

BIG LAKE ECONOMIC DEVELOPMENT AUTHORITY
SPECIAL WORKSHOP MINUTES
THURSDAY, APRIL 2, 2015

1. CALL TO ORDER

Commissioner Danielowski called the workshop to order at 6:03 p.m.

2. ROLL CALL

Commissioners present: Raeanne Danielowski, Jim Dickinson, Dave Gast, Darek Vetsch, and Mike Wallen. Commissioners absent: Greg Green, Doug Hayes, Norm Leslie, Steve Pfleghaar.

Also present: Tonya Reasoner, Big Lake School Board, Planning Commission Chair Scott Marotz, Planning Commissioner Clay Wilfahrt, Interim City Administrator/Police Chief Joel Scharf, Consultant Economic Development Specialist John Uphoff of WSB & Associates, Facilitator Philip Barnes (of WSB & Associates), and Administrative Assistant Sandy Petrowski.

3. ADOPT AGENDA

Commissioner Wallen motioned to approve the agenda as presented. Seconded by Commissioner Gast, unanimous ayes, motion carried.

4. DISCUSSION: BLEDA STRATEGIC PLAN

4A. INTRODUCTIONS AND PROCESS OVERVIEW

Facilitator Philip Barnes, of WSB & Associates provided a brief introduction and discussed the purpose of this workshop was to begin the process of developing a strategic plan for the BLEDA. He discussed the process which would entail: 1) separating people from the problems; 2) the focus being on interests and not positions; 3) using objective criteria; and 4) framing questions around the possibilities. Barnes stated that one of the first objectives is to develop a vision statement by facilitating a vision of success, brainstorm possibilities, prioritizing, and strategizing collaboratively.

4B. EFFECTIVE PARTNERSHIPS DISCUSSIONS

The group participated in a brainstorming session, discussing “ground rules” for moving forward as a group relating to things such as: 1) types of behaviors conducive to effective partnerships; 2) behaviors that are counter-productive; and 3) what participants need from each other.

4C. BACKGROUND DISCUSSION

Participants discussed some things that have happened in the past that brought the City to where it is today, which included: 1) Growth prior to recession; 2) Debt service that came with growth; 3) High expectations; 4) Management of growth; and 5) Annexation decisions.

4D. DEVELOP VISION STATEMENT

After discussing past events, participants were asked to use those lessons to look forward to a time and discuss how Big Lake may look twenty years in the future. From this discussion, the group created the following potential vision statement based on this look into the future:

“Big Lake is an economic success because it ensures a fun, safe and diverse quality of life for residents by enhancing the area’s attractive appearance through supporting a creative culture and local business community. Big Lake has a thriving city center and business community with busy sidewalks through utilizing corridors for business and ensuring respected schools and recreational opportunities that support the increased population.”

Following the creation of the potential vision statement, the group discussed at length what types of risks, issues, or threats might prohibit reaching the potential vision statement and were asked to rank each as a low, medium, or high concern.

Finally, the attendees were asked what information would be beneficial to have in order to help develop strategies for the discussed potential threats. The items included: 1) comparables on utilities; 2) a zoning map of Big Lake with available acreage; 3) school district boundaries and enrollment/trends; 4) updated plat map; 5) high level financials, comparable, and debt loads; and 6) household median income/median home value.

4E. BRAINSTORM POTENTIAL FUTURE EVENTS

Barnes worked with the attendees to identify potential issues that could be barriers to reaching the vision

6. ADJOURN

Commissioner Vetsch motioned to adjourn the workshop at 8:53 p.m. Seconded by Commissioner Wallen, unanimous ayes, meeting adjourned.