

HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY

AGENDA

**Thursday, October 28, 2021 at 12:00 p.m. NOON – Council Chambers
Governmental Services Building**

- 1. ROLL CALL**
- 2. MINUTES – Approval or correction**
 - a. September 23, 2021 HEDA Minutes
- 3. PUBLIC DISCUSSION**
- 4. CORRESPONDENCE**
- 5. MOTIONS**
- 6. RESOLUTIONS**
 - A. Grant Application to MPCA – Hwy 53 Business Park**
 - B. Proposal from Northspan for Business Retention & Expansion Survey**
- 7. WORK SESSION**
- 8. RECESS**

HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY
September 23, 2021
5:00 p.m.

MEETING CONDUCTED IN PERSON & VIA ZOOM

ROLL CALL: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher

CITY STAFF: John Mulder, City Administrator; Eric Johnson, Community Development Director; Joe Wicklund, Communications Director; Steve Overom, City Attorney

ABSENT: Commissioners Haapanen, Ronchetti,

VISITORS: Heidi Timm-Bijold

MINUTES

Motion made by Commissioner Nelson, seconded by Commissioner Hauschild to approve the July 29, 2021 HEDA Minutes. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

MOTIONS

RESOLUTIONS

2021-04H Resolution Approving An Agreement For Professional Consulting Services With Braun Intertec Corporation For The Total Consideration Of \$18,973.00

Motion made by Commissioner Geissler, seconded by Commissioner Peterson to adopt Resolution 2021-04H, Resolution Approving An Agreement For Professional Consulting Services With Braun Intertec Corporation For The Total Consideration Of \$18,973.00. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

2021-05H Resolution Approving An Agreement For Professional Consulting Services With Northland Consulting Engineers, LLP For The Total Consideration Of \$9,820.00

Motion made by Commissioner Hauschild, seconded by Commissioner Peterson to adopt Resolution 2021-05H, Resolution Approving An Agreement For Professional Consulting Services With Northland Consulting Engineers, LLP For The Total Consideration Of \$9,820.00. Roll Call: Commissioners Geissler, Hauschild, Nelson, Peterson, Mayor Boucher, aye. Commissioners Haapanen, Ronchetti, absent. Motion carried.

WORK SESSION

Special Meeting Time – October 25, 2021 – 5:00 p.m. - Strategic Planning Review with Northspan: John Mulder asked if it would be possible to move the October meeting to Monday October 25th to accommodate Northspan's schedule to provide a follow up to our strategic planning effort. Northspan was unavailable on October 28th. Several members were unavailable, so the Commission asked to see what other dates might work for Northspan.

Discussion on Marketing Plan – Joe Wicklund: Joe Wicklund presented some ideas about a marketing plan in order to get feedback and direction from the Commission. The plan would center around the theme of making Hermantown your “Home Town.” There would be a focus on the people in our community “Herman beings” participating in activities that make living here a good thing. The first area of focus would be activities termed “youth sports” and would define youth as anyone involved in an activity and that those experiences, those “youth sports,” that make for a home town experience.

In order to do that, HEDA would engage a local partner to professionally capture images of the community that make Hermantown feel like a home town. Commissioners were asked to send Joe a list of images they might like to see captured as part of that effort. We would try to capture many of those images in the very near future in order to capture the fall colors.

Motion made by Commissioner Peterson, seconded by Commissioner Nelson to recess at 5:59 p.m.
Motion carried.

Recorded by:

John Mulder, Executive Director

TO: HEDA Members
FROM: John Mulder, Executive Director

**Hermantown Economic
Development Authority**

DATE: October 26, 2021 **Meeting Date:** 10/28/2021
SUBJECT: MN DEED Grant Application **Agenda Item:** 6A

STRATEGIC DIRECTION #2: Comprehensive Planning For Targeted Growth

Action Step: A3. Create clear goals for potential growth areas

REQUESTED ACTION

Consider and approve a grant application to state of Minnesota Department of Employment and Economic Development (DEED) under the contamination cleanup grant program

BACKGROUND

Recently, the site at the corner of Ugstad Road and Hwy 53 was delisted as an EPA Superfund site. In July, HEDA entered into an agreement with HTB Project Navigation to assist in the areas of economic development and to specifically review the possibility of creating a Business Park in the area of Ugstad and Hwy 53.

One of the desire outcomes of **STRATEGIC DIRECTION #2:** Comprehensive Planning For Targeted Growth was to have “shovel-ready land and infrastructure ready for development.

The State of Minnesota Department of Employment and Economic Development (DEED) has a grant application deadline of November 1st for a Contamination Cleanup Grant Program for investigating for contaminants and developing a Response Action Plan (RAP) to clean contamination.

The grant would be for \$50,000 and would require HEDA to provide a match of \$16,666 for the proposed project. If the grant is awarded this will allow HEDA to further investigate any contamination and make a provide a plan to properly deal with it as the land develops.

SOURCE OF FUNDS (if applicable)

HEDA Funds

ATTACHMENTS

Resolution

Hermantown Economic Development Authority
Resolution No. 2021-06H

HEDA Commissioner _____ introduced the following resolution and moved its adoption:

**RESOLUTION APPROVING A GRANT APPLICATION TO STATE OF MINNESOTA
DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT (DEED) UNDER
THE CONTAMINATION CLEANUP GRANT PROGRAM**

WHEREAS, the Hermantown Economic Development Authority ("HEDA") has identified an creating clear goals for potential growth as an action step in their Strategic Plan, and,

WHEREAS, one of the desired outcomes of that action step was to have "shovel-ready land and infrastructure ready for development", and

WHEREAS, HEDA began working on identified the area around the Ugstad Road and Hwy 53 intersection as a possible location for redevelopment as a business park,

NOW THEREFORE BE IT RESOLVED that the Hermantown Economic Development Authority (HEDA) has approved, and shall act as the legal sponsor for, the project contained in the Contamination Cleanup Grant Program application to be submitted on November 1, 2021 in the amount of \$50,000 and that John Mulder, Executive Director is hereby authorized to apply to the Department of Employment and Economic Development for funding on behalf of the Proposed Highway 53 Business Park Project.

BE IT FURTHER RESOLVED that HEDA has the legal authority to apply for financial assistance, and has the institutional, managerial, and financial capability to ensure adequate project administration.

BE IT FURTHER RESOLVED that the sources and amounts of the local match identified in the application are committed by HEDA to the project identified.

BE IT FURTHER RESOLVED that HEDA has not violated any Federal, State or local laws pertaining to fraud, bribery, graft, kickbacks, collusion, conflict of interest or other unlawful or corrupt practice.

BE IT FURTHER RESOLVED that upon approval of its application by the State, HEDA may enter into an agreement with the State of Minnesota for the above-referenced project, and that HEDA certifies it will comply with all applicable laws and regulation as stated in all contract agreements.

NOW, THEREFORE BE IT FINALLY RESOLVED that

1. The President and Secretary of HEDA are hereby authorized and directed to execute and deliver the Agreement on behalf of HEDA and execute and deliver whatever documents are necessary to consummate the transactions contemplated by the

Agreement.

2. The City Clerk shall enter this Resolution in the records of HEDA immediately after the execution of this Resolution by the HEDA Administrator.

The motion for the adoption of the foregoing resolution was duly seconded by HEDA Commissioner _____ and, after full discussion thereof and upon a vote being taken thereon, the following HEDA Members voted in favor thereof:

Commissioners

and the following voted against the same:

Whereupon said resolution was declared duly passed and adopted.

Dated this 28th day of October, 2021.

HEDA Administrator

TO: HEDA Members
FROM: John Mulder, Executive Director

**Hermantown Economic
Development Authority**

DATE: October 26, 2021 **Meeting Date:** 10/28/2021

SUBJECT: Business Retention & Expansion Program **Agenda Item: 6 B**

STRATEGIC DIRECTION #4: Creating A Growth Environment & Tools For Businesses

Action Step A4. Implement Active and Intentional Business Retention & Expansion (BRE) Program

REQUESTED ACTION

Consider and approve an agreement with Northspan to conduct a Business Retention and Expansion Program.

BACKGROUND

One of the Action Steps identified in HEDA's Strategic Plan was to implement an active Business Retention & Expansion program. To date, the City does not have a comprehensive list of businesses located in Hermantown.

We requested a proposal from Northspan to conduct the Business Retention and Expansion program. Their approach would include creating a list of businesses, conduct a economic base analysis to identify growing or shrinking sectors, and then identify and conduct visits with 40 businesses. This work would be done over the first six months of 2022 and would generate a report and any policy recommendations at a HEDA meeting. The cost of this effort would be \$20,639.

We believe this is a timely effort given our Strategic Plan, gearing up to do a comprehensive plan over the next 24 months, and effects of the pandemic on the business sector.

NOTE: A second part of the attached proposal is a to conduct a quarterly Planning workshop to review our efforts on the Strategic Plan. We will do this separately from the Business Retention & Expansion program. HEDA will need to determine a date for that meeting.

SOURCE OF FUNDS (if applicable)

ATTACHMENTS

Northspan Proposal

Hermantown Economic Development Authority
Resolution No. 2021-07H

HEDA Commissioner _____ introduced the following resolution and moved its adoption:

RESOLUTION APPROVING AN AGREEMENT FOR PROFESSIONAL CONSULTING SERVICES WITH NORTHSPAN FOR THE TOTAL CONSIDERATION OF \$20,639.00

WHEREAS, the Hermantown Economic Development Authority (“HEDA”) desires to obtain consulting services to conduct a Business Retention & Expansion Program; and

WHEREAS, Northspan submitted a proposal to provide such services to the HEDA (“Proposal”); and

WHEREAS, Braun and HEDA desire to enter into an Agreement for Professional Consulting Services (“Agreement”) as shown on Exhibit A attached hereto in which Northspan provides services to HEDA pursuant to these terms of the Agreement and the Proposal; and

WHEREAS, the HEDA Commissioners have reviewed the Agreement and hereby believe that it is in the best interests of HEDA to approve the Agreement and authorize and direct the President and Secretary of HEDA to execute and deliver the Agreement on behalf of HEDA.

NOW THEREFORE, BE IT RESOLVED by the Commissioners of HEDA as follows:

1. The President and Secretary of HEDA are hereby authorized and directed to execute and deliver the Agreement on behalf of HEDA and execute and deliver whatever documents are necessary to consummate the transactions contemplated by the Agreement.

2. The City Clerk shall enter this Resolution in the records of HEDA immediately after the execution of this Resolution by the HEDA Administrator.

The motion for the adoption of the foregoing resolution was duly seconded by HEDA Commissioner _____ and, after full discussion thereof and upon a vote being taken thereon, the following HEDA Members voted in favor thereof:

Commissioners

and the following voted against the same:

Whereupon said resolution was declared duly passed and adopted.

Dated this 28th day of October, 2021.

HEDA Administrator