

 **DRAFT**

**THE MEETING OF THE EDA BOARD HELD ON AUGUST 19, 2021, AT 6:00 P.M.,
AT THE PRINCETON CITY HALL COUNCIL CHAMBERS**

The meeting was called to order at 6:00 P.M., by Victoria Hallin. Members present at City Hall were Sharon Sandberg, Charles Snustead, Carrie Petersen, Thom Walker, Genny Reynolds, and Nicolas Taylor. Staff present were Stephanie Hillesheim (Comm. Dev. Manager) and Mary Lou DeWitt (Comm. Dev. Zoning Specialist).

APPROVAL OF MINUTES FROM THE REGULAR MEETING ON JULY 15, 2021

WALKER MOVED, SECOND BY REYNOLDS, TO APPROVE THE MINUTES OF JULY 15, 2021. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

BILLS AND COMMUNICATIONS: None

REPORTS:

Hillesheim said that Industrial Park plat should be in September for the Planning Commission's approval. There are four interested parties in lots and there are two that would like to move forward when the plat is complete. The plat will be named Princeton Business Park.

Next week will be a meeting with Glenn Metal Craft, USDP, and Crystal Cabinets that will involve the School District and Chamber to work on the work force and helping to get more employees. A portion of the referendum with the School District is tech trade and this would work with it. The Chamber and herself are creating manufacturing week tours for students to visit two of the manufactures of their choice. Businesses would provide a tour and this would be in November. They are planning for this year and next year. Students will tour for career crawl where they can see job opportunities and the pay and such. Most businesses are looking at training the person so this could be helpful to bridge the gap. October is manufacture month, but they cannot get that started as quickly so they will hold theirs in November. They will push it hard in October for November.

Snustead said credits for schooling with on the job training.

Hillesheim said she is looking into that currently. Apprenticeship is what it would be.

Nicholas Taylor said Anoka Hennepin Tech College would be a good one to reach out too. Grants and partnerships they have available.

Hillesheim said she is working on restarting the Downtown Committee again. There was a main street funding the state has available that is due by the end of August. The area she is looking at is the malls and will be meeting with them. The Initiative Foundation will be applying for the funding. The funding has to be covid 19 related, and 65% is spent in one area so there is a

chance we could get it. The Chamber is starting the Downtown Council and will meet and greet with the businesses.

Light Up Princeton has begun and those interested can apply to volunteer. There are four \$500 grants available. The volunteer must be 16 years or older to help setup and take down. Setup is the most needed. Lights will be turned on Small Business Saturday. The day time Trick or Treating is happening on Halloween.

FORUM FOR IDEAS

The EDA Board had no ideas at this time.

UNFINISHED BUSINESS: None

NEW BUSINESS:

A. Economic Development Strategic Plan Update

Hillesheim, Comm. Dev. Manager Memo:

Background:

The City of Princeton last updated the Economic Development Strategic Plan in 2012. Staff reviewed the EDSP and it is called to be a guiding document to help the EDA make priorities on local public investment. It is important to review Strategic Plans on a regular basis and update them as needed. With this not being updated since 2012 it is vital the EDA review this plan.

Analysis:

After careful review of the current EDSP it is evident that the EDA Board has been working towards goals identified in 2012, accomplishing some of them in recent years. All of the goals have been priorities for the City of Princeton. Looking ahead it is important to create new and expanded goals for the City of Princeton as we move forward and grow.

At the recent Chamber of Commerce networking event, the City of Princeton was honored to win one month of consulting from Faith Goenner of Faith Goenner Consulting. Taking advantage of this opportunity to hire a local consultant, City Staff have thought it would be a great fit for Faith Goenner Consulting to help us craft and update the Economic Development Strategic Plan, with additional hours purchased as needed to complete the project.

Recommendation:

Staff recommends the EDA Board officially hire Faith Goenner Consulting as a consultant to work with the EDA Board and lead the update of the Strategic Plan, as well as commit to making the Strategic Plan update a priority for September and October, with a goal of presenting the updates for adoption by the Council in January of 2022.

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



Hillesheim said the EDA Plan has not been updated since 2012 and noticed how outdated it is and this is a good time to revisit it.

Goenner is from the outside and knows the community so this will work good. She recommends to meet in September to work on this. Biggest project lately is the Industrial Park and street projects need to be worked on. It's going in the right direction.

Hillesheim said Goal 7 addresses the needs of all age groups, and an Age Princeton Group has just started. Does the EDA Board have an idea when it would work best to meet on this.

Reynolds said next month she cannot meet.

Sandberg said she could not make it next month either.

Goenner said she will bring data to the meeting and what we need to move forward.

Taylor wants them to collect the data in the meantime.

Hillesheim and Goenner said they will put stuff together. Goenner said this should be used as a template and build on it.

Walker would like to keep Goal 1 even though some of it has been done.

PETERSEN MOVED, SECOND BY TAYLOR, TO HOLD A WORKSHOP FOR EDA STRATEGIC PLAN UPDATING ON OCTOBER 11, 2021 AT 6 P.M., AT CITY HALL AND STILL KEEP THE OCTOBER 21, 2021 REGULAR SCHEDULED MEETING FOR THE EDA BOARD. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

B. Downtown Application for Signage – Bopha Sar

Bopha Thomas, Bopha Sar business located at 121 Rum River Drive South has completed an application for the Downtown Façade Improvement Grant Program that would be for signage.

Hillesheim said that Bopha Sar has been open for approximately three years at this site. The owners of the building have updated the site and Bopha has signed a five-year lease for both sides on the bottom floor. She does alterations on wedding dresses and prom dresses and will be designing and selling her own clothes. She came from LA and also the Massachusetts area and her goal is to make Princeton more fashionable. She is very knowledgeable in the business and even had a shop on Rodahl Drive. She is requesting funding for up to \$600 for 50% of her sign. The sign will not be more than \$600.

Taylor asked if she could apply for a sign on the other side of the building also.

Walker said he would support that and the EDA Board agreed.

WALKER MOVED, SECOND BY SNUSTEAD, TO APPROVE THE DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION FOR BOPHA THOMAS AT THE BUSINESS SITE OF BOPHA SAR LOCATED AT 121 RUM RIVER DRIVE SOUTH FOR UP TO \$600 MAXIMUM COST OF THE SIGN WITH THE APPLICANT’S MATCHING OF 50% AND THE SIGN WILL HAVE TO MEET THE REQUIREMENTS OF THE SIGN ORDINANCE. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED.

Hillesheim mentioned she will be beginning classes for Economic Development with a scholarship she received of \$250 and City paid \$250. This is an online course every Thursday for the fall months that will take 8 hours each time.

SNUSTEAD MOVED, SECOND BY TAYLOR, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 7 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 6:48 P.M.

ATTEST:

Victoria Hallin, President

Mary Lou DeWitt, Comm. Dev. Zoning Specialist