

**HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY**

**AGENDA**

**Thursday, January 23, 2025 at 5:00 p.m.  
Council Chambers  
Governmental Services Building**

- 1. ROLL CALL**
- 2. MINUTES** – Approval or correction
  - 2.1 December 19, 2024 HEDA Minutes
- 3. MOTIONS**
- 4. RESOLUTIONS**
  - 4.1** Resolution Establishing the Section 24 Advisory Committee (Uptown Committee)
- 5. WORK SESSION**
  - 5.1** Morris Thomas Property Workshop
- 6. RECESS**

**CITY OF HERMANTOWN  
HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY**

Thursday, December 19, 2024 at 5:00 PM Central

Council Chambers, City Hall – Hermantown Governmental Services Building

Mayor Wayne Boucher:	Present
Councilor John Geissler:	Present
Dwayne Haapanen:	Absent
Councilor Andy Hjelle:	Present
Councilor Ellie Jones:	Absent
Councilor Brian LeBlanc:	Present
Karen Pionk:	Absent

**CITY STAFF:** John Mulder, City Administrator; Joe Wicklund, Assistant City Administrator; Chad Ronchetti, Economic Development Director; Eric Johnson Community Development Director;; Steve Overom, HEDA Attorney

**VISITORS:**

1. **ROLL CALL**

2. **MINUTES**

A. Approve October 10, 2024 HEDA Minutes

Motion to approve minutes as presented. This motion, made by LeBlanc and seconded by Hjelle, Carried.

Mayor Wayne Boucher:	Yea
Councilor John Geissler:	Yea
Dwayne Haapanen:	Absent
Councilor Andy Hjelle:	Yea
Councilor Ellie Jones:	Absent
Councilor Brian LeBlanc:	Yea
Karen Pionk:	Absent

Yea: 4, Nay: 0, Absent: 3

3. **MOTIONS**

a. **Meeting Schedule for 2025**

Director Ronchetti provided the Commission with proposed meeting dates. President Boucher noted that one of the dates falls on Juneteenth, a national holiday. The Commission decided to reschedule the June 19<sup>th</sup> meeting at a later date.

Motion to approve the 2025 was presented. This motion, made by Hjelle and seconded by Geissler

Mayor Wayne Boucher:	Yea
Councilor John Geissler:	Yea
Dwayne Haapanen:	Absent
Councilor Andy Hjelle:	Yea
Councilor Ellie Jones:	Absent
Councilor Brian LeBlanc:	Yea
Karen Pionk:	Absent
Yea: 4, Nay: 0, Absent: 3	

4. **RESOLUTIONS**

5. **WORK SESSION (Project Updates)**

**5.1 – Uptown Urban Design Master Plan – Project Principles**

Director Ronchetti informed the Commission that the Request for Proposals for the urban design master plan was complete and will be released on January 6th. The establishment of a HEDA Advisory committee was also discussed, with Karen Pionk volunteering to be the Chair. Staff identified members for the committee and plans to present them at the January meeting.

Additionally, the team has developed three project principles: culture, economy, and connection, which will guide the urban design process and measure outcomes. Director Ronchetti discussed the intent behind each Project Principle and sought feedback on these principles to ensure they align with the desired outcomes of the Commission.

The Commission discussed whether or not to allow short-term rentals in Uptown or regulate them in certain zones. Commissioners asked that staff consider whether or not to regulate short-term rentals through zoning and potentially restrict short-term licenses in the Uptown area and other residential neighborhoods.

**5.2 – Other Business**

Commissioner LeBlanc asked for an update on the Hawklane Business Park. Director Ronchetti relayed to the Commission that a potential end user was evaluating the site for its use, and that use would consume the entire site. Director Ronchetti informed the Commission that he was working with the State granting authority to ensure the awarded grant would be maximized under new site ownership. Commissioner LeBlanc asked if it was the same group, and Director Ronchetti informed the Commission that the end user is unknown, but Scannell Development was leading the effort.

Director Ronchetti conveyed to the Commission that Opidan Development was interested in developing the additional around Pillars, the senior housing complex, into a transitional housing project. President Boucher asked if priority could be given to screening

and buffer preservation for the road. Staff noted that they would convey this to the developer.

6. **RECESS**

Motion to recess at 5:29 p.m. This motion, made by Commissioner Geissler and seconded by Commissioner Hjelle, Carried.


Mayor Wayne Boucher:	Yea
Councilor John Geissler:	Yea
Dwayne Haapanen:	Absent
Councilor Andy Hjelle:	Yea
Councilor Ellie Jones:	Absent
Councilor Brian LeBlanc:	Yea
Karen Pionk:	Absent

Yea: 5, Nay: 0, Absent: 3

Recorded by:

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Chad Ronchetti, Economic Development Director

<b>HEDA MEETING DATE:</b>		1/25/2025	
<b>TO:</b>	HEDA Commissioners		
<b>FROM:</b>	Chad Ronchetti, Economic Development Director		
<b>SUBJECT:</b>	Establishment of the Section 24 Advisory Committee (Uptown Committee)		

**RESOLUTION:**       **MOTION:**       **WORK SESSION:**       **OTHER:**

**REQUESTED ACTION**

Approve the resolution establishing the Section 24 Advisory Committee, also known as the Uptown Committee, and appointing the committee members.

**BACKGROUND**

At the October 24<sup>th</sup>, 2024 HEDA meeting, the commission requested that staff move forward with drafting a Request for Proposals to hire a consultant team that will create an Urban Master Plan for Section 24 of the city. Section 24 was identified for a potential commercial center to Hermantown – Uptown. The Urban Master Plan is intended to build a vision for Uptown and will work to understand what the community of Hermantown wants our commercial and community center to look and feel like. It will help our community guide the physical form, economic functions, and social impacts of the a newly constructed urban environment and the location of different land uses and activities within it.

At the October meeting, HEDA Commissioners further requested that staff proceed with identifying volunteer community members for the establishment of a HEDA Advisory Committee. The Advisory Committee is not intended to replace direct community engagement during the planning process, but instead be a guide for the process and provide input and continuous feedback to the project team. The committee will advise the Departments of Economic Development and Community Development, the City Administrator, Planning and Zoning Commission, HEDA, and City Council on the urban design, zoning, development policy, architectural standards, and any related work impacting the quality, healthy, organized, and appropriate development of Section 24 in the creation of Hermantown’s Uptown. The Advisory Committee is structured to include a diverse group of community members representing indirect stakeholders, relevant expertise, and at-large residents in order to provide continuous engagement throughout the entire process. The structure, terms, and appointees are:

- Number of members: 7
- Term Length: 2 years, commencing at the time of appointment, without limit on the number of terms that may be served

**Hermantown Economic Development Authority**

**HEDA’s mission is to intentionally lead economic growth, creating a vibrant and prosperous community.**

- Term Limit: Members shall serve in defined appointed two-year terms until the completion of the concept master plan after which point the Uptown Committee shall terminate.
- Membership Structure:
  - HEDA representative
  - Post-Secondary Education
  - Large Employer
  - Community Development Organization
  - Traditional Lending Institution
  - Intermediary Organization
  - At Large Community Member
- Appointments:
  1. Commissioner Karen Pionk shall act as the HEDA representative and Committee Chair
  2. Lynne Williams (Post-Secondary Education) shall act as the Vice Chair
  3. Michael Scharenbroich (Large Employer)
  4. Sara Rolfson (Community Development Organization)
  5. Jon Birkeland (Traditional Lending Institution)
  6. Tony Sertich (Intermediary Organization)
  7. Russ Salgy (At Large Community Member)

The Advisory Committee will be guided by the three Project Principles, as workshopped at the December 19, 2024 HEDA meeting. The Project Principles will help to keep discussions focused and intentional, providing a grounding reference to the foundational elements the outcomes will be measured against. The Project Principles will serve as the Advisory Committee’s mission and objectives.

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**SOURCE OF FUNDS (if applicable)**

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**ATTACHMENTS**

Uptown Project Principles

Hermantown Economic Development Authority  
**Resolution No. 2025-01H**

HEDA Commissioner \_\_\_\_\_ introduced the following resolution and moved its adoption:

**RESOLUTION ESTABLISHING THE SECTION 24 ADVISORY COMMITTEE TO SERVE AS AN ADVISORY BOARD TO THE HERMANTOWN ECONOMIC DEVELOPMENT AUTHORITY ON THE CREATION OF AN CONCEPT MASTER PLAN FOR SECTION 24**

WHEREAS, the Hermantown City Council, by Resolution No. 2017-69 as amended, established the Hermantown Economic Development Authority (HEDA) to preserve and create jobs, enhance tax base, assist certain housing initiatives, promote the general welfare of the people of the city, and to assume primary responsibility for development activities within the City; AND

WHEREAS, Under Section 2.9 of HEDA bylaws, HEDA may, by a majority vote, establish and appoint members to an advisory committee; AND

WHEREAS, A member of HEDA shall act as the chair of the advisory committee; AND

WHEREAS, Members of any advisory committee shall be selected by HEDA, and may include members who are not members of HEDA and who are not residents of the City; AND

WHEREAS, by Resolution No. 2011-01H, HEDA determined that the Advance Hermantown Initiative would identify a shared vision or destiny by listening carefully to all our community members; by agreeing on where Hermantown is going; AND

WHEREAS, The Advance Hermantown initiative called for a gathering place, a community center, where our sense of community is strengthened and brings us together, not only physically, but also in a spirit of community; AND

WHEREAS, The City of Hermantown (“City) completed the Section 24 Trunk Sewer project in 2021 (“Sewer Project”); AND

WHEREAS, the Sewer Project opened more than 230 acres in Section 24 (the Study Area) to development opportunities; AND

WHEREAS, HEDA has determined that the interests of the residents of the City and the well-being and quality of life in the City will be enhanced by intentionally leading economic growth by nurturing and encouraging development in the Study Area; AND

WHEREAS, The Study Area is geographically suited and positioned through infrastructure investments to be evaluated for the gathering place called for in the Advance Hermantown Initiative; AND

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

1. The Section 24 Advisory Committee (Uptown Committee) is hereby established. The purpose of this committee is to advise the Departments of Economic Development and Community Development, the City Administrator, Planning and Zoning Commission, HEDA, and City Council regarding matters related to the urban design, zoning, development policy, architectural standards, and other areas which affect the quality, healthy, organized, and appropriate development of Section 24. The Uptown Committee shall operate according to the following structure:

- Number of members: 7
- Term Length: 2 years, commencing at the time of appointment, without limit on the number of terms that may be served
- Term Limit: Members shall serve in defined appointed two-year terms until the completion of the concept master plan after which point the Uptown Committee shall terminate.
- Membership Structure:
  - (1) HEDA representative
  - (2) Post-Secondary Education
  - (3) Large Employer
  - (4) Community Development Organization
  - (5) Traditional Lending Institution
  - (6) Intermediary Organization
  - (7) At Large Community Member
- Appointments:
  - (1) Commissioner Karen Pionk shall act as the HEDA representative and Committee Chair
  - (2) Lynne Williams (Post-Secondary Education) shall act as the Vice Chair
  - (3) Michael Scharenbroich (Large Employer)
  - (4) Sara Rolfson (Community Development Organization)
  - (5) Jon Birkeland (Traditional Lending Institution)
  - (6) Tony Sertich (Intermediary Organization)
  - (7) Russ Salgy (At Large Community Member)

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

3. 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:

and the following voted against the same:



Whereupon said resolution was declared duly passed and adopted.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2025.

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HEDA Administrator

# PROJECT PRINCIPLES

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## CULTURE

Uptown will imbue our community's culture of balance between big-city amenities, country living, and a small-town feel. As one of the few growing northern Minnesota cities, Hermantown seeks to remain a welcoming community that continually fosters the heart of what it means to be a special hometown through a cohesive, vibrant, and exciting Uptown at the Hermantown Marketplace that aligns with the community's next natural evolutionary step.

## ECONOMY

This special opportunity will provide for the creation and development of an Uptown mixed-use district where: economic vitality meets community gathering space; sense of place is fostered through residential and commercial connections that engender a hometown atmosphere; and create a destination that generates everyday social and mercantile activities across multiple generations.

## CONNECTION

Connection to the built environment is crucial to creating a unique sense of place. Hermantown's future Main Street and connecting lanes will have well-appointed streetscapes that promote walkability and encourage patronage and commerce. Uptown will provide a community space that brings people together and emboldens our already-strong community spirit. This new neighborhood design of mixed housing types and commercial architecture will engage the senses, strongly tie to Hermantown's unique past, and cultivate connections to people and place.