



AGENDA

Economic Development Commission

REGULAR MEETING

February 2 2022

5:15 PM

Council Chambers

1. CALL TO ORDER / ROLL CALL

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. APPROVAL OF MINUTES

- a. January 5, 2022 SPECIAL MEETING

5. MANAGEMENT REPORTS

a. **OLD BUSINESS**

- i. None

b. **NEW BUSINESS**

- i. Election of Chair and Vice Chair
- ii. Business Retention, Expansion and Attraction Program Scope of Work
- iii. Potential field visits and promotional events 2022

6. ALL OTHER ITEMS

- a. Council Liaison Updates*
- b. Commissioner Updates*
- c. Community Development Department Updates*

7. ADJOURNMENT

*Items marked with an asterisk have no accompanying materials

The next regular Economic Development Commission meeting will be held March 2, 2022

**SPECIAL MEETING
ECONOMIC DEVELOPMENT COMMISSION
CITY OF OAKDALE
JANUARY 5, 2022**

CALL TO ORDER

A regular meeting of the Economic Development Commission (EDC) of the City of Oakdale was held on Wednesday, January 5, 2022 at the Oakdale City Hall, Oakdale, Minnesota. Chair Burns called the meeting to order at 5:15p.m.

CALL OF ROLL

On a call of roll, the following were present.

Vice Chair: Bill Burns

Commissioners: Erin Voca
Lynn Stafford
Gary Severson
Frank Orsello
Bob Stiglich
Stacie Penn
Jeff Bates
Holly Koep
Dave Halper
Bob Boullianne

Also Present: Andy Gitzlaff, Community Development Director
Chris Volkers, City Administrator

Via Zoom: John Shardlow, Stantec
Jon Rausch, Real Estate Broker, Cushman & Wakefield
David Wellington, President/Co-owner Wellington Management

Absent: Susan Olson, City Council Liaison

Quorum Present: YES NO

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

A MOTION WAS MADE BY COMMISSIONER SEVERSON, SECONDED BY COMMISSIONER PENN, TO APPROVE THE MINUTES OF THE REGULAR MEETING OF SEPTEMBER 1, 2021.

Ayes 10

Abstain 0

Nays 0

Motion Carried

OLD BUSINESS

None

NEW BUSINESS

Council Liaison Update

No report.

Guest Speakers

Guest speakers, John Shardlow, Jon Rausch and David Wellington, spoke to what they feel is the best role a city's Economic Development Commission can play to promote and support high quality development.

Questions and Comments:

How important is it for cities to have and maintain accurate information about available land, the state of its infrastructure, pending projects and community priorities?

- *Jon Rausch – Let the market dictate what businesses to attract to avoid subsidizing uses that may not have longevity in the community.*
- *David Wellington – Have city staff provide clarity and guidance regarding city's interests when looking for economic development.*

How important are relationships in the cities where you are exploring projects?

- *Jon Rausch – Very important. Clients often ask if the Community Development Director and City Council are in agreement with a project. If not, many times the developer will ask City Council directly for opinions to not waste time and money.*
- *David Wellington – Agrees with previous comment. Currently looking at communities that are more politically aligned with development projects.*

John Shardlow – Believes the general market in Oakdale is the best he has ever seen it.

- *David Wellington – A recent flight to the suburbs is happening again and Oakdale is doing a great job making it easy for retailers.*
- *Jon Rausch – Buying trends have changed in the last couple years. For instance, vacancies in industrial real estate is significantly lower than the past and there is significant rental growth.*
- *John Shardlow – Impressed with how robust the development response has been along the BRT line but the market seems to be driving it.*
- *David Wellington – There is a strong demand for attainable housing for the workforce who can't afford homes yet or choose not to own and are seeking opportunities in cities like Oakdale.*
- *Jon Rausch – Suggested a shorter lead time to shovel in ground to stand above other communities and encourage development, be ready to streamline.*

Chair Burns stated that residents are asking when restaurants will be in the Oakdale Station/Oakdale Marketplace and asked why something isn't there already?

- *Jon Rausch – As current broker for property, he is working on finding restaurants but current world crisis has forced many restaurants to close their doors. The cost for a restaurant to build from ground up is \$4.5 million and rent is extremely expensive. Oakdale Station needs a 360° draw. Currently, Lake Elmo, Demontreville and cornfields are the surrounding land uses and restaurants don't want to build yet but residents do. Question is -do you build the restaurants first or the homes?*
- *John Shardlow – Reported on challenges currently preventing building such as capacity in the sanitary sewer lift station and 3M contamination in creek.*
- *David Wellington – Even with resources it is very hard to dictate land use, it will still depend on the market. At times, it depends on concept and the business owner to be successful.*
- *John Shardlow – 4Front Campus is currently amending their PUD and they are aware of the community's interest for mixed use development.*

Chair Burns inquired about the property east of Target.

- *Jon Rausch – Currently working with Northpoint to develop a 750 sq. ft industrial site but required studies have slowed progress. Suggested Oakdale take care of land that requires AUAR/EIS to prevent delays in future building. For example, Amazon will not select certain land sites unless all testing is complete.*
- *John Shardlow explained the AUAR is an alternative way to perform an EIS. Many communities are opting to perform AUARs proactively.*

Commissioner Halper asked how communities express their streamline processes to brokers?

- *Jon Rausch – Have a single point of contact to communicate effectively. It is preferable to speak to one person who is able to make decisions and answer questions. If answers are not given from staff, developers will directly to the decision maker. Communities that have that streamlined process have seen great success.*
- *John Shardlow – Continue to be proactive in small area studies to layout plan for areas, zoning, environmental reviews but without skipping steps and performing low quality development.*
- *David Wellington – When cities are able to have all parties involved get together at one time, it signals that the city is actively and aggressively recruiting development and sends a positive message to developers.*

Community Development Director, Andy Gitzlaff asked what role an EDC should play?

- *David Wellington – Usually a commission will have more expertise in community development and can help communicate to city councils and residents as well as provide backup to the Community Development Department.*
- *Jon Rausch – Has experience serving on commissions and boards and believes it's best when you have a variety of backgrounds serving to provide objective input.*

- *John Shardlow – Cities that are the most successful have advisory commissions who are empowered to do research, have discussions and be able to recommend plans.*

DEVELOPMENT UPDATES

Community Development Director, Andy Gitzlaff, gave a brief introduction of his work experience and provided a presentation on development projects.

Current Projects:

- HOM Furniture – Currently under construction. Additional pad site available for future development.
- Animal Emergency and Referral Center of Minnesota – Currently under construction.
- Water Treatment Facility – Building on current tower site.
- Eagle Point Elementary – New school scheduled to open fall 2022.

Looking Forward:

- Bike and Pedestrian Plan – Resume planning in 2022
- Glenbrook Small Area Plan – Hwy 36 and Hwy 120 – Planning to begin in 2022.
- 4Front Technology Campus – Looking at adding a mix of uses through a PUD amendment.
- Priority Courier – Planning on moving their HQ to 50th Street.
- Tartan High School Renovations and Additions – To begin construction in March 2022.
- Oakdale Station and Oakdale Marketplace – Increased developer interest.
- Willowbrooke – Residential construction underway.
- Gold Line Bus Rapid Transit (BRT) project – Will start construction late this year. Developer interest in Helmo and Greenway Stations.
- Cornerstone, Break ground in 2022.

COMMISSIONER UPDATES

Commissioner Koep mentioned the upcoming Oakdale Area Chamber of Commerce (OACC) meeting at Oak Marsh and the February 3, 2022 meeting.

Commissioner Severson is excited for bike and pedestrian trails at Willowbrooke and hopes it will connect to the other trails within the county.

Commissioner Boullianne spoke about a Star Tribune article regarding Edina using the American Recovery and Reinvestment Act (ARRA) funds to provide technical assistance programs to 10-15 small businesses. Another article in the Wall Street Journal mentioned how large businesses have weathered the “Great Resignation” but small businesses are greatly impacted. Also mentioned how recently the taxes for his employees tripled for the State Unemployment Tax Act (SUTA). This was due to all four employees going on unemployment during the state shutdown. All four have been rehired. Suggested asking council if there is a way to help businesses who have experienced this.

Commissioner Orsello, owner of Cavalier Barber Shop, has three employees who are all independent contractors and is thankful he has not experienced the unemployment issues as other small businesses.

Chair Burns clarified completion dates for HOM Furniture and Animal Hospital are in 2022, Suggested EDC tour 4Front Technology Campus as well as other new development site.

In response to Chair Burn's question if bike and pedestrian trails are planned through Willowbrooke, Administrator Volkers replied there are plans for trails throughout with smaller parks and larger open space areas. The city is responsible for park planning and Ms. Volkers will provide a map to the Commission.

Chair Burns suggested a Congratulations/Welcome package with gifts from local businesses to the first homeowner in Willowbrooke.

NEXT COMMISSION MEETING

The next Economic Development Commission meeting is scheduled for February 2, 2022 at 5:15pm.

ADJOURNMENT

A MOTION WAS MADE BY CHAIR BURNS AND SECONDED BY COMMISSIONER KOEP TO ADJOURN THE ECONOMIC DEVELOPMENT COMMISSION MEETING OF JANUARY 5, 2022 AT 6:45 PM.

Ayes	10	Abstain	0
Nays	0	Motion Carried	

Respectfully submitted,
Teresa Buhl, Recording Secretary

TO: Economic Development Commission
FROM: Andrew Gitzlaff, Community Development Director
DATE: January 28, 2022
SUBJ: Election of Chair and Vice Chair

Background

Chapter 8 of the City Code of Ordinances states that the Environmental Development Commission (EDC) shall elect from its membership a Chair and Vice Chair annually at its first regular meeting of the year.

Election Process: Commission Chair

The following is the process for the election of Commission Chair. Ballots for voting will be distributed.

1. Nominate candidates for the Chair position. Nominations do not require a "second", but other members may "second" the nomination to show support.

"Motion to nominate Commissioner _____ for the position of Chair."

2. When there are no new nominations to be made, a commissioner should make a motion that nominations close. The motion to close requires a "second".

"Motion to close nominations for the position of Chair."

3. Election using the ballot provided. Commissioners write in their choice from those nominated and pass the ballots to staff for tabulating.

4. Staff will announce results.

5. Election of Chair requires a motion and a "second".

"Motion to elect Commissioner _____ for the position of Chair of the Economic Development Commission for a period of one (1) calendar year, commencing with the February 2, 2022 meeting."

Election Process: Commission Vice Chair

The following is the process for the election of Commission Vice Chair. Ballots for voting will be distributed.

1. Nominate candidates for the Vice Chair position. Nominations do not require a "second", but other members may "second" the nomination to show support.

"Motion to nominate Commissioner _____ for the position of Chair."

2. When there are no new nominations to be made, a commissioner should make a motion that nominations close. The motion to close requires a "second".

"Motion to close nominations for the position of Vice Chair."

3. Election using the ballot provided. Commissioners write in their choice from those nominated and pass the ballots to staff for tabulating.
4. Staff will announce results.
5. Election of Chair requires a motion and a "second".

"Motion to elect Commissioner _____ for the position of Vice Chair of the Economic Development Commission for a period of one (1) calendar year, commencing with the February 2, 2022 meeting."

Assumption of the roles of Chair and Vice Chair may commence immediately following the vote.

TO: Economic Development Commission
FROM: Andrew Gitzlaff, Community Development Director
DATE: January 28, 2022
SUBJ: Business Retention, Expansion and Attraction Program Scope of Work

The adopted Oakdale Comprehensive Plan identifies the need to provide business and labor with the support necessary to be successful and ensure continued employment opportunity for all residents as goals within the Economic Development Chapter. Specific polices are identified to achieve this goal including:

- Support the success of business and labor by connecting them to resources at the MN Department and Economic Development (DEED) and other State, County, and Federal agencies
- Administer a program to attract new businesses to Oakdale.
- Administer a program to retain and assist in the expansion of existing Oakdale businesses.
- In partnership with public and private stakeholders, support those wishing to start a new business in Oakdale.

Staff is recommending the City establish a Business Retention, Expansion and Retention (BRE&A) Program to achieve this goal. The proposed scope of work would include the following activities

- Participation in no fewer than 24 business visits (2 per month) for the first year.
- Develop a series of questions to ask each business and prepare a packet of resources at the City, MN DEED, other State, County or Federal resources.
- Recruitment of a BRE&A visit participant pool that includes key staff, elected officials and business representation.
- Identify businesses to be contacted for interviews.
- Provide administrative support in scheduling visits.
- Ensure invitations to visits are extended to the required staff, elected officials, and business representatives.
- Transcribe notes from each visit and conduct any follow-ups as necessary.
- Coordinated reporting of regional business and real estate activity.
- Year-end report, detailing BRE&A findings and recommendations.

Staff has been working with the Oakdale Area Chamber of Commerce and the St. Paul Area Chamber of Commerce to form a partnership to implement the BRE&A program.

Staff is looking for feedback on the proposed scope of work from the EDC prior to seeking approval from City Council.

TO: Economic Development Commission
FROM: Andrew Gitzlaff, Community Development Director
DATE: January 28, 2022
SUBJ: Potential Field Visits and Promotional Events in 2022

At the January 5 Special Meeting of the Economic Development Commission (EDC), Commission members asked staff to look into opportunities in 2022 to tour recently completed project, projects under development and to assist in the promotion and welcoming of new businesses and residential developments. The following activities were identified:

- HOM Furniture Tour.
- 4-Front Business Campus Tour.
- Willowbrooke welcoming event for first residents.

At the meeting staff will gauge interest in attendance for these activities, discuss preferred timing and solicit input on other activities the EDC would like to consider in 2022.