The meeting was called to order at 6:00 P.M., by Thom Walker. Members present were Genny Reynolds, Sharon Sandberg, Charles Snustead, Jules Zimmer, and Victoria Hallin. Staff present were Jolene Foss (Comm. Dev. Director) and Mary Lou DeWitt (Comm. Dev. Assistant).

Absent were Troy Minske and Victoria Hallin. (Hallin arrived at 6:02 P.M.)

AGENDA ADDITIONS / DELETIONS:
Foss said she would like to add under the Verbal Report, Item 7, Community Leadership Team and Item 8, Broadband Update.

Sandberg said she would like to add under Verbal Report, Item 9, Faribault Municipal Airport.

Foss said she would also like to add under Verbal Report, Item 10, Community Garden.

REYNOLDS MOVED, SECOND BY HALLIN, TO ADD TO THE AGENDA UNDER VERBAL REPORTS: ITEM 7, COMMUNITY LEADERSHIP TEAM, ITEM 8, BROADBAND UPDATE, ITEM 9, FARIBAULT MUNICIPAL AIRPORT, AND ITEM 10, COMMUNITY GARDEN. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED.

APPROVAL OF MINUTES FROM REGULAR MEETING ON FEBRUARY 16, 2017
HALLIN MOVED, SECOND BY SNUSTEAD, TO APPROVE THE MINUTES OF FEBRUARY 16, 2017. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED.

UNFINISHED / OLD BUSINESS:
A. Sherburne County Community Update
Foss said the Sherburne County Community update handout shows that about 13,723 are entering Sherburne County to work and 34,090 are leaving to work outside Sherburne County. Sherburne County is looking at how they can capture them to stay working inside the County. There is more leaving then coming in. The amount of gas and with the driving time, you would think that would be more valuable.

Foss said the last page speaks about economic competitiveness. 74% of businesses in Greater Minnesota have less than 10 employees and 96% have fewer than 50 employees. Research shows that as much as 80 percent of job growth in a community comes from existing businesses. The goal is to increase the number of capital investments programs available to small and medium enterprises. Small enterprises is considered 20 or fewer employees and medium is considered 21-50 employees. This would help to allow growth and job creation for the majority of Greater Minnesota businesses.

Foss said if anyone from the EDA Board would like to attend the meetings, just let her know and
she will tell you the dates.

B. SHIP Grant – Sherburne & Mille Lacs County
Grant Information from Sherburne County:

Sherburne County is a recipient of the Statewide Health Improvement Partnership (SHIP) grant, focused on increasing physical activity, improving nutrition, and reducing the number of people who use tobacco or are exposed to secondhand smoke. SHIP strives to empower communities to improve health, lower healthcare costs and improve quality of life for all Minnesotans.

We are excited to announce a mini-grant funding opportunity for SHIP partners in 2017! Funding is intended to support policy, systems and environmental changes that create more opportunities for residents to eat healthy, be more active, and live tobacco-free lives. Three mini-grant opportunities will be available in 2017: Healthy Eating in Communities, Active Living in Communities, and Healthy and Active Schools. Communities may apply for more than one mini-grant if desired.

**Mini-grant details:**

**Focus: Healthy and Active Schools**
The purpose of this mini-grant is to increase access to and selection of healthy foods and quality physical activity. Efforts should focus on policy, systems and environmental changes that support physical activity and healthy eating behaviors.

**Priority Population:**
Priority will be given to those applications that address health disparities and inequities that exist. Populations could include school communities where there are higher than average rates of free and reduced lunch numbers.

**Funding:**
Mini-grants shall not exceed $1,000 per partner site. If the initial application does not exceed the $1,000 maximum, the applicant is able to submit subsequent applications up to the maximum amount. A 10% match is required.

*Use of funds requires approval from both Sherburne Strong and the Minnesota Department of Health*

**Deadline:**
Grant applications will be accepted through April 1, 2017, and recipients will be notified by May 1, 2017. If awarded, the financial transaction will be on a reimbursement basis only. A cost reimbursement payment is a type of grant payment in which the grantee incurs the expenses before requesting repayment from Sherburne County. This means the cost must be paid by the
grantee before it can be reimbursed. Funds must be used and invoiced prior to September 30, 2017.

If approved for funding, grantee will be required to submit a work plan, timeline, project report and supporting documentation. Please submit your application to Mandy Feeks, Mandy.Feeks@co.sherburne.mn.us

Foss said she went to Pine City and helped review 15 applications for the SHIP Grant that were all approved. There is an opportunity for the Community Gardens to receive the grant through Mille Lacs County. Sherburne County will also have grants available. They are going to try to do this funding three times a year. The Princeton Schools received four grants today, one for each school. The Police Department can apply for this grant and also the Park Board. April 1st is the deadline for the Sherburne County round and May 1st will be the next round for Mille Lacs County.

It was suggested that staff look into if this grant could be used for Pedestrian Promotions. Foss will look into that.

C. Aero Business Park Development Agreement
Foss said the lots will sell for $1 and in addition the one acre lots will have a completed taxable value of not less than $400,000 and the two acre lot a minimal value of $800,000. For tax exempt organizations, payment of a fee equal to the amount of the real estate taxes the total property and improvements would have generated if the user did not have tax exempt status for a period of ten years. The sum should be paid annually or in a lump sum. Construction shall have a period of six months from the date of signing a Purchase Agreement to start of construction and a period of one year from the commencement of construction to complete construction. All Buyers not located within the City limits will add at least two full-time employees located in the City of Princeton. Foss said it all should be covered.

Hallin said those that own the land in Rivertown Crossing are not happy with the $1 price on the lots.

Foss said she understands that. No Developers are looking at either of the lot areas.

Reynolds asked in five years if some of the lots were sold and we still have a few available, if we should reevaluate this requirement and put the lot prices higher. Maybe put a sunset time on this agreement.

Walker said the lots need to be sold, so it might be best to not stop this requirement if it’s working on selling the lots.
Foss thinks that we do not want to put a deadline on this where it can be reviewed down the road. We do not have anyone looking at our lots now. Rivertown Crossing does not have anyone looking at their lots either.

Zimmer asked how we get the word out that we have these lots for a good price.

Foss said commercial brokers. We would pay them to push our properties or she could pitch it. We have the website, but the information is very deep into the website.

Hallin said network groups like GPS 45:93.

Foss said we are in the GPS 45:93 with these lots. Promoting Aero Business Park lots she can do after this is in place. She will look at the MLS commercial listing. She will see how other communities sell their lots. She could ask the Council if they want to put a time limit on this development.

HALLIN MOVED, SECOND BY REYNOLDS, TO APPROVE AND FORWARD TO THE CITY COUNCIL THE ECONOMIC DEVELOPMENT AUTHORITY RESOLUTION ESTABLISHING REQUIREMENTS FOR PURCHASE OF LOTS IN AERO BUSINESS PARK. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED.

NEW BUSINESS:
A. Pedestrian Study
Peter Bruce, Consultant for Pedestrian Studies does a walking tour for the client and will assess the positive and negative factors affecting a person’s desire to walk more than 300 feet. These elements include public and private signage, streetscape elements and other visual cues affecting the pedestrian’s willingness to walk to retail blocks from traffic generators such as:

- Regional Trail
- Large Parking Areas
- Community Arts and Music Destinations

Other assessments that will be looked at are the drivers perceptions of the downtown. The storefronts, sidewalk lighting and furniture, store signage, public information signage, public art, sidewalk vendors, convenient street crossings that feel comfortable, and landscaping are among the factors which will be addressed. He would also look at public information such as signage, and store directories/info kiosks, paving material, benches, and public art. Another area is helping business owners make physical and visual changes inside and outside their business.

Foss said she met with Peter Bruce and he gave her some potential projects and fees. She feels his prices are high and he did say he would work with us on the price. He creates a map of
where the hot spots and dead spots are to help the area. There are a couple vacancies downtown lately and maybe this could help.

Hallin said MN Design Team did this and gave their thoughts and nothing really came of it.

Zimmer asked if the pedestrian walking is in regards to pedestrian safety.

Foss said no, it’s to bring interest downtown.

Sandberg said it is up to the owners of the business to promote their business. They need more than foot traffic to rely on and go to the internet and look how others are advertising their business.

Zimmer said this information should be brought to the Chamber and they could share it with their members.

Foss said she will give the information to the Chamber. She will give these ideas to those who are working on the Comprehensive Plan and also see what he had done in other areas.

B. Golden Shovel Proposal
Golden Shovel is a communications firm that develops software for websites. Their software is designed for economic development communication channels for a marketing strategy to get information out on your city.

Foss said the City of Princeton website needs a facelift and has not had one in approximately ten years. She was approached by the Golden Shovel Company and does not feel they are the best fit. The rate is approximately $7,000 for the initial start and then a yearly charge. If the EDA Board wants to ask staff to put effort in changing our current website she will.

Snustead said to ask someone from St. Cloud State if they would update the City website.

WALKER MOVED, SECOND BY SNUSTEAD, TO DIRECT STAFF TO PUT ON THE 2018 BUDGET TO UPDATE THE CITY WEBSITE. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED.

Foss said that the City of Cambridge has this company that has done their website and it does look good. Foss said that she will look at other cities and see who they are using.

C. Economic Gardening
Economic Gardening helps existing companies in the region and helps them expand by
providing customized information to address strategic issues. Economic Gardening focuses on second-stage growth companies that have advanced beyond the startup phase, but haven’t reached maturity. They typically have 10 to 99 employees and generate about $1 million to $50 million in annual revenue, depending on their industry.

Foss said they helped with E Ride grant. We can participate again. We had to put in $5,000 so it might not be worth doing it again.

Reynolds said E Ride downsized so it did not work out how they had hoped.

Foss said it depends on the company that uses this. This is for second stage companies to help them get to stage three level.

The EDA Board agreed that they will not participate in this one again.

D. Leighton Broadcasting Marketing Event
Foss said she is attending the brainstorming at Leighton Broadcasting in St. Cloud where they help come up with slogans or campaign ideas to help promote Princeton. They do this free so she will see what they come up with.

MISCELLANEOUS:
A. EDA Balance Sheet
Steve Jackson (Finance Director) will provide a Balance Sheet for the April meeting. He had some computer issues and was not able to provide a Balance Sheet for tonight’s meeting.

B. Verbal Report
1) Employee Retention Article
Foss said this is just informational about a new trend where employers are offering as an incentive to get employees is to pay off their student loan debt.

2) Central MN Jobs Services Handout
Foss said Central MN Jobs & Training Services has this flyer with a chart of services for programs they have to offer. The services are for any age range.

3) Industrial Real Estate News Letter
Foss said this Northwest Industrial Newsletter is interesting where it points out the City of Rogers has developers that have produced a record amount of new construction in Rogers, specifically speculative construction. Over 1.1 million square feet of spec product has been
added since 2013, and 42% of it is currently unoccupied. Construction in Rogers is expected to cease until the current vacancy rate decreases, owners will continue to get aggressive with deals as the pressure to increase occupancy mounts. Potential tenants can expect favorable terms.

Roughly 75% of new construction in 2016 was of built-to-suit nature. This trend is expected to continue in 2017 due to the existing vacant speculative projects in the Southwest and Northwest submarkets.

4) League of MN Handout
Foss said this is a legislature update and what the League of MN supports and does not. The City does supports the Leagues visions.

5) Childcare Capacity Summit
Foss said that ECRDC is having a summit to learn about resources and services available for those wishing to start a new child care business, expand their existing one or help promote child care opportunities in the region. The ECRDC believes there are not enough childcare providers. Foss does not feel this is a problem here. She called a few daycares here and they are not full to capacity. There are a lot of home daycares in the area.

6) Economic Development Training Event
Foss said GPS 45:93 will be having an Economic Development Overview Training for Economic Development Organizations and Elected Officials on March 30, 2017. The cost is $15 for members and $25 for nonmembers. It is a great training opportunity and if you want to attend, please contact the number on the flyer.

Reynolds said she is going.

7) Community Leadership Team
Foss said she went to this meeting today. A few of the mini-grants that were awarded were for a portable breast feeding room for events, portable basketball hoop for the Sheriff’s Department and that is to bring comradery between the youth and the staff, a bottle filling station at drinking fountains. Mille Lacs County is asking for a bike fleet where they get eight bikes and employees can use them during a break to get exercise. Isanti County Garden Group is asking for garden bed items, volley ball nests and poles for schools, and a bar & grill restaurant asked for healthy snack station for their employees.

8) Broadband Update
Foss said she went to the State Capital for broadband funding. Two bills are out there right
now and one is for $100 million and the other is $30 million. The rural residents need updating of their broadband. Everyone deserves to have internet. Sherburne County did receive grants last year. She is not sure if they did for this year.

Reynolds asked Foss to reach out to Sandy George at Crystal Cabinets and she how their internet is working now.

9) Faribault
Sandberg said that she had recently been to the Faribault airport that is supported by the City of Faribault and they have an Airport Manager. She was very impressed by the airport. They have hangers that they rent out. Sandberg brought photos she took and shared with the EDA Board. Their runway is only 200 feet longer than ours. There hangers are 100’ x 100’ with an AD building. We need to incorporate some of the airport with the EDA Board. The airport helps with the economic needs in Princeton.

Hallin said if there is a National Aviation Day she would like to see the City do something here for that.

Sandberg said a small jet needs a 4,900 foot runway. In Princeton the runway is 3,900 feet. It really comes down to the pilot’s efficiency of landing on a shorter runway. She wanted to share this with the EDA Board.

10) Community Garden
Foss said the Depot is having a meeting on March 21, 2017 at 7:00 P.M. A Community Garden is being planned for west of the Oak Knoll Cemetery. Randy Hatch is helping in this project. They are also looking at adding some flower pots for the Depot. The EDA Board is welcome to attend.

C. City Council and Planning Commission Minutes for February, 2017
The EDA Board had no comments.

SNUSTEAD MOVED, SECOND BY HALLIN, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 6 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 7:21 P.M.

ATTEST:

Thom Walker, President
Mary Lou DeWitt, Comm. Dev. Assistant