

Crosslake EDA Crosslake Economic Development Authority
Meeting Minutes
8:30 A.M. July 12, 2023 Crosslake City Hall

Members present: Dean Fitch, Patty Norgaard, John Andrews, Marcia Seibert-Volz, Roger Roy, Sandra Farder, Dave Gahn, Carla Bainbridge

Others present: Dr. Tim Houle, Crow Wing County; Diane Cash, Crosby; Jon Lubke, Crow Wing County; Jenny Max, Nisswa; Tyler Glynn, BLAEDC; Cindy, Myogeto, Crosslake Chamber; Merle Lindner, Crosslake; Corrine Hodapp, USACE; Dave Nevin, City of Crosslake, Peter Gansen, City of Crosslake; Josh Netland, Tremolo Communications; Ron Ommen, Ideal Township; Marlene Yurek, Manhattan Beach; Cheryl Stuckmayer, City of Crosslake; Jan Mosman, Emily

The regular quarterly meeting of the Crosslake EDA was called to order at 8:30 AM by Dean Fitch.

A motion was made by Marcia Seibert-Volz and seconded by Roger Roy to approve the minutes of the January 11, 2023 meeting. No further discussion. Motion carried with all ayes.

EDA Updates

City Comprehensive Plan:

As directed by the City Council, the Comprehensive Plan is being reviewed to become a more specific and more usable document. Of the nine sections, five have been reviewed and all expected to be finished by the end of the year. Community experts have been tapped for their input and this action should lead to goals that are more measurable and effective.

Business/Resident Survey:

Carla Bainbridge has done an excellent job organizing and getting the word out about the survey. There is a snapshot of the survey on the EDA website. Responses have been good. The survey will help find out what the community is thinking about.

EDA Recruitment:

Currently EDA is meeting quarterly but there is something going on weekly. Let us know if you want to be an alternate.

EDA Website:

First, thanks are needed for Tremolo Communication for their support. It could not have been completed without their help. The website helps people find out business-wise what is going on.

Schedule/Meeting:

August: Comprehensive Plan

September: Website

July/August: Survey results

Tyler Glynn of BLAEDC reported on staff working with Carla to distribute the survey. The BLAEDC staff is also working directly with businesses. Ten have been completed and overall have been positive. The survey is being publicized through social media and the chamber site. The survey is present and real time. Any questions are being directed to the EDA through the website contact form.

Patty Norgaard introduced Dr. Tim Houle. She did not know who he was before attending a Crow Wing County Commissioner meeting and seeing him in action. He is a teacher, well respected, and serious. The topic of demographics is critical for all communities. As it is budget time it is appropriate to be planning for the future.

His qualifications:

- Received Education at Hamline University
- Crow Wing County Administrator 2008 to current
- Board of Directors for Center for Rural Policy and Development
- Past President/Board of Directors Minnesota City/County Managers Association

Dr. Tim Houle stated he has been doing this work for 15 years but going on 30. Significant points on demographics:

July 1, 2019- first time Millennials were a larger part of the workforce than Baby Boomers.

How have the generations affected us?

Every generation ages.

Births underlying each generation:

- 1946-1964 Baby Boomer 76 million
- 1965-1980 Gen X 55 million
- 1981-1996 Millennial 62 million

Implications when Baby Boomers entered the education system.

- New schools
- Temporary structures

In 1990 talked about closing elementaries with the shift in demographics.

What is the implication for the workforce?

- For every 5 Baby Boomers retiring only 4 Gen X to fill job- 20% difference.
- Social Security if going to tip over
- Current generation working for previous generation

Are people sitting on sidelines?

A lot of people underemployed or do not have the required skill sets

Short of workers

Penalizing social security

20% smaller workforce has an impact through every aspect of society

Have a conversation about how many people will be here

- Impact on real estate
- Prioritizing health care

Not a sustainable trend

Wealth transfers need to be discussed

Next generation pay 20% more for us than our parents

Issue coming for social security

Innovating is not a variable, it is a constant—improving productivity

Unemployment is still rising and innovation is not enough

Increase productivity

Bring in new workers

- Immigration? Not likely

The higher the unemployment the better the capabilities

What is next?

Every generation is decreasing but not declining as rapidly

Baby Boomer decision created issue with Social Security- System will change/pivot but not go away

Told us 25 years ago—labor shortage is coming

Future planning:

What is it doing to the community?

Working on process

How do we internalize it and do something about it

There will be fewer people, but it depends on whether or not you attract more people

So many natural assets in Crosslake that it should thrive despite demographics

Don't plan in a vacuum

Conversation about housing needs

Best thing/worst thing and find the opportunities

Competing against other communities

Bring it back to the community

What kind of things should we be thinking about?

Competing for people

Touristy

Small

Seasonal

Sleepy

Take into account the changing demographics

AI/manufacturing is going to happen

Automation is part of the solution

Challenge we face is to do it correctly

Home ownership is generational

30 years from now will be different

Need to plan for increases as well as decreases

How much housing is needed now/10 years/20 years?

Shifting within the generations

Solution?

Treating each other with respect, other views

TOGETHER

Compromise is not a bad thing

Trying to define what is the best thing for Crosslake?

Respect and honor the differences

Next meeting: September 6, 2023

Work groups meeting in July and August

There being no further business or announcements, Dean Fitch adjourned the meeting at 10:00 AM.

Martha Steele

Volunteer Recorder