

**BELLE PLAINE ECONOMIC DEVELOPMENT AUTHORITY  
REGULAR MEETING  
APRIL 10, 2017**

**PLEDGE OF ALLEGIANCE.**

President Krant led those present in the Pledge of Allegiance.

**1. CALL TO ORDER. 1.1. Roll Call.**

The Belle Plaine Economic Development Authority met in Regular Session at 5:00 p.m. on Monday, April 10, 2017 at City Hall, 218 North Meridian Street, Belle Plaine, MN. President Rick Krant called the meeting to order with Commissioners Lisa Fahey, Cary Coop, Chris Meyer and Dick Coleman present. Commissioners Nathan Shutes and Crystal Doyle were not present. Also present were Community Development Director Cynthia Smith Strack and City Administrator Mike Votca.

**2. APPROVAL OF AGENDA.**

MOTION by Commissioner Coop, second by Commissioner Meyer, to approve the agenda as presented. ALL VOTED AYE. MOTION CARRIED.

**3. APPROVAL OF MINUTES.**

**3.1. Regular Session Minutes of March 13, 2017.**

MOTION by Commissioner Coop, second by Commissioner Fahey, to approve the Regular Session Minutes of March 13, 2017. ALL VOTED AYE. MOTION CARRIED.

**3.2. MN Urban Land Institute Meeting of March 8, 2017.**

MOTION by Commissioner Coop, second by Commissioner Coleman, to approve the MN Urban Land Institute meeting minutes of March 8, 2017. ALL VOTED AYE. MOTION CARRIED.

**4. TREASURERS REPORT.**

**4.1. Approval of Bills.**

MOTION by Commissioner Coleman, second by Commissioner Meyer, to approve the payment of bills as presented. ALL VOTED AYE. MOTION CARRIED.

**5. BUSINESS.**

**5.1. Financial Incentives Update.**

Community Development Director Smith Strack explained the year to date expenditures Façade Improvement Loan are currently at zero. One project has been approved, a total of \$7,250.00 remains available. The current balance of Fund 800, Revolving Loan Fund, is (unaudited) \$175,395.65. The current outstanding principal is \$147,271.10 with outstanding interest of \$10,479.52. All loans are current.

MOTION by Commissioner Coop, second by Commissioner Fahey, to accept the Financial Incentives Update. ALL VOTED AYE. MOTION CARRIED.

**5.2. Marketing Partner Laredo Lot.**

Community Development Director Smith Strack explained that at the March meeting the Board discussed outreach to architects/developers/builders regarding a marketing partnership for a five-acre City owned lot adjacent to Laredo Street. Attached to Community Development Director Smith Strack's memo was a sample letter that was mailed to twelve entities pertaining to a potential marketing partnership. The goal is to obtain renderings of building layout; a rendering of a basic architectural visual for general marketing purposes, a responsive and nimble build to suit and/or investment partnerships, and provide resources that could be referenced for perspective projects as leads flow to the City/EDA.

Community Development Director Smith Strack advised that an architect has expressed interest in working on a project for the vacant sand lot. She will send out a notice to the EDA Commissioners to seek three members interested in meeting with the architect.

### **5.3. Outdoor Entertainment Corridor Ideas.**

Community Development Director Smith Strack explained that at the March meeting Board Member Shutes shared a presentation with the EDA. The presentation represented Shutes's reflections on a meeting with the Urban Land Institute, referencing a regional map with destination shopping areas, sports venues and fine art/cultural destinations. At the March meeting, Commissioner Shutes also displayed a regional map of outdoor recreation entertainment venues along the TH 169 corridor.

A discussion followed as to how to capitalize on the entertainment corridor that is established from Shakopee to Mankato. Commissioner Coleman commented that an individual or business owner will need to serve as the promoter. He suggested the proposed cricket field serve as a destination. Commissioner Meyer concurred, noting that cricket could be promoted so that Belle Plaine becomes the "cricket capital." Art and music festivals were suggested as other potential draws to the community. As the development of the cricket field and tournaments get underway, Community Development Director Smith Strack will coordinate local promotion.

Community Development Director Smith Strack reported that a "Points of Interest" map was created for distribution at the local hotel and other businesses.

### **5.4. Development Review Process Debrief – Belle Plaine Health Campus.**

Community Development Director Smith Strack explained that on the list of goals for 2017 was meeting with representatives from Ridgeview Medical Center and The Lutheran Home Association to gain input on the City's development review process. The purpose of the meeting is to solicit honest and unbiased critique of comprehensive plan amendment, rezoning, PUD plan review, and plat review for Belle Plaine Health Campus as a means of improving performance and service.

Commissioners Meyer and Coleman, and Fahey as an alternate, offered to be part of the Committee to meet with representatives from Ridgeview to discuss the development review process. Community Development Director Smith Strack will schedule the meeting to be held within the next two weeks.

### **5.5. Business Retention and Expansion Visits.**

Community Development Director Smith Strack explained that also on the list of goals for 2017 is facilitation of business retention and expansion meetings with larger employers. There were 46 businesses interviewed in 2014 as part of a BRE program organized by the U of M Extension Service. The process was formal and a specific questionnaire was reviewed at BRE meetings.

Community Development Director Smith Strack suggested BRE visits with the City's large employers and that interviews consist of organic, free-flowing discussions. Principal purpose of the meetings is to build rapport, discuss plans, and perhaps talk about City priorities or projects.

Commissioner Coleman said he would be willing to participate and offered to do a follow-up with the businesses that he interviewed in 2014. Commissioner Meyer suggested an approach similar to the "Grow Mankato" concept. Commissioners Meyer and Fahey commented that it would be beneficial to conduct surveys with those businesses who appear to have challenges.

Community Development Director Smith Strack will select three to five businesses. The Commissioners will be offered time slots to sign up for the interviews.

## **6. ADMINISTRATIVE REPORTS.**

### **6.1. Commissioner Comments.**

President Krant suggested the Park Board and City Council schedule a tour of the Hillstrom Historical House and Episcopalian Church in an effort to raise awareness of the City's historic properties.

### **6.2. Director's Update.**

Community Development Director Smith Strack provided highlights of the Director's Update.

### **6.3. Upcoming Meetings.**

- 1. EDA – HRA Programs Workshop, 5:00 pm, Wednesday, April 19, 2017.**
- 2. Next Regular Session, 5:00 pm, Monday, May 8, 2017.**

The Commissioners were reminded of the upcoming meetings as listed.

## **7. ADJOURNMENT OF REGULAR SESSION.**

MOTION by Commissioner Coop, second by Commissioner Meyer, to adjourn the meeting at 5:48 p.m.  
ALL VOTED AYE. MOTION CARRIED.

Respectfully submitted,

Patricia Krings  
Recording Secretary