



MEMORANDUM

DATE:	January 7, 2016
TO:	EDA President Krant, EDA Board Members, and Administrator Kreft
FROM:	Cynthia Smith Strack, Community Development Director
RE:	Workshop

GENERAL INFORMATION

At the December EDA meeting we reviewed a presentation to attempt to get on the same page regarding who we are and what we do. I'm attaching a copy of the presentation for your review and information prior to the meeting.

As defined in the presentation, we talked about organizing and allocating resources based on specific work areas. This fits nicely with attempting to establish goals and a work plan for 2016. Following are typical tasks under each work area and a few suggestions for potential 2016 goal/work plan items.

Staff's hope is for the Council to gather with Boards, Committees, and Commissions later in the year to share information on plans for 2016.

Organization Development

Tasks include: goals/work plans; meeting agenda/packets; reporting, audit, record-keeping (enabling resolution/reports); and, introspection & board member growth opportunities

2016 ideas

- *Familiarize all members with financial and technical resources available from or through the EDA.*
- *Review open meeting law and data privacy as it relates to EDA operations.*
- *Amend enabling resolution to reflect current representation arrangement.*
- *Prepare annual report to Council as required under enabling resolution.*
- *Hold a joint meeting with Design Committee to promote an understanding of what each organization does and is working on and how we may work together on common interests.*
- *Hold a joint meeting with the Planning Commission to promote an understanding of what each organization does and is working on and how we may work together on common interests.*

Market Development

Tasks include: promotion of Belle Plaine as a destination; promotion of BPEDA services; advertising of available sites; and, website, social media, utility bill advertising inserts

2016 ideas

- *Revamp job posting page on website.*
- *Learn more about using social media effectively – e.g. best practices for municipal governments.*

Infrastructure Development

Tasks include: setting the table for economic development; transportation, municipal utilities, technology, govt services: capacity and adequacy; shovel ready sites; availability of capital, workforce, and quality of life.

2016 ideas

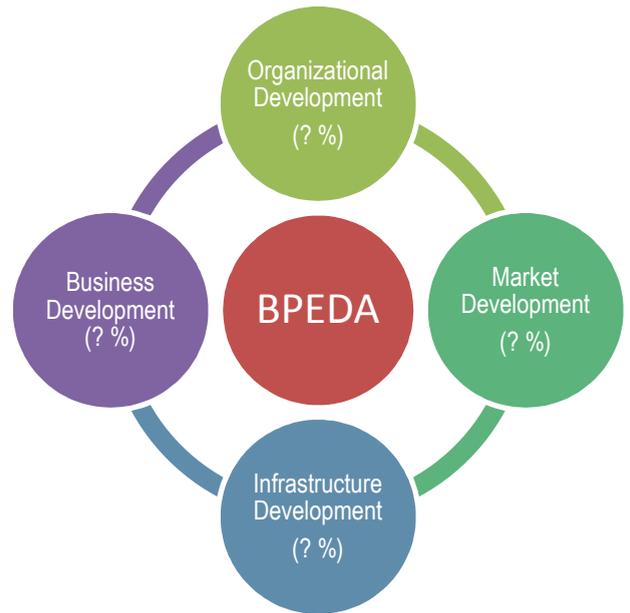
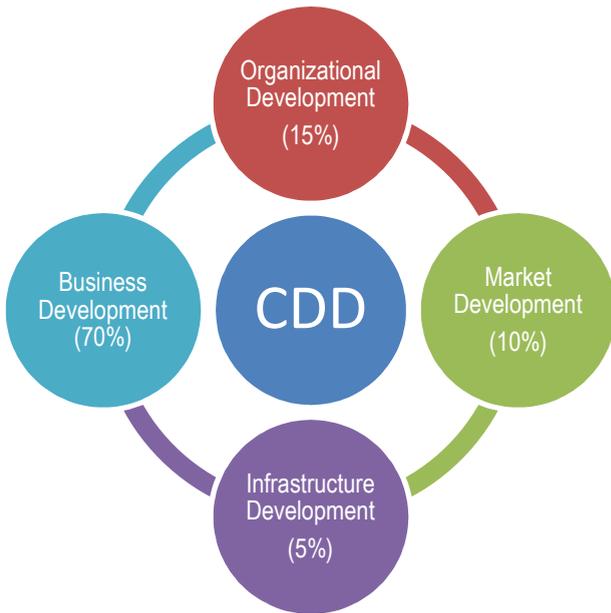
- *Work with property owners to move toward more lots being 'shovel ready' – platted, utilities extended, etc.*
- *Work on north interceptor extension – define a way forward.*

Business development

Tasks include: business retention and expansion efforts; cultivation of new business leads; 'champion' of business through the development process; and, administration of business technical and financial resources.

2016 ideas

- *Get members out in the field before businesses- conduct at least four face-to-face informal business visits.*
- *Network – all members.*
- *Host a 'mind meld' regarding sand lot. Informal lunch – potential invitation list: Wayne Schmidt, Matt Kes, Chris Meyer, Jennifer Shinehouse (or Steve Gansen), other finance representatives, Scott McCarty, Mayor, EDA Member, representative from Chard (removed building), and perhaps restaurateur. Purpose of meeting is to determine what's possible, what hurdles need to be cleared, connections needed to be made, and our best options to get something done here.*
- *Update business subsidy policy.*
- *Prepare TIF/abatement policy.*
- *Examine budget and use of RLF to fund forgivable façade loans.*
- *Examine adequacy of access to capital for start-ups and expanding businesses.*
- *Investigate grass root effort to establish private equity firm that champions local business e.g. <http://www.graniteequity.com/>*



Belle Plaine Economic Development Authority

Economic Development Defined

- Creation of wealth
- Investment external or internal sources
- Doesn't respect geographic or political boundaries
- Increased rooftops = increased wealth
- Increased jobs = increased wealth
- Retail & service follow supply & demand as generated by rooftops, jobs, & visitors (i.e. tourists, highway traffic)
- Industry = location, location, location
- For successful investors it's a simple question: Do the numbers make sense?

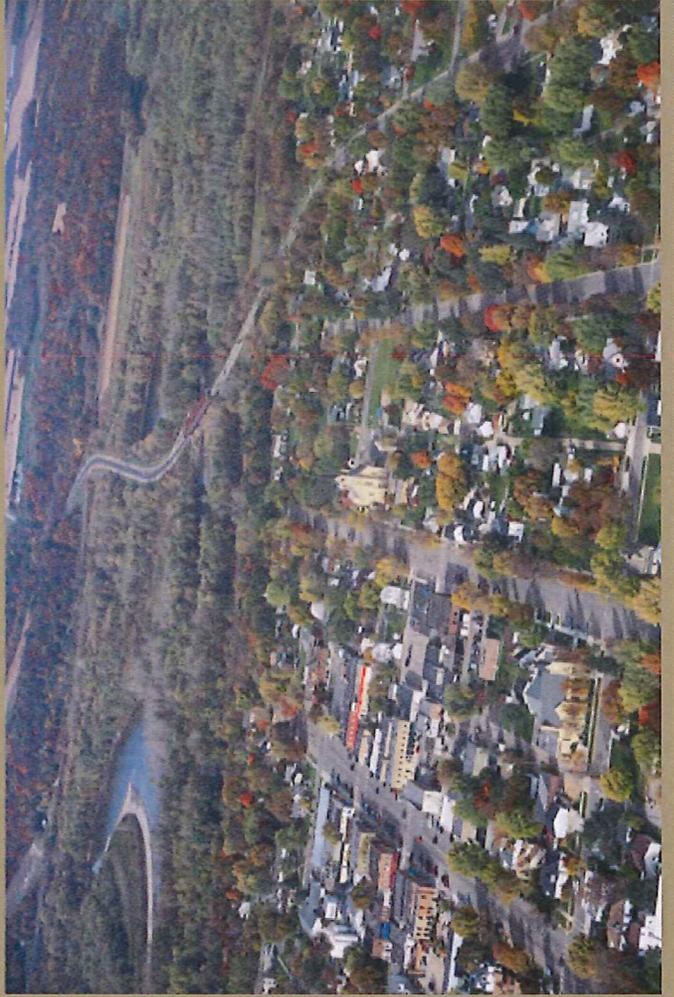
Our Role

- Remove impediments
- Set the table
- Close the gap
- Support development and redevelopment
- Build capacity for exchange of information (we don't know what we don't know)
- Take care of our own first
- All hands on deck – the larger our network the better our rate of success
- Be patient, realistic

BPEDA Effectiveness:

- Identify each member's strength and role
- Set clear goals everyone knows
- Define how group decisions are made
- Provide healthy feedback on our effectiveness & stay motivated
- Keep membership stable & promote group rapport
- Remain innovative and encourage members to challenge the status quo
- Define whose input we are missing on the EDA & reach out to them
- Commit to continual learning – through success & generate wealth more importantly through mistakes
- Stay focused on mission to promote generate wealth

BPEDA: PRIMER
WHO WE ARE: WHAT WE DO



BPEDA AT 10,000 FT
OUR VIEW OF ECONOMIC DEVELOPMENT

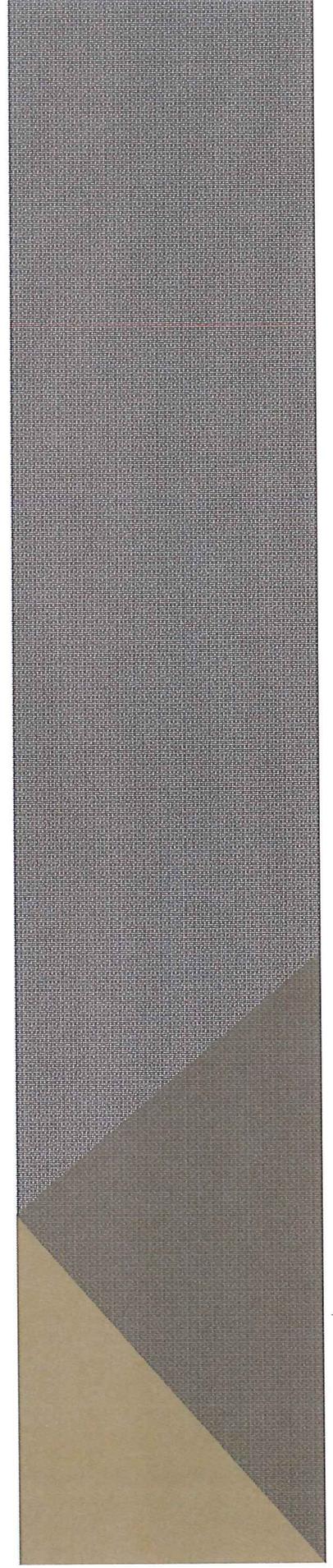
COMMON VIEW OF ECONOMIC DEVELOPMENT

Most Basic

- ✓ Creation of wealth
- ✓ Wealth is generated either by investment from outside given area or increased investment from inside a given area
- ✓ Free-flowing; doesn't respect geographic or political boundaries
- ✓ Increased rooftops = increased wealth
- ✓ Increased jobs = increased wealth
- ✓ Retail & service (commercial) follows supply, demand – as generated by rooftops, jobs, & visitors (tourists, highway traffic)
- ✓ For successful investors it's more of a science (do the numbers make sense?) than an art

Our Role

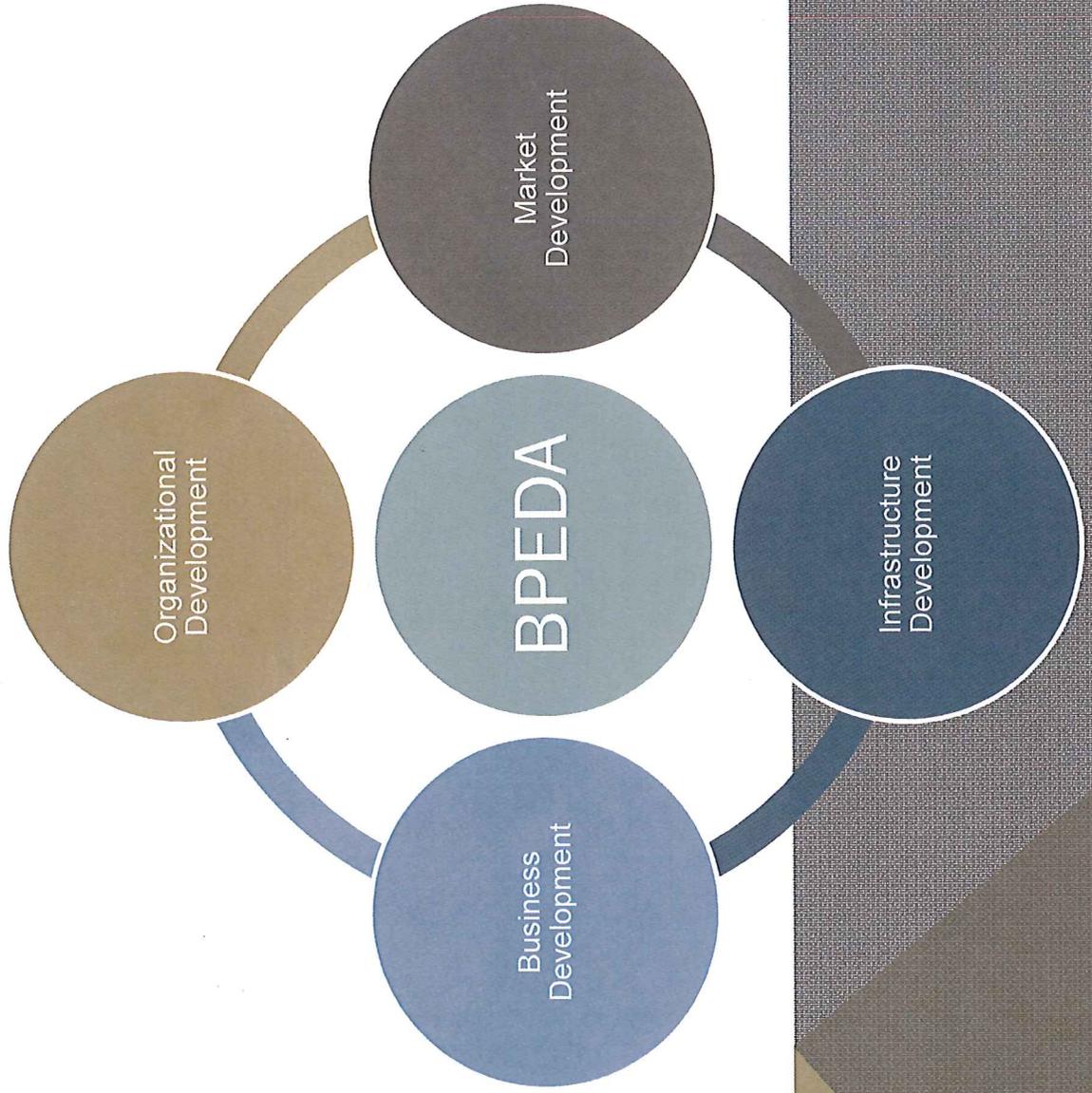
- ✓ Don't stand in the way of creating wealth (remove impediments)
 - Set the table
 - Close the gap
- ✓ Work with those creating wealth – support development and redevelopment
- ✓ Build capacity for exchange of information (we don't know what we don't know)
- ✓ Take care of our own first
- ✓ All hands on deck – the larger our network the better our rate of success
- ✓ Be patient, realistic



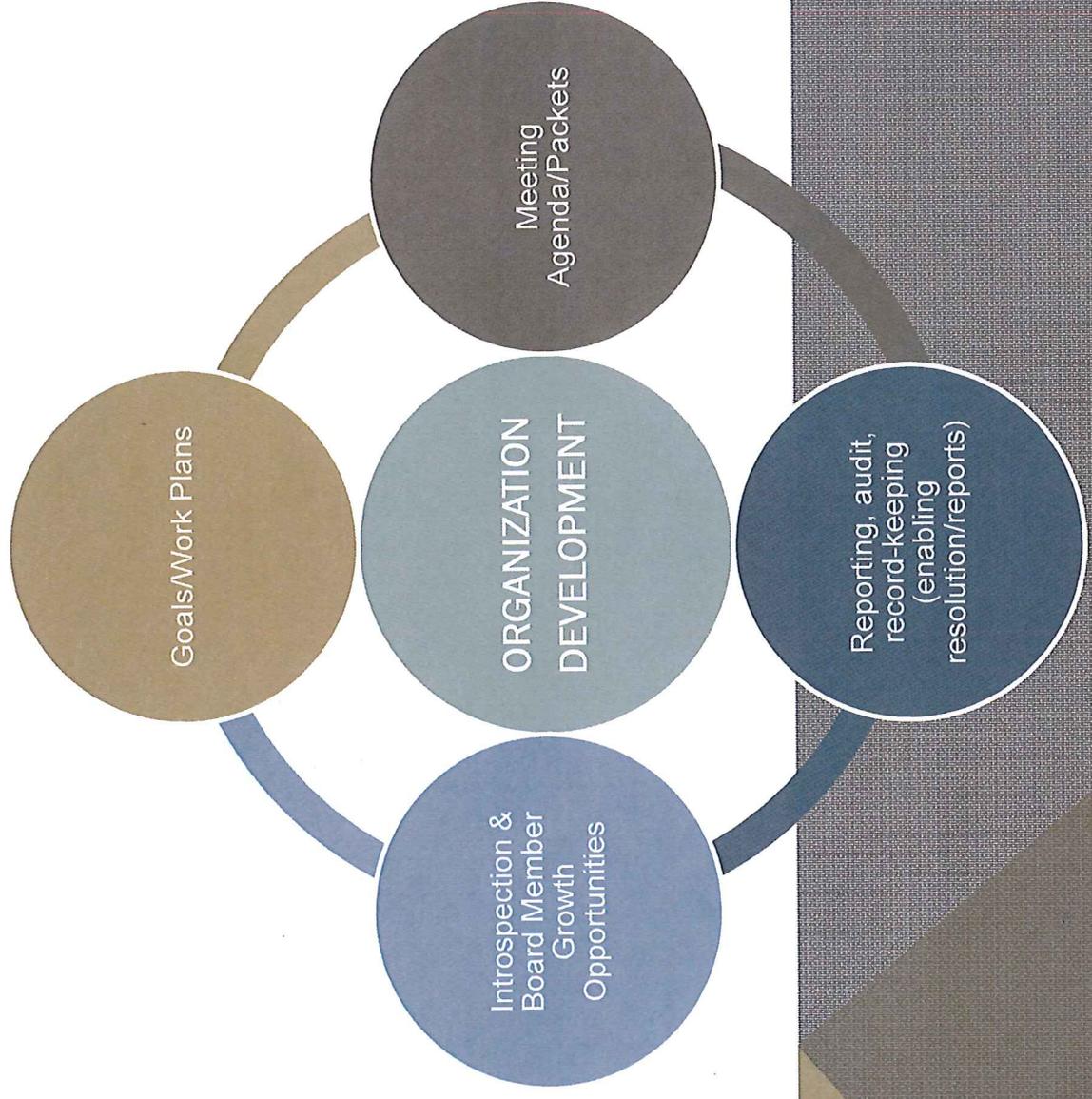


BPEDA WORK AREAS
MECHANISM TO MANAGE RESOURCE ALLOCATION

BPEDA: WORK AREAS



ORGANIZATIONAL DEVELOPMENT WORK AREA



Goals/Work Plans

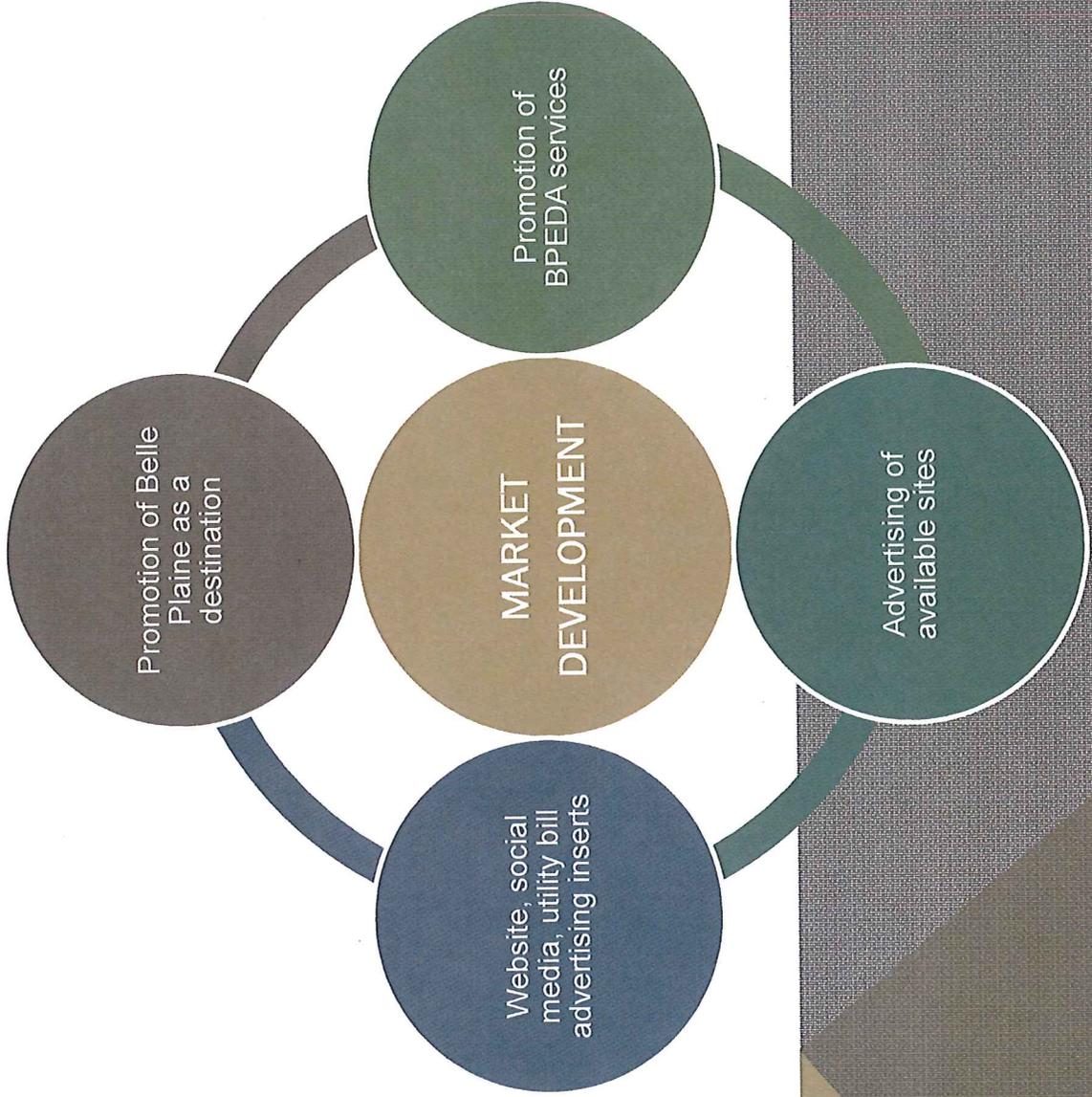
Introspection &
Board Member
Growth
Opportunities

ORGANIZATION
DEVELOPMENT

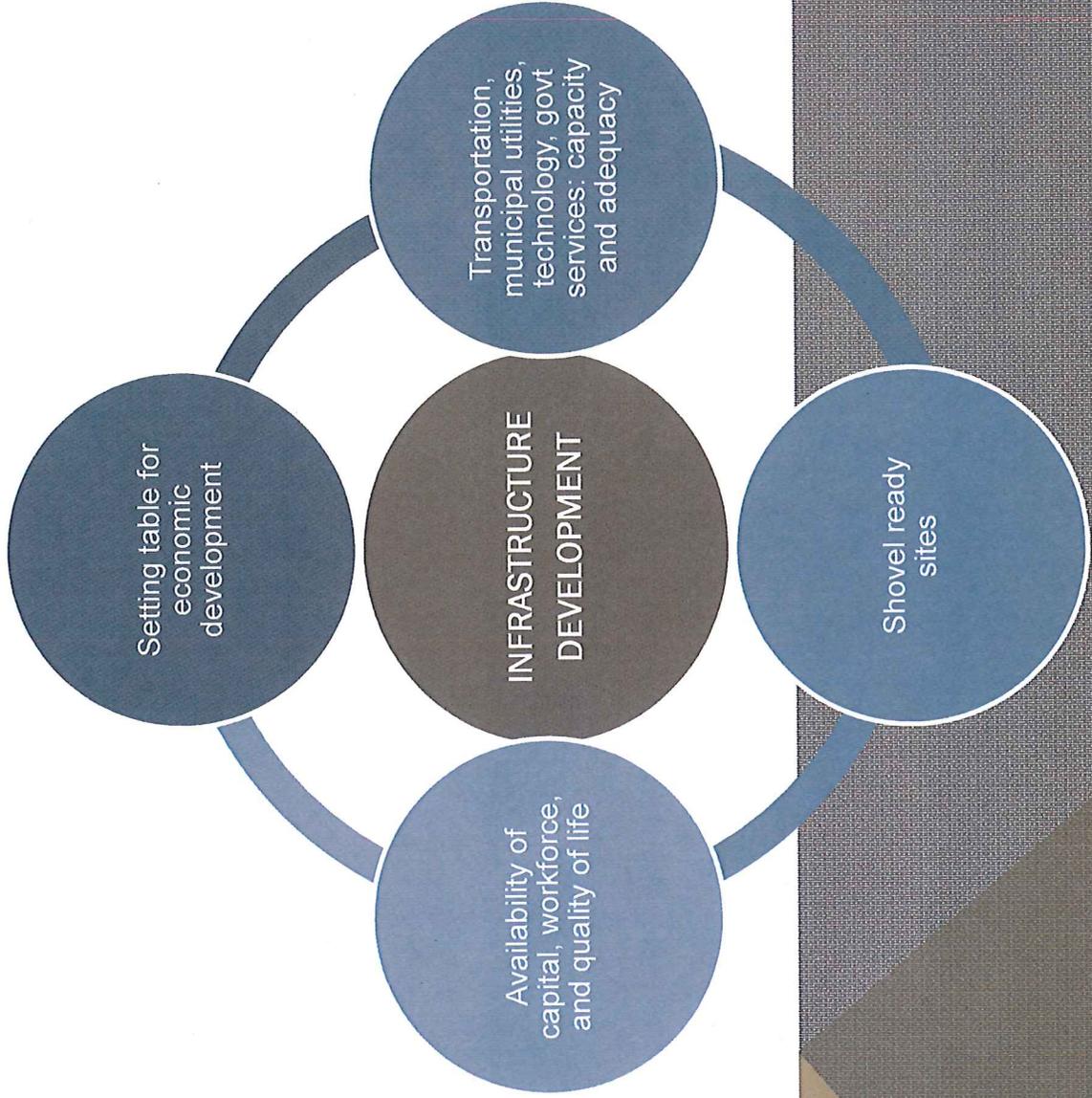
Meeting
Agenda/Packets

Reporting, audit,
record-keeping
(enabling
resolution/reports)

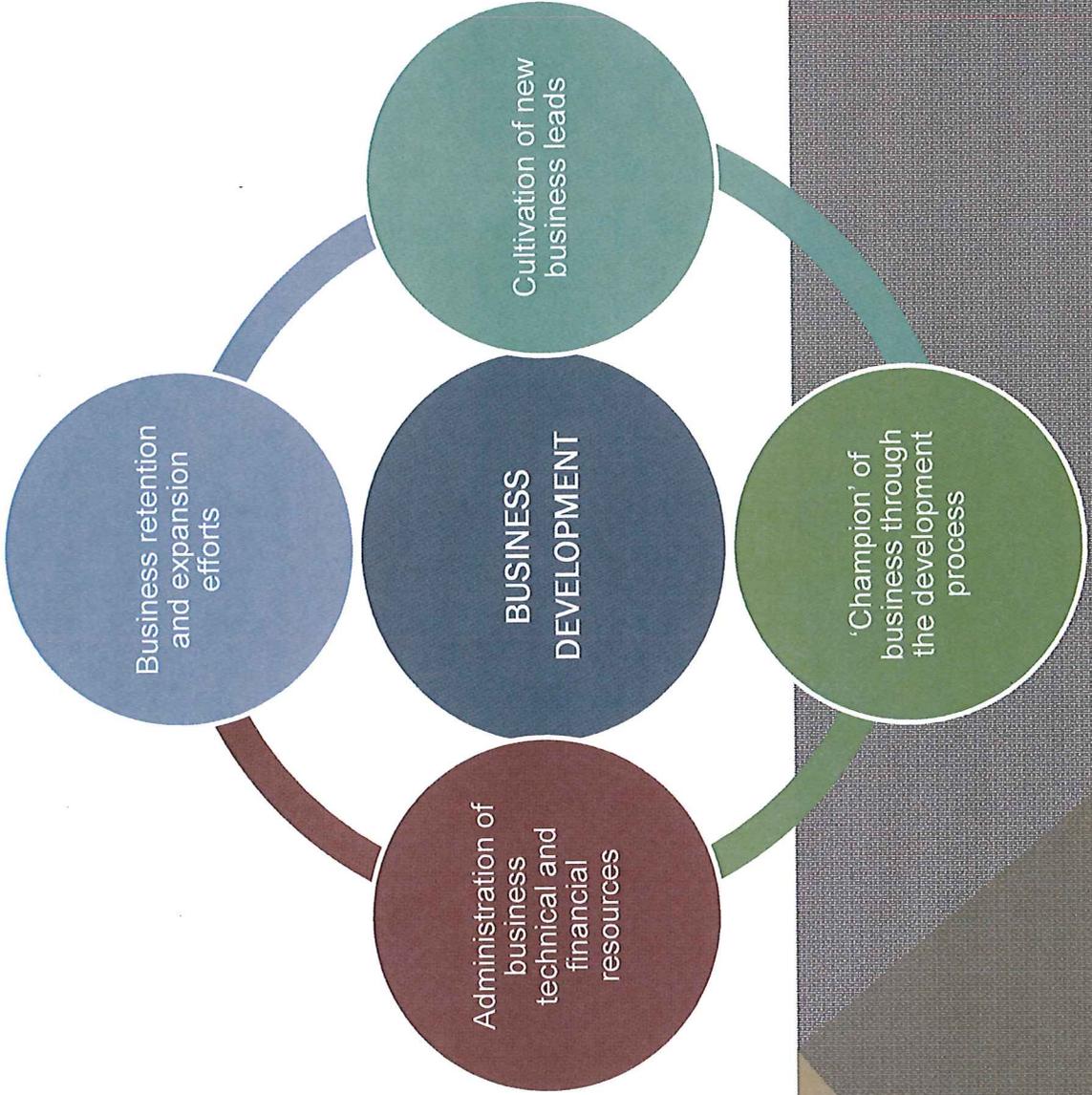
MARKET DEVELOPMENT WORK AREA



INFRASTRUCTURE DEVELOPMENT WORK AREA



BUSINESS DEVELOPMENT WORK AREA



TIME ALLOCATION WORK AREA

