

**CITY OF LAKE ELMO  
ECONOMIC DEVELOPMENT AUTHORITY MINUTES  
July 21, 2021**

**Call to Order/Roll Call**

President Ryberg called the meeting to order at 6:00 P.M.

**PRESENT: Jeff Holtz, Charles Cadenhead, Linda Larson, Paul Ryberg and Tom Triplett.**

**ABSENT: Mark Gaertner**

Staff Present: City Administrator Handt and City Planner Ben Prchal

**Approval of June 15, 2021 Minutes:**

Motion by Larson, seconded by Cadenhead to approve the June 15, 2021 minutes. Motion passed.

**Update on Commercial/Business Zoning Areas**

City Planner Ben Prchal provided maps showing areas of the city guided for commercial or business development in the Old Village, south of 10<sup>th</sup> St and along Ideal Ave. It also distinguished be developed and undeveloped properties. Commissioners suggested building a map that shows how many houses are near the commercial/business areas.

**Economic Development Plan-Brainstorming Session**

Chris Eng, Washington County Economic Development Director led the group in a brainstorming session that included a SWOT analysis and prioritizing goals. It was also noted that the EDA should develop a mission and vision statement.

Strengths included: available land-zoned/open/transportation available, low tax rate, large residential base/high incomes, educated talent pool, central geographic location, I94, TH36, interest in development/growth, flexible zoning, excellent schools and quality of life.

Weaknesses included: infrastructure availability, neighboring communities, not business friendly perception, small city staff, conflicting goals, lack of clean energy, lack of economic incentive, lack of data on talent, education/training, limited mass transit.

Opportunities included: demand for warehouse/industrial buildings, shift in workplace/telecommuting, broadband, have a downtown, marketing/promotions, airport, surveys, neighboring communities full, medical services, 4Front, recreational opportunities, trailer/truck parking, outdoor storage, small business growth.

Threats included: competition with neighboring communities, new workforce after pandemic, social unrest, economic future, Wisconsin, water supply, business climate, public perception/past, resources, unknowns (Met Council).

Goals identified included: diversify tax base, strong relationship with existing businesses, leverage state government resources, develop tools to respond to inquiries, develop and maintain a sense of place, identifying businesses, broadband availability, labor market data, data-business types, what we don't we have, help for city staff, create new perception and positive image, open and welcoming community, EDA make recommendation to city council, and look at other city economic development plans.

After each commissioner ranked their top five goals, the following were identified as priorities that would be in the strategic action plan:

- Develop strong relationships with existing businesses and explore options for a Business Retention and Expansion (B,R&E) Visitation Program
- Develop data (including talent availability, business types, demographic data)
- Diversify the city's tax base
- Develop and maintain a sense of place
- Create a new positive community perception

**Next Meeting Date/Future Agenda/Reports**

The next meeting will be Thursday, August 26, 2021 at 6pm. The agenda will include continued development of the strategic action plan.

**Adjourn**

Meeting adjourned at 7:37 P.M.

Respectfully Submitted,  
Kristina Handt