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

Absent were Jules Zimmer and Victoria Hallin. (Hallin was at the meeting before it started and was called away for an emergency.)

AGENDA ADDITIONS / DELETIONS:
Foss would like to add under New Business: Item B) Dementia Friendly Community.

Sandberg would like to give a brief discussion under Miscellaneous: Item 4) Maintenance Conference; Item 5) Aircraft College; and Item 6) Cirrus Aircraft Tour.

SNUSTEAD MOVED, SECOND BY MINSKE, TO APPROVE THE ADDITIONS: UNDER NEW BUSINESS, ITEM B) DEMENTIA FRIENDLY COMMUNITY. UNDER MISCELLANEOUS, ITEM 4) MAINTENANCE CONFERENCE; ITEM 5) AIRCRAFT COLLEGE; AND ITEM 6) CIRRUS AIRCRAFT TOUR. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

APPROVAL OF MINUTES FROM REGULAR MEETING ON MARCH 16, 2017
REYNOLDS MOVED, SECOND BY SANDBERG, TO APPROVE THE MINUTES OF MARCH 16, 2017. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

UNFINISHED / OLD BUSINESS: None

NEW BUSINESS:
A. Commercial Real Estate Marketing
Community Development Director Memo:

The City Council, Planning Commission and EDA have all named promotion of development of Aero Business Park and River Town Crossing as top ten priority for 2017.

Research has shown some steps to be successful at this:
1. Preparation-
   a. Who are we targeting?
   b. What do we need from them?
   c. What is our budget?
   d. How will it be allocated?
   e. Who are our competitors?
   f. What are they offering and how can we differentiate?
2. Additional Prep-
a. Invest in high quality photographs and renderings that can be used across all online and offline marketing efforts.
b. Create an identity and brand, establish an original identity and logo for niche market.
c. Define your key message(s).

3. Offline Marketing Plan-
a. Print collateral-glossy brochures, flyers materials that tell prospective customers the right story.
b. Display and window signage, banners, monument sign, window graphic, and billboard.
c. Broker Events-stage a memorable networking event at the property.
d. Print media-major newspapers, industry specific magazines.
e. Direct mail-get info into the hands of brokers, laser targeted list.

4. Online Marketing Plan-
a. Digital Brochures-bridge gap to a wider audience, make sure it’s available to download from the property’s website.
b. Website Development-create and launch a custom made website that allows users to find, view and interact with key information. User friendly, visually appealing.
c. Website updates-Provide relevant information, provide industry trends, highlight lease transactions, and property updates.
d. Outreach marketing-Connect with third party journalists, industry influencers, analysts and bloggers that can produce effective press coverage and industry specific articles.
e. Email campaigns-ensure content speaks to the customer to avoid early deletion, link email to website.
f. Online press release make sure there is something definitive to say and contains unique, newsworthy content.
g. Social Media-Twitter, LinkedIn, Facebook, demonstrate expertise and get a message across in a more informal way, opens up discussion and allows comments.
h. Media Placements-buy advertising space in relevant online magazines, business journals and news publications in order to help the property rise in the google search engine results.
i. Performance based advertising-Cost per click based campaigns through Google, LinkedIn, Twitter, Facebook, can quickly generate thousands of brand impressions. Immediate and measurable results gives more ability to give you more control over ROI.

5. Measuring Results-
a. Metrics-determine key metrics that will measure success and find a way to track progress and Key Performance Indicator. (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets.
   i. Brand Impressions (for Ad performance).
   ii. Website visits (for online marketing campaigns).
   iii. Press Clippings (for PR activities).
iv. Leads Generated (for overall success).

b. Reporting-reporting results of marketing initiatives is the only way to measure success and make informed decision to improve the campaign performance. (Google analytics).

I am requesting that the EDA review this list and decide on some of the most desired approaches to promoting Aero Business Park and Rivertown Crossing parcels.

Foss asked the EDA Board if they have a specific idea on marketing Aero Business Park.

Sandberg asked what is the best tax base.

Foss said Industrial. For commercial it is the quality of the building.

Sandberg said no storage sheds would be allowed in Aero Business Park.

Foss said no, there is the Development Criteria in place. Foss asked the EDA Board if there are certain businesses she should send proposals too. She has sent information of this area to some restaurants and such. She has a list of places she sent information to and she can share that with the EDA Board. East Central Library is looking for a location to lease, they are not wanting to buy.

Snustead asked if we subscribe to publications that show companies that want to expand.

Foss said she does subscribe to industrial sites that are looking to expand.

Snustead commented 3M would be a good company. How would we get them to come here.

Walker said the City Council is always receptacle for Tax Abatement.

Reynolds said what about working through DEED.

Foss said she worked with two guys from DEED and they went out to the Industrial Park and looked around. The scouts from DEED then try to get industrial parties to come here. She will try again for DEED leads. There is no marketing budget.

Walker said we should decide who we are targeting for our market plan. He does not see a lot of retail in Aero Business Park.

Foss said maybe look at two separate entities, Aero Business Park and the Industrial Park. She does not rule out retail in Aero Business Park. She would like to see someone put in a multi-tenant site.
Snustead asked about Mr. Briggs who wanted to put an apartment building south of Aero Business Park. He is building apartments in Elk River and Big Lake. Is he going to build in Princeton.

Foss said it may be two years before he would build an apartment here.

Walker said that we tried the local Real Estate agents and that did not work for selling lots at Aero Business Park so maybe we need to go outside the area to a company that does commercial lots.

Foss said that is a good idea. She will call some Commercial Brokers in the cities and talk to them and bring the information back to the next EDA Board meeting.

Walker said a billboard would be interesting.

Foss will check the prices on a billboard.

Reynolds asked if she has put it on the Community Sign.

Foss said she had not put the information on the digital sign and will do that.

B. Dementia Friendly Community
Two brochures were handed out with facts about Alzheimer’s and Dementia. The Council of Aging would like the City of Princeton to be a Dementia Community with a volunteer coordinator. Foss is asking the EDA Board to think of people who would be good on the action team or the coordinator. Someone who is a caregiver now and has time to get away from it would be good for this position. Foss will get in touch with the local transportation facilities and see if they would like to participate in this group. Family Pathways has aging services in town and the Police Department has Alzheimer’s tracker service information that goes in the person’s shoe.

Sandberg said Princeton also needs a better hearing aid center and eye clinic. Mora has a new kidney dialysis building.

Foss said she will reach out to Roger Finke from Sterling Pointe on this.

Reynolds said maybe local banks would put some funds towards this group.

MISCELLANEOUS:
A. EDA Balance Sheet
The EDA Board had no comment.
B. Verbal Report

1) Fabrication Lab Open House

There will be an open house to talk with students about their work and experience in the new Fabrication Lab. Princeton High School has a new lab to teach students about engineering, design, and digital fabrication. The courses that are taught in the lab encourage students to be creative and apply decision-making and problem solving skills to specific design problems. Students use powerful computer software to develop 2D and 3D models and then produce projects in the lab, located next to the industrial technology classrooms.

Students will be demonstrating class projects using the following new equipment: 3D Printers, CNC Milling Machines, CNC Plasma Cutting Machine, Laser Engravers, Vinyl Cutters.

The open house will be held on April 26th, 2017 from 3:30 P.M. till 7:00 P.M. at Princeton High School.

2) Senior LinkAge Line

Minnesota’s population is aging. By 2020 there will be more people over 60 than children in school. By 2030, 1 in 4 people will be over the age of 65. This phenomenon is commonly characterized as “The Age Wave” because the population not only ages, but also lives longer.

Communities throughout Minnesota can prepare for this demographic shift through intentional planning initiatives referred to as “communities for a lifetime.” Cities and their local leaders are critical in setting a vision for age-friendly communities and creating effective policies, planning initiatives and citizen engagement opportunities.

Municipalities are uniquely positioned to influence a wide spectrum of community domains such as:

- **Public Safety**: Train law enforcement and emergency services personnel on working with older adults. Educate older residents about pedestrian and personal safety.
- **Government**: Engage older adults to serve on planning commissions and committees. Develop government websites and materials that are user-friendly for people of all ages.
- **Parks & Rec**: Ensure accessible green spaces including walking paths and benches that support the participation of everyone.
- **Planning**: Consider the mobility, shopping, health care, employment and other needs of older adults when making decisions about local infrastructure and services.
- **Development**: Support lifecycle housing so that baby boomers can maintain their homes and ability to live in the community as they age.

Central Minnesota Council on Aging is the nearest local expert on issues of aging and can provide information, resources and links to successful models that cities and community members can use to become a community that is a good place to grow up and grow old.
Foss said this is for information only.

3) Cybersecurity Colloquium
Foss said there is a Cybersecurity Program that will be held for businesses on May 18, 2017, at 8:00 AM – 4:30 PM at Grands at Mulligans, in Sartell, MN. The fee is $49.99. She may go to this.

4) Maintenance Conference
Sandberg said that she went to a Maintenance Conference. There is not much to share except that MN State is not crediting anymore colleges outside the area and they are starting to close some of the places.

5) Aircraft College
Sandberg went to an Aircraft College on Monday and they have some openings for pilots and mechanics. The Lake Superior College has a program and it is a credited school. There is a need for more mechanics and pilots for both private and commercial. This is a nice college and they are looking at doing a link down the road. Might have to be with a non-profit. They have job placement.

6) Cirrus Aircraft Tour
Sandberg said she went on the Cirrus Aircraft tour. It was a very nice place, and she wished she could have taken photos, but they did not allow photos to be taken. They can push out about five aircrafts a week. These are certified aircrafts. They are like driving a Cadillac.

Minske wanted to give a quick update on the guy from Ascend Aviation that he has a job with the airlines. He does a couple flights a month and then does maintenance. He is moving stuff here so he is still going ahead with his plans for here.

Walker said the Airport Fuel Station may be taken over by someone where the City is not doing it anymore.

Minske said he talked to Karnowski a year ago and asked why we do not allow someone else to take it over and Karnowski said that could not be done.

Sandberg suggested that the City make some positive changes on Wikipedia in regards to the City of Princeton. There is old information on there that is not positive about Princeton and would be best to have it removed. The City Council can make suggestions of what to put in Wikipedia.

Foss will look at it and see about adding information.
C. City Council and Planning Commission Minutes for March, 2017
The EDA Board had no comments.

REYNOLDS MOVED, SECOND BY SANDBERG, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 6:55 P.M.

ATTEST:

Thom Walker, President

Mary Lou DeWitt, Comm. Dev. Assistant