



**CITY OF ARDEN HILLS, MINNESOTA
ECONOMIC DEVELOPMENT COMMISSION
FEBRUARY 7, 2018 8:00 AM
CITY HALL -- 1245 WEST HIGHWAY 96**

1. CALL MEETING TO ORDER

Chair Dan Erickson called the meeting to order at 8:13 a.m.

ROLL CALL

Present: Chair Dan Erickson, Commissioners Liz Johnson, Rob Williams and Sheila Bennett Kilander

Also Present: City Planner Matthew Bachler, Communications Coordinator Dawn Skelly and Deputy Clerk Jolene Trauba

2. APPROVAL OF AGENDA

It was the consensus of the Commission to accept the agenda as presented.

3. APPROVAL OF MINUTES

It was the consensus of the Commission to accept the November 1, 2017 meeting minutes as presented.

4. UNFINISHED AND NEW BUSINESS

A. Marketing and Outreach Goals

City Planner Matthew Bachler introduced Communications Coordinator Dawn Skelly. He then reviewed the marketing and outreach goals as outlined in the memo:

- Develop strategy with Communications Coordinator to improve communications with the business community
- Develop handouts for new businesses and visit new businesses throughout the year
- Work with the Communications Coordinator on business-focused articles for the community newsletter
- Work with Communications Coordinator to plan and promote the State of the City
- Explore opportunities to partner with adjacent communities to organize small business networking events

City Planner Bachler noted the City website would be revamped over the next 12-18 months and he would like to provide more information to the business community on the site.

Communications Coordinator Skelly mentioned the newsletter and website would be upgraded at the same time.

Chair Erickson said business focused articles for the newsletter could be written by EDC members.

Commissioner Liz Johnson mentioned possibly adding a business owners showcase and companies looking for employees to the website.

City Planner Bachler said Communications Coordinator Skelly will be helping compile a handout for new business visits and write articles about select new businesses for the newsletter.

Commissioner Rob Williams suggested that existing business be able to request a visit by going through the website.

Chair Erickson concurred and said he would also like to see an article about the BRE program.

Discussion ensued regarding new business visits. It was decided that a handout with a few key points about the city and what is available to businesses along with a gift, possibly a coffee mug, should be given at the new business visits. Contact information should be gathered from each business and given to City Planner Bachler for compilation. Communications Coordinator Skelly could go on the new business visits to gather information to be used in a business feature in the newsletter.

City Planner Bachler stated that he will be meeting with the Building Official approximately two times a month to hear about new businesses coming into the City.

Chair Erickson suggested that a list of new businesses be sent to the EDC members once they are identified so visits can be set up in a timely manner.

Other ideas discussed were a meet and greet “Coffee with the Mayor” type meeting for new businesses, and a quarterly email to businesses that focused on businesses in the City.

B. Business Retention and Expansion Program

Senior Planner Bachler noted the three main objectives for BRE visits:

- Establish open lines of communication between businesses and city departments and provide excellent customer service
- Respond to immediate problems affecting a specific business, for example the need to lease additional space
- Identify broader issues that may be limiting business success, for examples issues with infrastructure or outdated regulations, and develop a response plan

There was discussion regarding the timing of new business visits versus retention visits.

Chair Erickson wondered how we were maintaining contacts and it was suggested something other than an Excel spreadsheet be used in the future.

City Planner Bachler stated that he will expand the Red Fox/Gray Fox business list from 2017 and have that along with current assignments at the March EDC meeting.

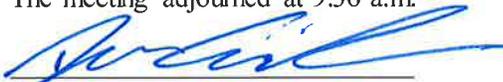
5. UPDATES

- A. Council Liaison
Not present
- B. Commission Members
None
- C. Staff Comments

City Planner Bachler noted the Army completed the groundwater optimization study for TCAAP. Infrastructure design will take place this year with construction in 2019 and private development in 2020. Master Development Agreement negotiations are continuing with Ramsey County and Alatus. He also mentioned the Marriott Hotel on Northwoods Drive should be under construction soon, Lexington Station Phase II building permits are expected soon, and Dunn Brothers Coffee will be opening on County Road E in the space next to the American Red Cross.

ADJOURNMENT

The meeting adjourned at 9:36 a.m.



Dan Erickson, Chair



Jolene Trauba, Deputy Clerk