

Crosslake Economic Development Authority
Meeting Minutes
8:30 A.M. December 6, 2023 Crosslake City Hall

Members present: Patty Norgaard, John Andrews, Marcia Seibert-Volz, Sandra Farder, Carla Bainbridge

Others present: Tyler Glynn, BLAEDC Executive Director; Halie Majerus, BLAEDC Marketing Manager

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

Patty Norgaard reported that Dean Fitch is stepping aside due to medical reasons. In the meantime, Patty will lead as vice president.

A motion was made by Sandra Farder and seconded by John Andrews to approve the minutes of the September 6, 2023 meeting. No further discussion. Motion carried with all ayes.

BLAEDC Role/Responsibility

Patty opened the discussion asking Tyler Glynn to describe how BLAEDC's role has expanded with the expectations of working together as partners. Tyler emphasized that BLAEDC's role is to assist Crosslake with activities as needed. Providing some background, he explained how BLAEDC created the Unified Funds program utilizing dollars sitting dormant in Crow Wing County entities. As part of its creation in 2017, the funds from Crosslake were incorporated into the Unified Fund where it is managed by BLAEDC, and loan decisions are made by a collective group. Bart Taylor is Crosslake's representative and the largest loan to date was to a Crosslake company. BLAEDC is continuing to work with Tremolo Communications on the EDA website and is here to support businesses. He noted that it is important to attend city council meetings at least on a quarterly basis.

Crosslake EDA 2023-24 Projects

Crosslake Survey Update:

Halie Majerus reported that the survey ran from Memorial Day to Labor Day. Fliers were handed out to businesses in Crosslake to hand out to their customers. Crosslake EDA representatives and BLAEDC staff analyzed the results of the survey. The consumer survey had 5 questions and 313 respondents. The business survey had 7 questions with 29 respondents. All responses were summarized in a power point that is available on the City of Crosslake website. The second phase of the survey includes business visits to find out what the community wants. Although the second phase is not complete, results so far are showing positive feedback and enhanced awareness of EDA.

Comp Plan Update:

Review of the Comp Plan continues by members of the EDA. Progress has been made and Dave Gahn was lauded for his extensive work on the housing chapter. Goals for the housing chapter are still being determined and the discussion is continuing.

EDA website:

Tremolo Communication and BLAEDC are continuing to work together on the website. BLAEDC is open to receiving any suggestions.

2024 EDA Goals

- Communication:
 - Collaboration with Crosslake Chamber/Crosslakers
 - Continuing to do so
 - Quarterly articles in the Northland Press
 - If you have a project, let people know what has been accomplished
 - Identify resources with/through other organizations and community
 - Regional workshops have been educational/housing symposium provided great conversation on housing
- Business Growth Opportunities:
 - Impact of Loon Center on business climate
 - What does the city have to do to prepare for 80 thousand people coming in?
 - Are new businesses needed?
 - Identify/interview new business (homebase or office)
 - Collaborate with BLAEDC on potential feeder business
- Update website
- Provide quarterly update to Crosslake City Council
- Host 2 Regional Workshops
 - Jon Lubke suggested as speaker for first workshop

Other

Funding for electric buses.

Working on scheduling a meeting with GreenStep in January.

Have more conversations regarding staffing/employment opportunities.

Next regular quarterly meeting: March 6, 2024

There being no further business or announcements, Patty Norgaard adjourned the meeting at 9:50 AM.

Martha Steele
Volunteer Recorder