

Crosslake Economic Development Authority
Crosslake City Hall
Agenda: November 6, 2019 8:30 A.M.

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

1. Call to Order: Dean Fitch
2. September 2019 Minutes: (motion required)
3. Updates:
 - Regional Workshop Review Dean
 - GreenStep City Patty/Martha
 - Comp Plan Update Patty
4. Roundtable: Team
5. Announcements:
 - a. City Council Meeting – November
 - b. Other
6. Adjourn

Crosslake Economic Development Authority
Meeting Minutes
8:30 A.M. September 4, 2019 Crosslake City Hall

Members present: Dean Fitch, Patty Norgaard, Jim Funk, Roger Roy, John Andrews
Others present: Sheila Haverkamp, BLAEDC Executive Director, Josh Netland, Crosslake Communications/ECTC General Manager, Martha Steele, Mission Township resident

The regular monthly meeting of the Crosslake EDA was called to order at 8:29 A.M. by Dean Fitch.

A motion was made by Patty Norgaard and seconded by Jim Funk to approve the minutes of the August 7, 2019 meeting. No discussion. Motion carried with all ayes.

Program:

EDA Website Update

Design of the website is near approval. A meeting will be held in the following week to finalize the content. Crosslake Communications will support the design and support going forward will be a minimal fee that is addressed in the EDA budget. Content will include featured properties, highlighting businesses and the GreenStep classification in addition to links to BLAEDC, Chamber of Commerce and the City of Crosslake. Keeping the website “fresh” is mandatory.

Finalized 2020 Budget

The proposed budget was submitted to the Crosslake City Administrator/Treasurer Mike Lyonais on August 8th. The budget request included a breakdown by quarter. The proposed budget for 2020 included: BLAEDC \$9,500, SBI Advertising \$1,650, SBI Lake Country Journal \$2,250, Promotion \$750, Website Maintenance \$1,920, Comprehensive Plan Update \$1,500 and Undefined Projects \$1,000 for a total of \$18,570. A motion was made by Jim Funk and seconded by Patty Norgaard to approve the EDA budget proposal and forward it to the City of Crosslake. No discussion. Motion carried with all ayes.

Lake Country Journal Contract

The contract with the Lake Country Journal is based on a three year agreement. Marketing is important to businesses and commercial outreach and the plan for next year will need to be started at year end. The comments regarding the ad in the current issue were all positive. As Lake Country Journal does not charge for graphics, it is important to keep the message updated in the upcoming issues.

Updates:

Regional Workshop

A draft of the invitation for the second regional workshop on October 2nd was reviewed. The four priorities that were identified during the first regional meeting—infrastructure, funding sources, housing and community branding—will be the basis for the topics to be presented by the speakers. Sheila Haverkamp suggested that infrastructure and funding sources be combined as part of her presentation. Jennifer Bergman, Crow Wing County Housing and Redevelopment Authority Executive Director will be addressing the topic of housing and a representative of Widseth Smith Nolting will cover the topic of community branding or how a community can tell their story. In discussing the overall content to be covered at the workshop, the impact of broadband coverage and connectivity and outreach became apparent. Josh Netland agreed to speak to those topics. An update on the Small Business Initiative could tie back to reaching out, marketing, website development and identifying home based businesses.

Acknowledging that with so many inter-connected pieces, the importance of having a regional meeting to define projects became apparent.

Comprehensive Plan

With changes in the direction to long term economic growth, it made sense for the EDA to be responsible for annual updates. Tad Erickson of Region Five Development Commission will assist in determining the number of meetings necessary to address the inclusion of more planning and zoning in the Comprehensive Plan to determine the cost. Original committee members to be re-organized.

GreenStep City

Having completed Step 2, the process needs to continue to achieve Step 3. The Best Practices will be evaluated to determine which ones can be completed in the next year. GreenStep City will be an agenda item at the November meeting.

Roundtable:

Jim Funk reported that sales were a challenge during the summer and customer traffic was down from last year. The retail climate in the surrounding communities reported the same trend. Sheila Haverkamp reported that there are no large construction projects ongoing currently and there doesn't appear to be resurgence in that area. Impacts of online sales, vacant buildings and workforce shortages were discussed. The question of how regional marketing impacts the retail climate was raised and what surrounding communities have in common that can tie it all together. The SBI has materials for beginning businesses but it is important to initiate a discussion to discover their needs. Roger Roy stressed the importance of water quality and the concern regarding water/sewer capacity with the growth of housing units. It is important for Crosslake to tell their story and to understand the strengths and challenges.

Announcements:

City Council Meeting	September 9
Regional Workshop	October 2

Updates will be forthcoming on the Regional Workshop and the website.
September meeting minutes will be approved at the November meeting.

There being no further business or announcements, Dean Fitch adjourned the meeting at 10:08 A.M.

Martha Steele
Volunteer

Patty Norgaard

EDA Commission Member

Crosslake (Population 2,250)

Crosslake, located on the Whitefish Chain of Lakes in west central Minnesota, is just beginning its third year of membership in the Minnesota GreenStep Cities initiative. Although we've only been involved a short time, we have worked diligently to follow the best practices as outlined by the program.

Collaborative effort

In our small community, we are fortunate to have the Crosslake Economic Development Authority (EDA) administer our GreenStep Cities program, while keeping it relevant to us and keeping the community informed. This is helpful because our city staff does not have the capacity to do it.

Along with the EDA, we also have a large group of volunteers that includes city and county staff and a community team called the Crosslakers. The Crosslake EDA, the Crosslakers, and the Water Quality Group meet monthly or more if needed. This brings continuity, support, and energy to our projects.

For example, the Water Quality Group—under the umbrella of the Crosslakers—has begun the task of organizing, meeting, and managing a project addressing stormwater runoff that flows directly into the Whitefish Chain. This is a collaborative effort of the city, county, and Whitefish Area Property Owners Association.

Crosslake achieved Step 2 in the GreenStep program with its initial stormwater runoff project. Next, it plans a larger stormwater runoff project, in which it will divert six runoffs. Once this initiative is completed, we will achieve Step 3.

Eye to the future

Our city is in a season of change, so we look at the future generations and what is going to appeal to them. We know our new audience is concerned about sustainability.

And since Crosslake is on the Whitefish Chain of Lakes, our focus must be on the environment, which includes water quality, climate change, and forest management — all working to sustain an economic vitality in our community.

Helpful guidance

We find the 29 best practices of the GreenStep Cities program to be extremely helpful in giving us the guidance we need. We are working to apply the best practices in a way that makes sense to our community and makes us all more environmentally aware.

The Minnesota GreenStep Cities program gives us the tools and direction to accomplish what we consider important in Crosslake.

Learn more about the Minnesota GreenStep Cities program at <https://greenstep.pca.state.mn.us>.