES OF JUNE 16TH, 2022. UPON THE VOTE, THERE WERE 4 AYES, 0 NAYS. MOTION CARRIED.

BILLS AND COMMUNICATIONS: None

REPORTS

A. June 16, 2022 YTD Budget Information

McPherson said this is half the year EDA Fund Revenues and Expenditures.

They interviewed a candidate for the Community Development Manager and made an offer to the person.

FORUM FOR IDEAS

A. Nicholas Taylor Resignation

WALKER MOVED, SECOND BY HALLIN, TO ACCEPT NICHOLAS TAYLOR’S RESIGNATION FROM THE EDA BOARD. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

UNFINISHED BUSINESS

A. Strategic Plan

Michele McPherson, City Administrator Memo:

Background:

The Economic Development Authority, through the “Pulse of Princeton” survey received a lot of information regarding community needs and desires. However, not all survey themes are within the EDA’s purview or skill set to address. It appears that a re-set is in order, so I would like to go back to basics and start from the EDA’s mission statement and use that as the lens to evaluate the various themes and whether they fit within that mission statement.

From the City's website:

The Princeton Economic Development Authority (EDA), since its inception in 1994, has worked on enhancing the quality of life for area residents. The EDA serves as an advisory board to the City Council on economic development matters, including the promotion of the business community, tax base enhancement, and the diversification and expansion of the area job base.

The Princeton EDA works with partners to encourage business and industry to create quality economic opportunity within the City.

The mission statement guides the work of the EDA, but it also gives it the permission to say "no" as needed. The goal of the Strategic Plan should be to "do the right thing and do it well"

As an advisory board, the EDA should be establishing goals and objectives that align with the City Council's vision for the City.

Included in the meeting packet are samples from other cities' EDAs to illustrate that the focus of an EDA is very narrow and limited. With this lens, we can re-examine the information provided in the survey and continue to develop goals and objectives consistent with the EDA's mission statement.

*****End of Staff Memo*****

McPherson said she looked at the meeting notes and thought to go back a step and look at what the goals are for the mission statement of the City and role of the EDA. We need to have a focus on what the mission is. Goenner had put together what others do and then a power point also. It would be helpful what the main themes are and what the focus should be to go with the mission statement. Narrow the focus a little bit. With the five things listed is a good chunk of what is there. She spoke to Kim at the Princeton Chamber about a lodging tax and she will talk to the EDA on what the Chamber has been working on.

Hallin said there has been a lot of the comments made for this survey and not all the EDA can make possible. Should we break the list down and give to each City department and let the department heads see what the comments are and address those issues.

McPherson liked that idea. Age friendly was brought up a lot. Having an update to the park plan in the strategic plan would be good to give to the Park Board.

Hallin liked that. We can focus more on what is in our control.

McPherson asked if the EDA Board would want to have her and Goenner consolidate the comments by topic. The Industrial Park is almost full. Should one of the strategic goals be looking for or identifying industrial opportunities. There is 14 acres left in the new Industrial Park.



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Walker said looking for more industrial land would be good for the city.

McPherson will add that and maybe looking at a business retention plan would be a good idea. Seeing what their needs are or service. Talk to businesses and see if they are outgrowing their space. Or help redesigning their space.

Hallin said there are three business expansions in the Industrial Park; Sylva Corp, Glenn Metal Craft, and Erdman Automation.

Walker said the Industrial Park is pretty active in moving forward. Business retention and expansion is almost separate items. If they are staying here that is the good thing.

McPherson said the U of M has a source to what you look at for metric for measurement. It helps to be more aware and who they can get in touch with to see if any needs are what they are looking at. She will look at the site and see if it would be helpful for the city.

Walker said it is in the current plan now.

McPherson said maybe defining it more where you visit a number of sites per year.

Walker said the Chamber is more geared at retail and Industrial next.

Petersen suggested to keep the focus on what is valuable in the strategic plan and focus on where we have room to grow.

Walker suggested that we want to identify incentives and recommend those to the Council.

McPherson said we have the Initiative Foundation dollars for available funding. The GAP Loan is also a funding we could make people aware of. Also, connect them with the state programs and what is available. Those are good for expansion of a business and also helping businesses train their existing staff get more training where they have more tools on learning.

Petersen asked if we have a packet to hand out.

McPherson said it is old and not cleaned up.

Petersen commented that having a new marketing plan for the City.

McPherson agreed, like an incentive brochure. We should not be in the business to be real estate, but direct them to where they can go for information. A handout would be good idea.

Snustead said an intern would be good to do that.

McPherson said we did have three interns this year. She will see with the budget if we could have another one next year. What else with manufacturing. We have better information on incentive programs, business retention and expansion.

Walker said business incubator support. Rental space or something for those that want to grow from their home to get a place just for their business.

Snustead said he would like to talk more about incubator space at the next meeting.

Transportation was the next topic:

McPherson said the City is almost done with the Transportation Plan. The next version of the draft she will forward to this group and they can get background information. We have hit 5,000 residents and now will get State Aide and this could help with the Transportation Plan. At the next meeting she will have that information available.

Walker said he is not sure how to attack the incubator.

Goenner said she was involved in one that built a start-up community in another area. She will research that and bring that back to the group.

McPherson will table transportation.

Housing was the next topic:

McPherson said there is not much vacant lots left in town. We need to look at maybe more residential property or help the property owners update their place. See what funds are available. She understands the malls could use an update with commercial on the bottom and living on top, but we would need a partnership with Developers.

Walker said the south mall would be so much better to make an improvement, and the north mall is a condo business and have an H.O.A.

McPherson said a Housing Condition Study would be something we could look at. Most of the houses in town are in good shape.

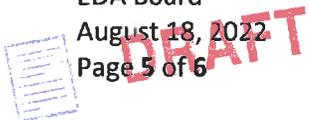
Petersen said see what the cost is.

McPherson could get a summer intern and have them look at it.

Walker said rental housing and control.

McPherson would like to have a Rental Inspection Program.

Walker said it might not be an EDA item, but not bad to have one in town.



McPherson said she was told that people have done a split without a permit possibility and safety issues are looked at. It is life safety issues for people to live in.

Goenner said redevelopment, incentives and grants.

Walker said he was speaking of identifying a neighborhood or part of a neighborhood that is not developed great. Change zoning or encourage something that we want.

Goenner said economically partnering with the Council.

Petersen said with local schools where they help with local businesses, like trade schools.

Walker said looking for opportunities for promoting education also.

Petersen said with manufacturing and having satellite schools.

Goenner will put the data together. Business incubator would be a good action item she will work on. Incentives she sees is also is good for what is good to do for the businesses that want to come here. Is it helpful to know some of the loans and bonds available. Will it be helpful what is out there that Princeton has not gone after.

Sandberg said now that we are 5,000 residents maybe there is more available.

Walker said grants and EDA loans. The Community Development person will do grant writing.

NEW BUSINESS

A. Consider Change to Meeting Schedule, Start Time

Michele McPherson, City Administrator Memo:

The Strategic plan is a key guidepost to the work that the EDA and staff complete. It would be beneficial to complete the plan in a shorter timeframe than meeting every other month allows. I would like to propose that we meet monthly until the end of the year and then re-evaluate where we are and set the schedule for 2023 at the December meeting.

In addition, since the EDA meets on the same Thursday as the County Fair Board does, I would also like to discuss starting the EDA meeting at 5:30 P.M. instead of 6:00 P.M. in order to give us a least a full hour to complete our work.

*****End of Staff Memo*****

HALLIN MOVED, SECOND BY SANDBERG, TO APPROVE THE EDA MEETING ONCE A MONTH AT 5:30 TILL THE END OF THE YEAR. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

HALLIN MOVED, SECOND BY SANDBERG, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 7:18 P.M.

ATTEST:

Carrie Petersen, President

Mary Lou DeWitt, Comm. Dev. Zoning Specialist