

AGENDA
MAPLE PLAIN ECONOMIC DEVELOPMENT AUTHORITY
MAPLE PLAIN CITY HALL
August 11, 2014
5:30 PM

- I. CALL TO ORDER**
- II. ADOPT AGENDA**
- III. APPROVAL OF MINUTES**
 - A. July 14 EDA Minutes
- IV. OLD BUSINESS**
 - A. Downtown Redevelopment: City Museum Location (with volunteers of the museum)
- V. NEW BUSINESS**
 - A. Potential Business Retention Program
 - B. Potential Business Development Loan Program
- VI. OTHER BUSINESS**
- VII. ADJOURNMENT**

Next meeting: Monday, September 8, 2014, at 5:30 p.m.

**Meeting of the Maple Plain Economic Development Authority
Meeting Minutes
July 14, 2014
Maple Plain City Hall
5:30 PM**

1. CALL TO ORDER

Chair Hackbarth called the meeting to order at 5:35 p.m.

Present: Members Michael DeLuca, Jerry Young, Dave Eisinger, Justin McCoy and Jack Henrich; City Administrator Tessia Melvin and City Planner Mark Kaltsas.

2. ADOPT AGENDA

Eisinger moved to adopt the Agenda; McCoy seconded. Motion passed 5-0.

3. APPROVAL OF THE MINUTES

McCoy moved to adopt the June 9 EDA Minutes; Young seconded. Motion passed 5-0.

4. ADMINISTRATIVE REPORTS

There was no Administrative Report.

5. OLD BUSINESS

A. Downtown Redevelopment: City Museum Location

McCoy moved to table this topic until the July 14 meeting as the volunteers of the Museum were unable to attend; Young seconded. Motion passed 5-0.

6. NEW BUSINESS

A. Pavement Program

Melvin presented the pavement program to the City Council and asked for direction from the Council. Melvin reported that the City had evaluated the pavement conditions in 2008 and all streets were ranked in the order of their condition. In addition, the City Engineer rated the existing sanitary sewer and watermain to various streets. Melvin provided the EDA in their packets with the following: pavement management rating system, reconstruction conditions of roads, map of rated streets, spreadsheets of rated streets (including the cost estimates and project deadlines), a description of streets and a list of the infrastructure history of City utilities. Councilmember Eisinger asked that Melvin work with the Public Works and Stantek to create a priority list. Once this is created, the EDA and City Council can approve.

B. Potential Business Retention Program

Melvin reported to the EDA that a Business Retention and Expansion (BRE) program is a key element to local economic development. Melvin reported that commonly, more jobs are created by business expansion than by new business start-ups. In addition a BRE program is designed to provide information to City Council and staff members on the community's strengths and weaknesses.

Melvin reported that there are both short-term and long-term objectives of a BRE Program:

Short-term objectives include: 1) To demonstrate support for local businesses and 2) To help solve immediate business concerns.

Long-term objectives include: 1) To increase a local businesses' ability to compete in the global economy, 2) To establish and implement a strategic plan for economic development and 3) To build community capacity to sustain growth and development.

Melvin presented two options to the EDA:

Option One: The City collaborate with the University of Minnesota Extension Office. With the help of University of Minnesota Extension expertise, the community personally interviews local businesses and analyzes the results. The resulting report provides valuable information and ideas to invigorate the local economy through targeted action. BR&E reports don't sit on a shelf. Because the BR&E process leads the community through three major steps - Research, Prioritize, Implement - ideas turn into action.

The BR&E Strategies Program helps make local businesses be more competitive by evaluating and addressing some of their key needs and concerns. By addressing common business concerns, the community ensures a healthier future for itself. Businesses that stay competitive are more likely to remain in the community and possibly expand. The program also establishes an economic development plan for the community and a broad-based community coalition to sustain long term economic development efforts.

The BR&E Strategies Program focuses on both short-term and long-term objectives. This contract for services is priced at \$7,000 and \$15,000, depending upon location and complexity of the program.

Option Two: Staff create an internal BRE program. Melvin included in the packet a list of policies, goals and objectives that would be addressed by an internal BRE program. EDA members discussed and agreed that the key to this program is to begin business visits and help owners. Melvin agreed to create a draft program for the August EDA meeting.

The EDA directed Melvin to continue creating a BRE program for the City.

C. Potential Business Development Loan Program

Melvin began the discussion with the \$25,000 that has been levied for the EDA, but not spent. She suggested that the EDA consider a business loan program. Melvin presented information on the City of Watertown's Central Business District Loan Program, which was created to support façade improvements in Watertown. The program was created to add value to the downtown commercial stock.

Watertown's current loan provides funding for the following eligible projects:

- Window Replacement
- Exterior Painting
- Tuck Pointing
- Awning Replacement
- Sign Replacement
- Streetscape improvements

Melvin provided the following examples of what the grant could look like:

Loan: \$5,000 (5 year loan, 3% interest)

Grant: \$2,500

Example 1

\$15,000 property owner investment

\$5,000 EDA Loan

\$2,500 EDA Grant

Example 2

\$5,000 Property Owner Investment

\$1,660 EDA Loan

\$833 EDA Grant

The Loan must be repaid in monthly installments. The EDA's contribution to projects is intended to supplement local investment. As a matter of practice, funds will be released upon completion of the projects.

Requests must include:

- Detailed project plan
- Detailed project cost estimates, including bids from contractors
- Information about current building use, including lease term if applicable

- Completed Loan Application
- \$50 application fee

City Planner Kaltsas added that the program has been very successful for the City of Watertown. The EDA discussed the loan program idea and shared much support. Member McCoy added that it would also make sense to include the elimination of WAC and SAC fees, if possible.

The EDA agreed to have Melvin create a draft template of the loan program and an application and present it at the August meeting. Their timeline would include a November-December timeframe of applications.

OTHER BUSINESS

No other business was discussed.

7. ADJOURNMENT

Young moved to adjourn; Henrich seconded. Motion passed 5-0. Meeting adjourned at 6:58 p.m.

Prepared by
Tessia Melvin, City Administrator

Memorandum

To: Mayor and City Council Members
From: Tessia Melvin, City Administrator
Date: August 11, 2014
Re: City Museum

BACKGROUND

The City Museum located near City Hall has been around since the 1980's. With the future development of the City parcels, staff is looking for recommendations on the future of the museum.

THINGS TO CONSIDER

- Staff received a quote of about \$2500 to move the museum from Stubbs.
- Stubbs reported that at minimum the museum would need to be lifted or moved to redo the foundation, as it is not secure.
- The museum is a collection of Maple Plain's history and maintained by a group of dedicated volunteers.
- With new development of the City parcels, should the museum stay or be moved?
- Possible locations
 - Northside Park
 - Fire Department
 - City Plaza (using Budd from Highway 12 to Main Street East)

Memorandum

To: City Councilmembers and EDA members

From: Tessia Melvin, City Administrator

Date: 8/9/2014

Re: Business Retention and Expansion Program Update

Background

At the July EDA meeting, it was decided to create an internal program. The program outline is not completed, but I did ask for top businesses to visit and include in our plan. The collected responses are:

- Blackwater Café
- Gordon James Construction
- Collision Corner
- McCain and Associates
- Wenck Engineering
- AC Motors
- Proto Labs

Next Steps

I will continue to create the program guidelines, actions and goals. In addition, with the EDA's approval, I will reach out to the selected businesses and begin to set up business visits.

I plan to have program guidelines completed by the September meeting as well as a schedule of visits for the upcoming months.

Memorandum

To: City Councilmembers and EDA members

From: Tessia Melvin, City Administrator

Date: 8/9/2014

Re: EDA Loan Program

History

Historically, the City of Maple Plain has levied \$25,000 for the EDA each year. In preparing this year's budget, examining past spending cycles, it became apparent that in recent years these monies had not been used for projects. Instead, this money was used as a general fund transfer.

Background

The Maple Plain Economic Development Authority was created to assist businesses and serve the economic future of Maple Plain. In addition, the design guidelines and recent goal setting conversations have suggested that the City focus on specifically helping beautifying its downtown area and encouraging community investment.

Proposed Business Assistance Program

The loan is targeted to assist businesses that are making improvements to building façade, but not limited to:

- Window Replacement
- Exterior Painting
- Tuck Pointing
- Awning Replacement
- Sign Replacement
- Streetscape Improvements

Ineligible Projects include:

- Structural Upgrades
- HVAC Improvements
- Accessibility Improvements
- Interior Improvements

The loan program offers assistance on a 2:1 ration with the property owner. The assistance is based on a maximum assistance level of:

Loan: \$5,000, 5 year loan at 3% interest

Grant: \$2,500

Timeline

Market Program: September-October

Loan Applications Accepted: October – November

Distribution of monies: January 2015

“Maple Plain Welcomes You...”

Maple Plain is a distinctive and thriving community with small-town character. Home to nearly 2,000 residents, the City is also home to commercial and industrial communities. In addition, the City's great location makes commuting to Maple Plain easy. Maple Plain is a community known for its neighborly values, active and caring citizenry, civic stewardship, top-ranked schools and positive business environment. We hope that you and your business experience all the benefits we offer in Maple Plain.



Maple Plain Economic Development Authority

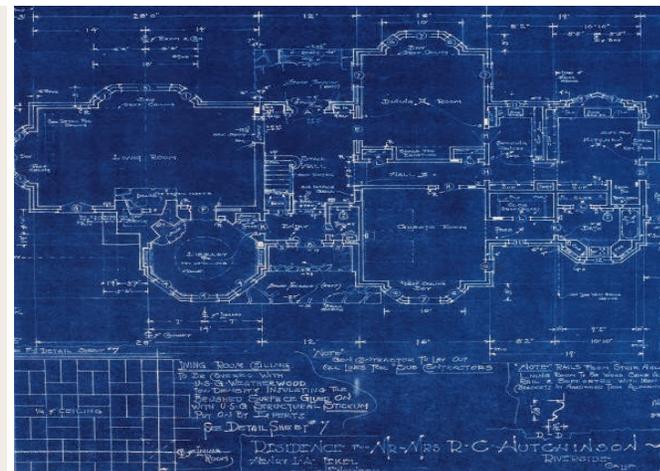
The Maple Plain Economic Development Authority's goal is to promote economic growth by creating partnerships, fostering employment opportunities, supporting diverse housing programs and expanding the tax base through development and re-development

The Maple Plain Business Assistance Program was designed by the EDA to help businesses make improvements that benefit the entire community.

For more information, contact:
Tessia Melvin
Maple Plain City Administrator
763.479.0516
tmelvin@mapleplain.com
www.mapleplain.com



1620 Maple Avenue
Maple Plain, MN 553359



MAPLE PLAIN BUSINESS ASSISTANCE PROGRAM:

INVESTING IN TOMORROW

A grant and loan program created to work with new and existing businesses.



Maple Plain Design Guidelines

The City of Maple Plain has created Design Guidelines to carry out the values and aesthetic characteristics that the community assimilates.

The community has prepared these guidelines to demonstrate what the City wants for architectural aesthetics and design quality in the City.

The intent of this program is to help businesses make improvements to building facades that meet these guidelines.

Looking For help

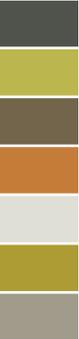
The Maple Plain Economic Development Authority (EDA) has established a Business Assistance Program (BAP) revolving loan program to support façade improvements in Maple Plain. This program is intended to add value to the community and maintain City Design Guideline Standards. This program is designed to provide an incentive for property owners or potential property owners to further invest into the community.

Eligible Projects >>>

- > Window Replacement
- > Exterior Painting
- > Tuck Pointing
- > Awning Replacement
- > Sign Replacement
- > Streetscape Improvements

Ineligible Projects >>>

- > Structural Upgrades
- > HVAC Improvements
- > Accessibility Improvements
- > Interior Improvements



New to the Maple Plain >>>

The Business Assistance Program is designed to help current and potential businesses moving to Maple Plain. It is part of the business retention effort, to keep a strong business base in Maple Plain.

To request assistance from the EDA, an eligible property owner should submit >>>

- Detailed project plan
- Detailed project estimate, including bids from contractors
- Information about current building use, including lease terms, if applicable
- Completed Loan Application form with requisite submittals
- \$50 application fee



Maple Plain Economic Development Authority
1620 Maple Avenue | Maple Plain, MN 55359 | 763.479.0515 | www.mapleplain.com
Maple Plain Business Assistance Program

Program Overview

The loan is targeted to assist businesses that are making improvements to the building façade including but not limited to:

- Window Replacement
- Exterior Painting
- Tuck Pointing
- Sign Replacement
- Awning Replacement
- Streetscape Improvements

Ineligible Projects include:

- Structural Upgrades
- HVAC Improvements
- Accessibility Improvements
- Interior Improvements

Loan Amount

The loan program offers assistance on a 2:1 ratio with the property owner. The assistance is based on a maximum assistance level of:

Loan: \$5,000, 5 year loan at 3% interest

Grant: \$2,500

Example of Disbursement (1)

\$15,000 property owner investment, \$5,000 EDA loan at 3% interest rate, \$2,500 EDA grant

Example of Disbursement (2)

\$5,000 property owner investment, \$1,660 EDA loan at 3% interest rate, \$833 EDA grant

Maple Plain Business Assistance Program Application

| Company Information | | |
|----------------------|--|-----------|
| Borrower's Name | | |
| Authorized Signature | | |
| Company Name | | |
| Company Address | | |
| Type of Business | | |
| Type of Entity | <input type="checkbox"/> Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> LLC | |
| Owner Name: | Title | Ownership |
| | | |
| Bank Name | Account Officer | Phone |
| | | |
| Accountant | Firm Name | Phone |
| | | |

| Project Information | |
|--|-------------------------------------|
| Anticipated Project Start Date | Anticipated Project Completion Date |
| Describe Proposed Project | |
| <p>Signatures</p> <p>The undersigned certifies that all information provided in this application is true and correct to the undersigned's knowledge. The undersigned authorizes the City of Maple Plain to verify financial and other information as needed and agrees to provide any additional information as many be requested by the City after the filing of this application.</p> <p>Applicant Name: _____ Date: _____</p> <p>By: _____</p> <p>Its: _____</p> | |

Submit the following to Tessia Melvin, Maple Plain City Administrator | 1620 Maple Avenue
 Maple Plain, MN 55359 | tmelvin@mapleplain.com

- A completed application
- A detailed project plan
- A detailed project costs, including bids from contactors
- Information about current building use, including lease term if applicable
- \$50 application fee