

Crosslake Economic Development Authority  
Crosslake City Hall  
January 4, 2023 – 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. Minutes Approval: Dean Fitch
3. 2023 Planning Strategy: Dean Fitch/Team
  - Housing Update
    - Housing Symposium??
    - KC Companies Tyler Glynn
  - Comp Plan Update
    - BLAEDC to provide re-writes
  - Economic Vitality Update
    - Business Survey
    - Business Opportunities
4. BLAEDC Update: Tyler Glynn
5. EDA 2023 Quarterly Calendar
  - January 4
  - April 5
  - July 5 (subject to change)
  - October 4
6. Other:
  - a. City Council January 10<sup>th</sup>
7. Adjourn:

Crosslake Economic Development Authority  
Meeting Minutes  
8:30 A.M. December 7, 2022 Crosslake City Hall

Members present: Dean Fitch, Patty Norgaard, Roger Roy

Others present: Tyler Glynn, BLAEDC Executive Director; Alison Medeck, BLAEDC Special Initiatives Director; Josh Netland, Tremolo Communications; Carla Bainbridge; John Forney, National Loon Center/Crosslakers; Steven Spencer, Crosslake Business Owner; Jaclyn Wipper, Crosslake Business Owner, Cindy Myogeto, Chamber; Peter Gansen, City of Crosslake; TJ Grunmann, City of Crosslake; Dave Gahn, Crosslake Canvas; Aaron Herzog, City of Crosslake; Mike Lyonais, City of Crosslake; Jackson Purfeerst, City Council/elect; Sandy Farder, City Council/elect; Linda Randall; Shannon Watters; 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 Roger Roy and seconded by Patty Norgaard to approve the minutes of the October 5, 2022 meeting. No discussion. Motion carried with all ayes.

Housing Update:

Dean Fitch reported that Bradbury Stamm was going forward with market study, soil analysis, architectural drawings and seeking to attract investors. Continued research into available properties for development. The apartment complex behind Reeds with 36 units is the first project.

BLAEDC Update:

Tyler Glynn reported that year end is close at hand and many achievements throughout the year have been accomplished with a limited staff. The office manager resigned, and they have yet to make a replacement with no slowdown in the offered programs. The Recruitment Program was developed six years ago. The budget for 2022 was to hire six to seven and twenty-one management level positions were filled. The impacts to the local economy include salaries, housing plus twenty-one families in communities including identifying spouse job opportunities. The Unified Fund has had twenty-one loans since inception even though there is a lack of demand for gap financing. It is working exactly as created. Continues to work with developers that have local ties. The new website is drawing more traffic with emphasis on marketing the area.

Economic Vitality Update:

Dean Fitch opened the discussion with a broad perspective of EDA. The Comprehensive Plan sets the value to our communities and it takes a long time to get to the goals that were created with a lot of work involved. The goals currently described under the Economic Vitality chapter are:

**Goal 1: Capitalize on Crosslake's unique economic drivers in order to promote the community, spur economic growth, and serve residents, seasonal residents, businesses, and visitors.**

EV1. Actively promote Crosslake as a thriving place to live, work, and play.

EV2. Support efforts to improve the business corridor and encourage people to support businesses in Crosslake by making it more convenient and inviting for residents and tourists.

EV3. Inspire entrepreneurs and start-up businesses and encourage efforts to redevelop parcels and existing storefronts in the City of Crosslake.

EV4. Review and refine local ordinances to allow for new food, beverage, and farm-related enterprises.

**Goal 2: Encourage economic growth while maintaining Crosslake's character, through preservation and conservation of the environment.**

EV1. Preserve and conserve greenspaces and waterways.

*Change preserve to protect*

EV2: Provide assistance in planning and site selection.

**Goal 3: Consider the financial impacts of decisions regarding community growth and development.**

EV1. Develop or adopt a sustainability checklist that determines the long-term maintenance costs of any local public project utilizing grant funds for construction.

EV2. Develop criteria of financial thresholds, above which, a private developer may need to provide additional measures.

EV3. Implement policies that promote fiscal impact analysis for all capital expenditures, developments, or infrastructure projects.

The Crosslakers are good at keeping what is important to Crosslake. The goals were created in 2018 and not a lot has changed. The City Council has requested that the plan be reviewed and to create more specificity in the actions. The biggest challenge has been to find a writer that will help craft the changes to the plan. Grants are being researched.

Tyler Glynn facilitated the next section of the discussion with the responses to the questionnaire that was sent out to community members.

1. What does your business need to further prosper in Crosslake?  
Money? Marketing?  
Help keep employees.
2. Does Crosslake have the proper mix of seasonal and non-seasonal business?  
Lower than expected trends  
Inflation/gas prices/road construction  
Access during road construction  
Long range planning needed  
Difficult to determine
3. Are city regulations limiting your business opportunities?  
Short term rental regulations need to be figured out  
County regulations not followed  
County vs City  
Cost of sewer system  
Cities are not in the business of building houses or businesses, but running the community
4. Are you aware of City, County or State resources available to you?  
Access to resources is cumbersome and challenging  
Housing  
Cost of infrastructure  
Seasonal employee housing  
Land is available but need subsidies
5. How will the coming Loon Center affect your business?  
Parking-town spread out

6. What does the City of Crosslake need to do to prepare for the estimated 80,000 visitors per year to the Loon Center?
  - Focus on moving people from where they are parked
  - Public bathrooms
  - Trolley
  - Sidewalks
  - Beautify with flowers/banners
  - Entrance to Crosslake must make a statement
  - Lack of flow
  - Businesses need to work together
  - More activities as a business community
  - Family activities year round
  - Senior community activities
  - Change perspective
7. Are there other questions or comments you want to share with our Economic Development Team?
  - Understanding that Crosslake is a tourism community
  - Stress importance of buying local
  - Qualified employees
  - Affordable housing
  - Need single family residences

Tyler emphasized that growth has to be done properly and appropriately and the support of the business community is greatly appreciated.

Upcoming Events:

City Council Meeting    December 12th

Next Meeting: TBD

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

Martha Steele  
Volunteer