

**MINUTES
ECONOMIC DEVELOPMENT ADVISORY BOARD
JANUARY 12, 2016**

The meeting was called to order at 6:03 p.m.

Present: Artner, Horak, Keleher, McCune, Scherman, Zinschlag; Town Board Liaison: Ruzek; Clerk: Short; Township Day Coordinator: Deb Stender.

APPROVAL OF AGENDA (Additions / Deletions): Scherman moved approval of the agenda as submitted. Horak seconded. Ayes all.

APPROVAL OF OCTOBER 13, 2015 MEETING MINUTES: Horak moved approval of the October 13, 2015 Meeting Minutes. McCune seconded. Ayes all.

TOWN HALL – UPDATE: The Clerk reported that the Town Hall is in place ready for lowering when the basement is completed. There have been some unanticipated construction problems. It was discovered that when the joists were repaired after a fire they did not carry through to the ends. This will be repaired. When the building was lifted onto the trailer and was pulled out of the depression on the trailer wheels, the Town Hall was tipped slightly and the joists twisted and needed to be straightened out. The cost to fix the problems and shore up the building was \$13,000. In an effort to reduce the unexpected \$13,000 additional cost, Township Public Works took care of erosion and sediment control which saved \$7,500 and restored the Town Hall site on Hoffman Road. Efforts are being made to reduce the unanticipated cost to below \$5000. The contractor has indicted additional costs due to winter conditions in moving the building. The Township will review their arguments for additional money. Sara Hanson, WBA Historical Society informed the Town that an additional \$10,000 in donations have been received for the Town Hall project. This is in addition to the donation from the Johnson's. These donations were not received from Township residents.

NEXTERN, BIRCH LAKE BUSINESS CENTER – UPDATE: Rich Farrell, Nextern, is appreciative of the Township's timely assistance with their project. The sale of the property has been closed and Nextern now owns the land. The site is graded and further construction is planned for spring. Nextern has not submitted a site and building plan to the Planning Commission as yet but the Planning Commission reviewed a concept plan and the response was favorable.

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TOWNSHIP DAY FINANCING: The Clerk noted that the annual Township Day event has been funded from donations, rental fees paid by vendors, and an operating transfer from the Economic Development Fund. Deb Stender, Township Day Coordinator attended the meeting to answer questions the EDAB may have relative to the event. She stated that the annual event is in its 9th year. The 2016 Township Day will be held on Saturday, September 10, 2016. The event provides a gathering, fun, and activity for all ages and the objective is that the event continues to grow. She stated that the event provides community awareness of the Township. This year's event will begin at 2:00 p.m. There will be entertainment on the stage such as local dance groups; demonstrations from Tamarack Nature Center; Ramsey County Sheriff's Office; Fire Department; School District drum line, etc. Deb Stender reported that she attends civic organization meetings and has planted the seed relative to Township Day 2016 at the White Bear Rotary meeting. She noted that the Township has an opportunity with the Taste of White Bear which is scheduled for that same date. People could attend the "Taste" and then come to Polar Lakes Park for music, demonstrations and fireworks because Township Day is family oriented. She stated that success of the event is dependent upon marketing and managing.

Questions and comments included:

- How large an attendance is wanted? (Due to restricted parking, too large an attendance can cause parking and crowd problems).
- How many attended last year? (Between 2,500 – 3,000. Any growth will have to be planned growth).
- What is the rationale for the event? (Community event, such as surrounding communities have).
- Why come to the event? To be successful need to know what draws people. (For family entertainment, food, music, demos, and fireworks. In the afternoon there will be school, groups, such as the drum line. This usually brings out the whole family. Need to get people accustomed to attending on the second Saturday of each year).
- What is special about the event and what would entice people to attend? (Need good advertising and publicity. Many people do not even know where Polar Lakes Park is).
- The event provides an "end" to summer and an opportunity for Township residents to come together.
- Polar Lakes Park is a great amenity and it needs to be showcased.
- The presence of the Town Hall in Polar Lakes Park will provide an added feature and historical element.
- The Township Day event could tie into a sporting event.
- As Market Fest Director, Deb Stender can negotiate with vendors and bands for competitive prices.
- What about White Bear Center for the Arts. (They have been contacted in the past).
- What about the Lakeshore Players? (They did attend last year and performed their "Radio Players Program".)
- Tap into the Town Hall. (That is high on the list.)

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- Will there be political booths? (That is being looked into. Township officials are exempt from any fee and may have a booth.)
- Township Day is an important Township venture. It should move to a more viable funding source.
- Anyone who donates to the Historical Society could be provided a history book.

The Clerk reviewed how the event has been funded in the past nine years. He reported that it is through an EDA fund transfer from the Loan Pay-Back Account. He explained that when the EDA first began providing TIF assistance it was in the form of a grant and a loan. The grant was for 75% of the assistance and the loan 25%. The loan was repaid to the EDA by the developer and was not considered tax increment. The law was changed and the loan portion of assistance is no longer used. When the businesses paid back the loan the money was placed in the loan pay-back account. A question was asked if these funds provide for the Township Day event are reimbursed to the EDA Fund. They are not. The Loan Pay-Back Account is carefully managed. Deb Stender stated that the Township Day budget is very transparent. She will have copies from the past events available for the EDAB.

It was noted that at a retreat held for the EDA, EDAB and Town officials in 1998, it was the consensus that the Township needs a Town Center. Polar Lakes Park satisfies that need in part and Township Day provides the opportunity for community involvement.

There was discussion regarding having Township businesses contacted for sponsorships of the fireworks, bands, etc. Deb Stender noted that if Township businesses are contacted that she would appreciate EDAB help. It was noted that this could be an economic development activity by reaching out to the businesses. It was suggested that a Township business be recognized each year such as with Water Gremlin which has historical significance in the Township.

At the next EDAB meeting a proposed budget for 2016 Township Day will be provided and funding discussed.

CHAIR & VICE CHAIR – CONFIRM APPOINTMENTS: The recommendations made at the September 8, 2015 EDAB meeting for Chair and Vice Chair were confirmed as follows: Chair: Paul Keleher; Vice-Chair: Tom Horak

OTHER: The Clerk reported that Dale Haider White Bear Township Theatres was contacted regarding the appearance of the theatre sign. The Theatre is getting a price to have the appearance of the sign fixed.

The meeting adjourned at 7:55 p.m.

Respectfully Submitted,

William F. Short
Clerk-Treasurer