

Crosslake Economic Development Authority
Crosslake City Hall
February 5, 2020 8:30 A.M.

Mission Statement: To Develop and Promote the Economic Growth and Welfare of Crosslake While Protecting the Environment.

Agenda:

1. Call to Order: Dean Fitch
2. January 2020 Minutes: (motion required)
3. Guest Program:
 Comp Plan Strategy Review Region 5
 BLAEDC
 Cheryal Lee Hill
 and Matt
 Tyler Glynn
4. Updates: Dean Fitch
 Regional Workshop Housing Study
5. Roundtable: Team
6. Announcements:
 - a. City Council Meeting – February 10
 - b. Other
7. Adjourn

Crosslake Economic Development Authority
Meeting Minutes
8:30 A.M. January 8, 2020 Crosslake City Hall

Members present: Dean Fitch, Wallace Johnson, John Andrews

Others present: Tyler Glynn, BLAEDC Economic Development Officer; Bart Taylor, RiverWood Bank Regional President; Martha Steele, Mission Township resident

The regular monthly meeting of the Crosslake EDA was called to order at 8:30 A.M. by Dean Fitch.

A motion was made by John Andrews and seconded by Wallace Johnson to approve the minutes of the November 6, 2019 meeting. No discussion. Motion carried with all ayes.

Program:

EDA Website Review

Dean Fitch presented a look at the proposed website for the Crosslake EDA. Crosslake Communications put together the website at no cost. The website tells the story of a welcoming city and invites prospective businesses to look at Crosslake as a great place to do business. A business will be featured each month as well as available properties from time to time. Current events, resources/links and contact information will be included. The overall design was received with favorable comments. Dean requested that the members play with the website (crosslakeeda.com) and provide feedback—what should be added or deleted.

Updates:

Regional Workshop Housing/March

Neighboring communities will be invited as the economic development issues are not just Crosslake's, but regional. The housing study results will be provided. The workshop will be in lieu of the regular EDA meeting on March 4th from 8:30-10. Tyler Glynn provided feedback from other communities regarding the workshop and that the regional idea is the right thing to do. He shared that a survey of 1000 employers is in the works. Follow up is needed on housing and workforce issues on a regional level.

BLAEDC's Unified Fund

Bart Taylor reported, as the current Crosslake representative on the Unified Fund Board, how the process provided a conduit to get funds more accessible. Connection with other lenders is crucial as well as knowing that the opportunity exists for commercial lending. Knowing that it is vital to keep the program fresh, he suggested that he and Tyler Glynn visit with lenders every six to twelve months. Tyler reported that fifteen loans have been completed and the largest loan to a Crosslake business has begun repaying and thereby increasing fund availability without restrictions. A year-end report will be out in February.

GreenStep City

Martha Steele reported that she and Patty Norgaard met with Melissa Birch, Central CERT Coordinator, on November 13th to discuss the necessary requirements for the Third Step. Benchmarking which is a database that tracks monthly energy and water use for all city owned buildings, is required for the next level. Benchmarking demonstrates the value of energy efficiencies and identifies improvement opportunities. Patty has contacted the city clerk to work out a process for retrieving this information.

Hazard Mitigation and Urban Forests Best Practices have been targeted as other needed requirements. Noting that awareness of the GreenStep program is vital to its success in Crosslake, it was suggested that an article be written for the Northland Press.

Comp Plan

Dean Fitch reported that he and Patty Norgaard met with Tad Erickson, Region 5 Senior Regional Development Planner, for suggesting an approach to updating the comp plan. Support from Region 5 and grants needed for the update of the plan were discussion points. Tad will be attending the February meeting to discuss the proposed approach and to determine the particular areas of the plan to be looked at.

Roundtable:

Future Programs

February: Region 5, Tad Erickson Comp Plan

March: Regional Workshop

Ideas:

John Andrews provided three topics for discussion:

Zoning—the need for more commercial

Water run-off—lake impacts

Walkability study

Next meeting: February 5

Agenda: Tyler and Tad

There being no further business or announcements, Dean Fitch adjourned the meeting at 9:30 A.M.

Martha Steele

Volunteer

Region Five Development Commission
Prioritized Implementation Planning
Concept Paper

Introduction

The City of Crosslake is undertaking a planning process that takes a closer look at the implementation of the goals and objectives identified in the City's Comprehensive Plan. Prioritized Implementation planning is a unique and exciting process designed to turn the goals, objectives, and strategies identified in the communities existing Comprehensive Plan into actionable priorities.

Therefore, prioritized implementation planning serves a twofold purpose: First, it develops a strategic framework that can assist local officials bridge the gap between planning and implementation. Secondly, it can be used as a measuring stick for communities to track their progress in implementing the goals, objectives and strategies laid out in the comprehensive plan.

The information contained within this document provides general information on the prioritized implementation planning services provided by the Region Five Development Commission and is intended to serve as a concept paper.

Planning Process

Task #1 Identify Areas of Focus

1. Identify the scope of prioritized implementation planning for this community by identifying areas of focus. I.e., reviewing the chapters/main themes of the comprehensive plan, and by identifying other initiatives or areas of community focus, to be prioritized and implemented.
 - a. Comprehensive Plan chapters
 - b. Cross-laker, ad hoc committees
 - c. Identify a project leader, and a few others to form implementation teams for each area of focus where needed.

Task #2: Prioritize

2. Review the goals under each area of focus (areas of focus include Comprehensive plan chapters and other community initiatives).
 - a. Determine which goals have already been achieved
 - i. Celebrate these successes
 - b. Determine which goals have yet to be achieved
 - i. Prioritize the goals
 - ii. *Identify potential funding sources and resources for each project*
 - iii. *Create a timeline for each goal*

Task #3: Implement Priorities

3. *Identify and Engage key stakeholders for each project (goal, objective, strategy)*
4. *Secure funding source(s) for each project (goal, objective, strategy)*
5. *Identify a project manager, an implementing agency and a fiscal host for each project (goal, objective, strategy)*

Bridging Relationships & Resources