



**MINUTES**  
**ECONOMIC DEVELOPMENT AUTHORITY MEETING**  
**March 16, 2010**

- Present:** President: Randy Gilbert; Commissioners: Brian Carpenter, Sharon Henderson, Liz Olson, Art Loosen, Tom Kvale, and Tom Skjaret
- Absent:** Commissioners: None
- Others Present:** Executive Director/City Administrator: Terry Post; Chamber of Commerce Executive Board members April Wysocki and Bob Erickson

**CALL TO ORDER**

President Gilbert called the meeting to order at 6:52 p.m.

**APPROVE AGENDA**

*A motion was made by Henderson, seconded by Skjaret, to approve the agenda as presented.*  
*Ayes: all.*

**BUSINESS ITEMS**

**Discussion of Future EDA Activities**

Post briefed the Commissioners with an update on what had transpired regarding a Letter of Understanding with CSM Equities L.L.C. since the last October 21, 2008 EDA meeting. Post also commented that previous EDA meeting discussion items tended to focus on specific proposed development projects. Post stated that he hoped this meeting would resemble a council work session in format and generate informal discussion among all participants.

Gilbert then asked each of the Commissioners to comment on what the role of the EDA should be in facilitating economic growth within the community. Comments ranged from being at the mercy of property sellers, developing unified goals with the business community, making Long Lake a more attractive place to live, to gleanng takeaways from the 2009 rebranding presentations.

Gilbert then asked the Chamber representatives to join the discussion.

Wysocki discussed the realization the Chamber had come to regarding the need for outside help in the form of a consultant to provide leadership to spearhead a rebranding/awareness campaign. She indicated that the Chamber was supportive of a proposal from C.E.L. and requested that the EDA consider funding up to \$30,000 in consulting costs for a three phase plan – rebranding, strategic planning, and implementation. Much discussion then ensued involving different aspects of the proposal.

*A motion was made by Loosen, seconded by Henderson, to recommend that the Long Lake City Council affirm acceptance of the first two phases of the C.E.L. proposal at the regular meeting of April 6, 2010 and that the contract be funded from EDA Special Revenue Fund No. 105 funds. Ayes: all.*

EDA Commissioners also recommended that future EDA meetings be scheduled on a more regular quarterly basis with a preference for meeting after a regularly scheduled council meeting.

Erickson suggested that the EDA consider reserving a portion of the EDA Fund No. 105 fund balance for potential legal expenses for enforcement activities. Olson expressed her opinion that this was not necessary, nor a good use, of EDA funds since the City itself was adequately insured in the event of such circumstances.

**OTHER BUSINESS**

There was no other business.

**ADJOURN**

*Hearing no objection, President Gilbert adjourned the March 16, 2010 EDA meeting at 7:55 pm.*

Respectfully submitted,

Terrance Post  
Executive Director