THE MEETING OF THE EDA BOARD HELD ON JUNE 15, 2017, AT 6:00 P.M.,
AT THE CITY HALL COUNCIL CHAMBERS
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The meeting was called to order by Thom Walker. Members present were Sharon Sandberg,
Charles Snustead, Genny Reynolds, and Jules Zimmer. Staff present were Jolene Foss (Comm.
Dev. Director) and Mary Lou DeWitt (Comm. Dev. Assistant).

Absent were Troy Minske and Victoria Hallin.

AGENDA ADDITIONS / DELETIONS:
Reynolds has a report on the aging population. This could be under New Business.

SNUSTEAD MOVED, SECOND BY ZIMMER, TO ADD UNDER NEW BUSINESS: ITEM A, REPORT ON
THE AGING POPULATION. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

APPROVAL OF MINUTES FROM REGULAR MEETING ON MAY 18, 2017
REYNOLDS MOVED, SECOND BY SANDBERG, TO APPROVE THE MAY 18, 2017 EDA MINUTES
WITH THE FOLLOWING CHANGE: PAGE THREE, MIDDLE OF THE PAGE, ADD WORDAGE TO THE
SENTENCE THAT WILL READ “REYNOLDS SAID WHEN SHE MEETS WITH CLIENTS AFTER
BUSINESS HOURS, THOSE HOURS WOULD COUNT TOWARDS THE HOURS OF OPERATION”.
UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

UNFINISHED / OLD BUSINESS:
A. Community Development Projects
Community Development Director Memo:

- Marketing of the Aero Business Park Lots – I have reached out to a number of realtors
  in the area and in the region. It was determined that local realtors may not really have
  the statewide clientele that the EDA is looking for. There was a limited response from
  metro brokers. Staff is requesting that we work with Coldwell Banker Commercial.
  They are able to offer us a robust marketing package, including an ad in Business Central
  magazine, online advertising, and the Broker is a Princeton Native.

- Business Climate-Minnesota Thriving in the North – If you recall last year, in a
  cooperative effort between Fairview, USD and the City, a 2/3 page spread was
  purchased in DEEDs MN Marketing magazine. The ad featured logos from the two
  counties we reside in, the PUC, and a few of the businesses that have a global reach.
  Unfortunately, there was a change to content and the ad was not placed next to a listing
  of top 100 hospitals that was supposed to feature Fairview. The error was
  acknowledged with apology and an offer to reduce the cost of an ad in the 2018 edition
  by $1,160.00 for a total of $4,180.00. I met with the Rep and we discussed how things
  would be different this year, if we were to participate again. They will be featuring the
  content that was removed from the last edition. Staff would like to approach the other
entities that were featured last year to see if they would like to collaborate on an ad for 2018. The magazine goes out to 4,181 Industries, 2,646 fast growth industries, 1,235 site selection agencies, 1,938 International and National DEED Offices for a total of 10,000 copies distributed. There is an online presence and we receive 1,000 copies to distribute. Magazines are still the #1 driver that triggers an online search.

- **Dementia Friendly Princeton** – The Central MN Council on Aging and the newly formed group of volunteers are looking at what it means to be a dementia friendly community. What goals does the EDA see as an economic development driver? There was a suggestion that we target businesses that provide services for the aging. Would you like for us to include that within the list of goals for the Community? Other goals included are:
  
  - The City of Princeton will have the Aging Population as a priority in Planning and Community Development.
  - We will have increased Memory Care residential facilities within our Community.
  - We will maintain the Alzheimer’s & Dementia Awareness program through the Princeton Police Department.
  - The City of Princeton Staff including Emergency Responders will be trained in dementia friendly practices.

- **Career Fair/Health and Screening Fair/Senior Vendor Fair** – There has been inquiry as to the possibility of a Health and Screening Fair, a Career Fair and/or a Senior Vendor Fair. Staff is wondering if the EDA would like to look into what it would take to partner with the Chamber to add another component to the Business Expo.

************************************************************************End of Staff Memo************************************************************************

1) **Marketing of the Aero Business Park Lots:** Foss wants a motion to go forward with Coldwell Bankers for marketing Aero Business Park. They would receive a 7% commission on the assessment cost since the sale of land is $1. There would also be an ad in the Business Central magazine.

SNUSTEAD MOVED, SECOND BY REYNOLDS, TO APPROVE COLDWELL BANKER FOR THE MARKETING OF AERO BUSINESS PARK. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

2) **Business Climate-Minnesota Thriving in the North:** Foss said the Business Climate-Minnesota magazine is offering $1,600 less in the 2018 ad cost because of an error of the ad placement in the previous issue. The total cost would be $4,180. She could see if others are willing to go in with the cost of the ad. Foss said she included the distribution summary of where the 10,000 copies of the magazine goes out to. She thinks it is a good deal. Foss said
she also received a call from someone selling ad space in the MN Viking Year Book that will be available for the 2018 Super Bowl. Maybe that should be looked into instead of this ad. The year book would be available in February, 2018.

Walker said we should not spend a lot of money in this. Maybe we commit approximately $600 and email the other businesses that were also in our ad and see if they will share the cost this year.

Foss said it is hard to track if there are draws from the ads. She is not aware of any leads from it. She does not know if the hospital will participate in the ad this year. She has not reached out to anyone on this to see if they are interested in being in the 2018 ad. With the MN Vikings Year Book, she does not know what their circulation is. She would need to find out more information on their year book.

Reynolds asked if Cambridge had an ad in the Business Climate magazine.

Foss said it was Isanti and a few others north of Princeton that are not renewing. She does not know why.

WALKER MOVED, SECOND BY SNUSTEAD, TO APPROVE STAFF TO CONTRIBUTE TO THE BUSINESS CLIMATE MAGAZINE AD IF THERE ARE ENOUGH OTHERS THAT WILL CONTRIBUTE TO THE COST IN IT. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED.

3) Dementia Friendly Princeton: Foss said that she just went to a meeting on the Dementia Friendly Community. Debbie Griffin from ECM is writing goals for it. This is just ideas from those involved that would like to have in place if we are dementia friendly community.

Snustead asked if the senior housing facilities are full here.

Foss said yes. Since the topic has moved towards housing, she will combine Senior Residential Development that is on the agenda as item three in Verbal Report. Foss said she called Roger Finke if he is interested in building another senior housing and he said he is not interested at this time. One of the goals of hers is another Memory Care Facility. If the EDA Board is supportive of this, she will reach out to Cherry Wood facility along with another one to see if they would be interested in building a Memory Care Facility. The lot by Sterling Pointe is still for sale.

Walker said medical retail would be good for that site.

Foss will follow-up with CVS Pharmacy. At one time they were looking at the High School tennis courts and the lot next to it.
4) Career Fair/Health and Screening Fair/Senior Vendor Fair:
Foss said she was thinking that a “Career Fair” where the business is in need of employees could be partnered with the Chamber Expo. This would encourage the Chamber to expand their scope.

The EDA Board liked the idea.

Foss will gather more information on a Career Fair. Maybe Fairview would be interested in a Health and Screening Fair.

NEW BUSINESS:
A. Aging Population
Reynolds wanted to speak on the aging population report she had gotten from Central MN Council on Aging. The population by county for 2015 shows Mille Lacs County has 17.4% of residents over 65 years of age. The caretaker ratio is 21 to 1 caregiver. The average is 15 to 1 caregiver. For the age of 65 years and over 8% of the population for Mille Lacs County is below poverty which puts them in seventh place. The Minnesota Health ranking is based on two types of measures: how long people live and how healthy people feel while alive. The healthiest county in the State is ranked at #1. Mille Lacs County comes in at 81 for 2017 and in 2015 the ranking was 82. The projections for Minnesota is at least 60,000 of Minnesotans will turn 65 years old from now through 2030. The 65 year old population will double between 2010 and 2030, and by then more than 1 in 5 Minnesotans will be older adult. For the aging population we need to take this into account.

Foss said with updating the Comprehensive Plan, we should make sure this is addressed.

Walker would like to encourage that things are done right for the aging population, but we have to watch how much we get involved in health policies.

Snustead said we can just mention it to Developers in regards to the aging population.

Foss said she could highlight on our website to the public transit and other resources for the aging population.

Sandberg agreed that all of us are aging, but we still need for economic purposes bring the younger population to our community.

Walker said senior living residential sites can also bring families to the area where the parents are still able to live on their own and their children can stay close by.

Zimmer said we need to create a community for someone in their 80’s where they have another option instead of staying in their home.
MISCELLANEOUS:
A. EDA Balance Sheet
There was no EDA Balance sheet provided for tonight’s meeting. The EDA Board asked that the Finance Department have an EDA Balance Sheet for them quarterly.

B. Verbal Report
1) “It Starts Here” Update
Foss said Momma Gracie’s will be open 22 hours a week and the other 18 hours will be offsite visits. This will satisfy the loan terms. The owner is interested in paying off the loan and that is $8,000 plus 2% interest. There has been no formal request from the owner yet in paying off the “It Starts Here Loan”.

2) Aero Business Park Advertisement on Digital Sign
Foss said she put Aero Business Park advertisement on the digital sign.

3) Senior Residential Development
Foss combined this with Dementia Friendly Princeton in Unfinished/Old Business with the Community Development Projects report. Foss had a handout for “Design Construction Development”. This company develops and builds apartments, commercial buildings, retail structures, banks, churches, assisted living facilities, hotels, convenience stores, and custom homes. Foss will contact them about some sites in Princeton that they might be interested in.

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

ZIMMER MOVED, SECOND BY SNUSTEAD, TO ADJOURN THE MEETING. UPON THE VOTE, THERE WERE 5 AYES, 0 NAYS. MOTION CARRIED. THE MEETING ADJOURNED AT 6:50 P.M.

ATTEST:

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