

**THE SPECIAL MEETING OF THE EDA BOARD HELD ON APRIL 30, 2015,  
AT 5:33 P.M., AT CITY HALL COUNCIL CHAMBERS**

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Thom Walker called the meeting to order. Those present were Genny Reynolds, Cindy Riddle, and Victoria Hallin. Staff present were Jolene Foss (Comm. Dev. Director) and Mary Lou DeWitt (Comm. Dev. Assistant).

Absent were Grady Clark and Charles Snustead.

**INDUSTRIAL PARK EXPANSION STUDY CONSULTANT PRESENTATIONS:**

**1) WSB & Associates was the first to present:**

John Uphoff, Economic Specialist and Mike Nielson, Engineer were present to give the presentation.

John Uphoff began the presentation that he and Mike Nielson will be on the project team along with three others. WSB has been in business for 18 years. They have seven different office locations. More than 290 employees and 22 service areas. They are proud to be honored with the award of the "Top 100 Workplace".

They look at engineering, planning, or whatever the City does for a project is done to meet an economic incentive or goal. He spoke of each of the five WSB project team members that will be working on this if they get it. They want our supply of industrial land to match our demand. Four components of the project are (Kick-off, Discovery, Tie it all together, and Put it to work). Uphoff said he understands a business need for a profit is an additive that he brings to this table. They do master planning and small planning, but they do believe any plan that cannot be implemented is not worth the paper it's printed on. They will have a very specific chart that will guide them through this all and will have available funding actions that are state and federal and could be applied for.

For the project approach they will have knowledge of what local industrial market will need. This will also address future demand of industrial growth. What is likely to be in Princeton in the future for what they have in the City now.

Having Mike Nielson as a City Engineer will give the inside seat of knowing what we already have here. They tie it together to know what is needed. For Princeton the chart says over 20% is manufacturing. 1 out of 5 people in Princeton are working in Princeton.

Walker thanked them for coming and introducing their plan. If we were move forward with WSB, would there be an ongoing partnership with Princeton to connect to others to market it out.

Uphoff said yes, they would help market what they have. WSB covers all of the fees to get into the meetings of meeting other companies, and bringing them to the City.

Riddle asked if that covers all of what we need.

Uphoff said it is diverse here. Workplace availability is a huge force to deal with right now. So if we have a concentration of people who are here in the manufacturing field which we do here, we have the base.

Reynolds asked how did they come up with that workforce that we have the employees, she has heard we do not have qualified workers.

Uphoff said that is all over the State, but Princeton has a nice established base. The key is to introduce the young to want to go into that field. Manufacturing has changed where it is much better pay and much cleaner site of the building.

Walker said he often thinks there is not enough education and qualified workers to hire.

Uphoff said that is true. They have to provide the training in their company so they need to put more funds into the training for their company. You cannot wait for someone to train your people, you need to do it in the company.

Foss asked with the fee and time frame, how flexible is WSB.

Uphoff said that is a work plan with staff. How many businesses to interview with current manufactures. Staff needs to tell their time line.

Hallin said previous knowledge with the City will help.

Nielson said sewer and transportation is a concern here and they have plans that they could put the infrastructure plans into effect for what they already have. Uphoff could do his side and they could spend less time on the infrastructure.

\*\*\*\*\*End of WSB & Associates Presentation\*\*\*\*\*

## **2) Loucks/Barsness & Associates Presentation:**

Kistrin Barsness and Tina Goodroad introduced themselves. Barsness began the presentation and said she comes from the municipal world. She has experience with Industrial Parks for many years. She has worked with 30 cities and 10 counties.

Tina Goodroad said she has been with Loucks/Barsness for one year, but has a municipal background for over 20 years. She has very similar experience with Kistrin Barsness on what is needed. She understands the political part with acquiring land. She will bring the planning component to this. She is working with the City of Dayton.

Barsness said they would receive as project understanding that leads to deliverables such as: Existing business expansions, Industrial infill opportunities, prospects for new Industrial Park, create a plan for a new Industrial expansions and, provide a roadmap to achieve results. Are there existing sites in the community that can be utilized. Interact the existing sites and the

new sites. For the Industrial Park expansion look what type of sites are being looked at. Customize stakeholder involvement and the driven plan. Planning process brings stakeholders together to identify issues, needs, and future plans of local businesses.

Action oriented approach achieves results: Issues and opportunities, interview and survey local businesses, understand local and county plans, determine internal market needs and availability, create a framework for furthering a business retention program. Once you bring product to the market place the market place expands. Next would be to conduct inventory and analysis, GIS based mapping of exiting vacant industrial land, coordinate approach for future use by staff, articulate Princeton's competitive advantage within the broader area market, and identify market factors to support existing businesses.

Goodroad said that Civil Engineering will be involved in the project. They understand the needs for private developers. They want to help us understand how to develop the area and how to phase it. When we purchase the land, how we develop it and put in infrastructure. Next would be to develop a plan that can be implemented with site plans that communicate the vision. An experienced designer understands the industrial need, cost estimate, identify funding sources, and value added marketing tool.

Goodroad said she will provide this information and how to use it and how to finance for it. A plan that is a roadmap to success; a framework for understanding of local business expansion needs that can be incorporated into an ongoing BFRE Program, critical market data that can be used to formulated an effective internal/external marketing plan increasing the absorption time of the expansion property, strategy for leveraging Princeton's competitive advantages in retaining and attracting businesses, and identification of financing options and economic development partnerships. A plan that is a roadmap to success; a plan for new industrial sites and industrial park, and site plans demonstrating accommodation for a variety.

Goodroad finished by saying why to choose them is because they have experience. They have worked on projects similar to this and seen it get built on. They have design expertise that they bring to this project that will be very helpful. Finally to customize the project that will implement the plan.

Walker thanked them for the presentation.

Barsness said they are very familiar with the municipal process. They have done public and private work.

Reynolds said there is limited access to our current Industrial Park. How would they handle traffic flow.

Goodroad said their team have engineers that will work together on the transportation studies and they would analyze it. They would look at the road and growth that will potentially come.

Reynolds asked Barsness what is their biggest success story.

Barsness said for the City of Shoreview they were awarded the business economic success. The project was an eight million dollar expansion that was under the ground and a TFI was a 50 million expansion. Employees were added greatly to each. They move quickly. You need to have a motivation to get things done. She has done business attraction plan for "Renewal by Anderson" that was the first project they did for Anderson in 1996 and then also did another project for Anderson because they were happy with the first project.

Walker said there is an existing Industrial Park next to airport that is in the process of a ALP Plan.

Goodroad said she has done enough work with communities that have the expansion around the airport. She understands the land use and the boundaries they have to work with.

Barsness said the time frame is flexible. They can shorten it if necessary. This is the perfect time to do a study.

\*\*\*\*\*End of Loucks/Barsness Presentation\*\*\*\*\*

### **3) Ulteig Presentation:**

Brian King began the presentation and is the lead Engineer. He introduced those with them; Thomas Fakler, Brian Hiles, and Ashley Campion. Once they figure out where they will put it and how to build, Ashley Campion will come in and find grants and also marketing. She will do a robust marketing plan.

King said Ulteig has worked with the Princeton Public Utilities Commission since 2008 on their GIS. They heard the Princeton Public Utilities likes working with them. They just secured the contract for next year to update and bring in new data for them. They have also done cellular and underground power lines and power transmission in the region. They are familiar with the City of Princeton. They have worked in Long Prairie and had success, Morehead, and Detroit Lakes. Detroit Lakes they have done a second project. They have worked in Fargo and this is the third phase of their Industrial Park that they did.

Thomas Fakler said he has first hand experience in this type of project. They will send out letters of the project to current Industrial Park companies and will contact them on any expansion or needs that they have. They will have a meeting with the EDA Board, Planning Commission and Airport Advisory Board so they have a grasp of what the City needs. They will go to Sherburne County and Mille Lacs County and tell them about the project. They will go to the businesses and talk about the project. The public input meetings would be next. The DNR, MPCA , and MNDot will also be involved so they are meeting all regulations.

Brian Hiles said that the next step is the Capital Improvement Plan, Comprehensive Plan, and Strategic Plan will be looked at. They will also see what the available utilities are nearby. Those

are key things businesses look into when wanting to come to an area so the cost is not so high. They have a concept plan in the proposal that would be southwest in the Strategic Plan that was identified as a key area for Industrial Park expansion plan. That was just an idea of what the plans would be. Once the site is selected they have a land acquisition that would help obtain it. The key to look at is what the airport is going to do. We need to work together with the airport. To examine the ALP for the airport, and how that relates to the businesses in the area, and how they can work together. The storm water drainage is an issue in your current Industrial Park and that should be addressed and regionalized. How building locations and elevations to the airport has restrictions. How do we pay for it and that Ashley Campion will talk about that.

Ashley Campion introduced herself and said she is part of the funding and marketing of the team. The key to a successful project is to make sure it has the funding that is needed. Campion spoke about funding that she has worked with and how she has had success in getting it. Making the deadlines on the funding would be monitored throughout the process. We need a Comprehensive Program to go after the funding. They worked with Thief River Falls Regional Airport and she spoke of the marketing plans used there. Campion said they like to keep the community informed on where the project is at.

Walker thanked them for giving the proposal presentation.

Hallin likes the marketing that they would do for us.

Campion said they have a ten person staff for the marketing.

Reynolds said for Thief River Falls Airport project can they give one pro and one negative on the project.

Campion said for a pro they have a strong UPS aspect with the Airport.

Brian King said the negative is Digit Key wanted to expand and UPS needed to bring in larger planes and Digit Key wanted them to market the area more. The Airport project they are still working with the FAA on stormwater ponding, force main, and lift stations. The FAA decided that after the expansion.

Reynolds asked what is their greatest success story.

King said the greatest success story is out west they won a couple national awards for the oil fields in Williston and Hector Airport. They do the slip lining and the Hector Airport was the first to use that in the 1980's. Smaller scale they are City Engineering firm for a few cities.

Foss asked if the time frame and fee proposal is flexible.

Brian Hiles said they are flexible and could meet their deadlines. They have the staff to do the

work. The fee they can put in as much or little time that is requested. They are open to negotiating on those things. Hiles said they have more people to work on the project to reduce the timeframe so that is the cost.

Hallin liked that they researched the City of what we have and what is needed. She likes that they would use the information of what we have researched already.

Riddle asked how successful is their grant writing.

Campion said 70 out of a 100. Brian Hiles also does the grant writing.

Brian King said they strive for 75% grant funding to be receive. The new grant is the storm water grant and that could be lumped into this project. You can see small ponds outside the ALP Plan that wildlife would not be attracted too. They have ideas of how they could show the FAA on how they are improving the area.

\*\*\*\*\*End of Ulteig Presentation\*\*\*\*\*

Once Uleig left the EDA Board spoke about a new Airport Layout Plan and the crosswind runway and the aspects of the Industrial Park expansion.

Foss said she drew up a scoring sheet and asked the EDA Board if they wanted her to put together what the scores were for each.

Riddle said she would like to eliminate Loucks & Associates.

Hallin agreed.

Riddle likes WSB Engineering because they have a strong EDA base. Ulteig have the marketing and grant writing in the proposal and that is huge. WSB had grant writing, but did not mention marketing.

Hallin said that WSB Engineering has so much knowledge in our community.

Reynolds said this was RFP guidelines. They have to take the lowest bidder with the County and what is the City's guidelines.

Foss said they have to be in reason of each other. They have to fulfill the criteria.

Walker said it is a tossup for him between WSB and Ulteig.

Foss said the time frame is something to look at. WSB would need one month more to complete the project than Ulteig.

Riddle said that does not look in favor that WSB needs longer.

Hallin likes Ulteig's marketing plan.

Foss said WSB would provide the best product. They know the industry owners in the Industrial Park.

Reynolds said Ulteig would have a fresh prospective.

Walker commented that to ask existing businesses to expand, would those businesses come from Fargo or the metro area.

Riddle said WSB knows the building height needed for industries.

Foss said WSB has more room to adjust their fees and time period. Ulteig did not seem as flexible with the fees.

Riddle said they were giving themselves a cushion for a scope of what we are looking for.

Hallin said she believes WSB could probably reduce the time frame.

Walker asked what Foss has gotten from feedback of Mike Nielson.

Foss said it is mixed. In house she has heard Mike Nielson has been slower on the job and he looks like he has gotten more of a positive response outside City Hall.

Walker said when Rivertown Crossing was being developed, the Developer felt like they have gotten raked over the coals in that project with him as the City Engineer.

Hallin liked how WSB showed how our industrial study was.

Walker said if we do this study, can we sell it.

Foss said she does not think that the City wants to build an Industrial Park. Karnowski said whoever did the current Industrial Park in the past was private individuals. Can we help facilitate an investor group to do it.

Walker said we cannot speculate anymore on this.

Foss said the recommendation on this will go to the Council.

Hallin and Walker would chose WSB. Hallin wants to know the marketing with WSB should be asked.

Walker said with Ulteig he did not like that talking to the business holder was last on the list. The Council could approve this at the Study Session.

RIDDLE MOVED, SECOND BY REYNOLDS, TO GO WITH WSB ENGINEERING ON THE INDUSTRIAL PARK EXPANSION STUDY AS LONG AS THEIR QUOTE DOES INCLUDE MARKETING AND TRAFFIC FLOW INFORMATION. UPON THE VOTE, THERE WERE 4 AYES, 0 NAYS. MOTION CARRIED.

WALKER MOVED, SECOND BY HALLIN, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 4 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 7:36 P.M.

ATTEST:

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Thom Walker, President

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Mary Lou DeWitt, Comm. Dev. Assistant