

**City of East Bethel**  
**Economic Development Authority Agenda**

Regular Meeting – 7:00 p.m.

Date: January 26, 2015



**AGENDA**

**Item**

- |         |   |
|---------|---|
| 7:00 PM | <b>1.0 Call to Order</b>  |
| 7:01 PM | <b>2.0 Introduction of New Members</b><br>Mayor Steve Voss, Council Member Brian Mundle Jr. |
| 7:03 PM | <b>3.0 Oath of Office</b><br>Dan Butler, Brian Bezanson                                     |
| 7:05 PM | <b>4.0 Adopt Agenda</b>   |
| 7:06 PM | <b>5.0 Elect President, Vice President, and Treasurer</b>                                   |
| 7:08 PM | <b>6.0 Appoint Assistant Treasurer and Secretary</b>  |
| 7:10 PM | <b>7.0 Approve November 17, 2014 EDA Minutes</b>  |
| 7:12 PM | <b>8.0 Presentation by Michael Darger – Business Retention and Expansion program</b>        |
| 8:00 PM | <b>9.0 City Council Report</b>  |
| 8:10 PM | <b>10.0 Other Reports</b>   |
| 8:15 PM | <b>11.0 Adjourn</b>   |



Oath of Office

City of East Bethel  
East Bethel, Minnesota

Please raise your right hand and read aloud:

I, \_\_\_\_\_ *name* \_\_\_\_\_ do solemnly swear or affirm that I will support the Constitution of the United States of America and the State of Minnesota, and faithfully discharge the duties as a member of the City of East Bethel Economic Development Authority in the County of Anoka and the State of Minnesota to the best of my ability. So help me God.



# City of East Bethel Economic Development Authority Agenda Information

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**Date:** January 26, 2015

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**Agenda Item Number(s):** Items 5.0 and 6.0

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**Agenda Item:**

Elect 2015 President, Vice President, and Treasurer; Appoint Assistant Treasurer and Secretary

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**Requested Action:**

Elect 2015 President, Vice President, and Treasurer; Appoint Assistant Treasurer and Secretary

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**Background Information:**

At the February 24, 2014 EDA meeting, EDA officers were elected effective until January 2015. At tonight's meeting, a new President and Vice President need to be elected to serve from January 31, 2015 through January 31, 2016.

It should be noted that under the current EDA by-laws the Treasurer should also be elected. This position, by definition, is the City Administrator.

According to the EDA by-laws the Assistant Treasurer and Secretary should be appointed. These are staff positions. The Assistant Treasurer is the Finance Director, and the Secretary is the Recording Secretary.

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**Fiscal Impact:** Not applicable

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**Recommendation:**

Staff recommends electing a President, Vice President, and Treasurer to serve from January 31, 2015 through January 31, 2016, and appointing staff to serve as Assistant Treasurer and Secretary.

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**Economic Development Authority Action**

Motion by: \_\_\_\_\_

Second by: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Vote Yes: \_\_\_\_\_

Vote No: \_\_\_\_\_

No Action Required: \_\_\_\_\_

## EAST BETHEL ECONOMIC DEVELOPMENT AUTHORITY MEETING

November 17<sup>th</sup>, 2014

The East Bethel Economic Development Authority (EDA) met for a regular meeting on November 17, 2014 at 7:00 P.M at City Hall.

MEMBERS PRESENT: Dan Butler Brian Bezanson Bob DeRoche Julie Lux  
John Landwehr Doug Welter

MEMBERS ABSENT: Heidi Moegerle - excused

ALSO PRESENT: Colleen Winter, Community Development Director  
Jack Davis, City Administrator  
Sue Irons, Recording Secretary

**Call to Order & Adopt Agenda** Mr. Bezanson motioned to adopt the November 17<sup>th</sup>, 2014 agenda. Ms. Lux seconded; all in favor, motion carried unanimously.

**Approval of Meeting Minutes October 20, 2014** Mr. Landwehr motioned to approve the minutes with Mr. Bezanson to be listed as "excused". Ms. Lux seconded; all in favor except Mr. Bezanson who abstained due to his absence, motion carried to approve the minutes.

**Welcome New Member** Members welcomed Mr. Doug Welter as the newest member of the Economic Development Authority. Mr. Welter read and accepted the oath of office.

**Business Development Report** Ms. Winter reported the following:

- CDBG program at Coon Lake Beach is progressing. Currently two systems are being installed.
- Classic Commercial Park 3<sup>rd</sup> Addition Plat approved.
- Applied for a Met Council grant to assist with the decommissioning of the Castle Towers wastewater facility
- To date there have been 15 new residential home permits issued in the City of East Bethel
- Year to date the Community Development Department has received over 14,398 phone calls, emails and counter visits.
- Rivard Companies is constructing a new 5,400 square foot cold storage facility. They have their permit and anticipate expansion next Spring.
- Misc. inquiries regarding commercial and residential property in the City.

New Businesses in the last two years:

Aggressive Hydraulics

Floor Refinishers (located in the Valder Motors building)

Tin Man Fabrication

North Country Concrete (located at 229th and 65) – 75 employees and growing

Cambridge-Isanti Insurance (located in the building north of Galaxy Gymnastics)

Lucky Paws (4349 Viking Blvd.)

Hwy. 65 Liquor

Tattoo Shop (located in the NACE building)

Moonshine Whiskey

The following are prospects that will propose or have proposed projects for development:

Viking Preserve Subdivision

Senior Housing

New business in the Classic Commercial Park

Expansion of existing business in the Classic Commercial Park

Grocery store/strip mall at 65 and Viking Blvd.

Businesses that have closed or relocated to another city:

Flex Fitness (closed)

Sowada and Barna Plumbing (relocated to Ham Lake)

Valder Motors

Mr. DeRoche asked about escrow balance for Bob King. Mr. Butler plans to contact Mr. King to discuss this and see if they want the escrow money back. Ms. Winter reported that it would be a good opportunity to call him. The amount is fairly substantial.

Mr. DeRoche requested the status of Don Shaw's development. Ms. Winter reported he is waiting to see what will happen on the corner and waiting until Spring to move forward in hopes of getting more competitive pricing.

Mr. Butler reported that a plat was approved for expansion for Aggressive Hydraulics. He spoke with Paul the owners whose plan is to start the operation in the existing location and as it moves forward they would use the approved plat to expand.

Roger Ricky is "hooked up" to city sewer and water. There was a late construction start.

Mr. Welter requested a list of current businesses which Ms. Winter agreed to send to all EDA members as there have been several updates since the list was provided to the members. There are over 200 businesses currently licensed by the city.

Mr. Butler related his disappointment in not receiving any phone calls from residents after his article was published in the newsletter. Members discussed ways to encourage residents to contact the EDA with questions/concerns/suggestions and how to make it as easy as possible. Ms. Winter agreed to add contact options including email to the website as well as include the information in the newsletter which comes out quarterly. Members suggested an automatic email response acknowledging receipt of the resident's communication.

Mr. Butler reported that he had done some research on other community websites and found that some do have the ability to pay online, especially larger cities. Mr. Landwehr stated that he has used this function to pay for permits online and there is usually a user fee and sometimes even an application fee. Ms. Winter noted that staff had done some research into the online pay options but felt that the costs didn't justify implementing this option. There may be a way through

Civic Plus or Permit Works to have an application for this. They will be looking into this option more closely. There is concern that some people will believe that once they have completed the application and paid for it online their permit is approved. Mr. Landwehr suggested that the New Hope and Coon Rapids are good sites to look at for ideas on this issue.

### **Survey Results**

Members reviewed Piwik analysis for October.

An opinion poll was posted on the website from October 30<sup>th</sup> to November 13<sup>th</sup> and results were shared with members. The sample size was very small, less than 30 responses. The most requested business was a grocery store and the majority would like to see information about East Bethel's Nature Reserves on the website.

Members discussed ways to get a larger sample size and suggested sending the survey to Chamber members for their input.

### **Chamber Update**

The Chamber of Commerce hosted a Sunrise Business Breakfast where there were over 60 people in attendance. The topic was Highway 65; Doug Fisher (Anoka Co. Hwy Engineer) and Sheila Kauppi (MNDOT north metro director) presented their vision for Highway 65 and Highway 22. The Chamber is very interested in partnering with and helping out the EDA in any way they can to plan and move forward on service road projects, etc. related to Highway 65.

Mr. Butler reported that Julie Braastead is planning a meeting in January with the county and MnDOT and Met Council and representatives of the city staff and/or businesses. The purpose is to strategize on the transportation issues facing the city, especially in the southwestern sewer district area and the east side.

### **Council Report and Other Business**

The members thanked Mr. DeRoche for his service to the city.

Mr. Davis addressed the members regarding the "North Trunk Highway 65 Corridor Coalition" whose mission is "to work in cooperation and collaboration with transportation and transit agencies in identifying and planning for transportation safety improvements in the North TH 65 corridor". Its members include people from Anoka, Isanti and Kanabec Counties. Ham Lake and Blaine are not currently members. They are working to come up with data and recommendations to alleviate congestion on Highway 65 with the focus on the section between Highway 10 and 117th Ave in Blaine.

Blaine has met with the Coalition twice and is interested in working with the group. They are currently working on a study (included in meeting packet) to measure freight demands on Highway 65 in hopes of qualifying for grant funds from the Corridor of Commerce. The city has communicated its goals and needs related to this issue and hopes that the Coalition will support/endorse requests made by the city for funding. This would focus primarily on the area of 181st Ave and Viking Blvd as those areas continue to expand. It was noted that the priority for the county is Highway 10 with Highway 65 a lower priority. Mr. Davis stated that the city needs to push to keep Highway 65 as a focus for the county ensuring they are aware of the issues of the city. The city needs to be proactive to work on supplemental projects that will enhance an interchange at

Viking Blvd.

Mr. DeRoche commented that it is imperative that MnDOT work with the city at some point. He believes that if there is no access to the properties along Highway 65 then it won't be developed. The congestion at 181st is already very bad.

Mr. Davis reported that the latest traffic count at the intersection of 187th and 65 is 2900 which includes many heavy trucks and busses but was taken before the new bus route started at the theater and before Aggressive Hydraulics opened so these numbers are expected to increase exponentially. There will have to be a light at this intersection and it can't be 30 years out. The Coalition plans to focus on working with MnDOT to get some of the service roads and frontage roads done. They have reviewed several proposals to increase access to Classic Park and have a meeting scheduled with MnDOT later this week.

Members reviewed email communications from Greater MSP regarding companies looking for potential locations to establish their business. Mr. Davis noted that some of the requests for interested communities to reply come with impossible deadlines of less than 24 hours. The organization has not provided any viable opportunities for the city but it does not cost anything as the county pays the required fees for membership.

#### **Adjournment**

**Mr. Bezanson made a motion to adjourn the meeting at 8:00 p.m. Ms. Lux seconded; all in favor, motion carried.**

Submitted by:  
Susan Lori Irons  
Recording Secretary



# City of East Bethel Economic Development Authority Agenda Information

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**Date:** January 26, 2014

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**Agenda Item Number:**

Item 8.0

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**Agenda Item:**

Business Retention and Expansion Program

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**Requested Action:**

For further discussion at the City Council and East Bethel Chamber meetings

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Mr. Michael Darger from the University of Minnesota Extension Service will be giving a presentation on the Business Retention and Expansion (BR&E) program. Informational material has been enclosed for your review.

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**Financial Impact:**

The cost of the program is \$12,000.00. Connexus Energy will pay up to \$5,000.00 for a community BR&E program, and they are very interested in working with us on this program. The remaining funds \$7,000 would need to come out of the EDA project budget, and or the East Bethel Chamber can be asked to participate. Besides the financial commitment, it is important that there be a strong volunteer commitment in order for the program to be successful. Michael will discuss this in greater detail Monday night.





## A COMMUNITY APPROACH TO ENCOURAGE LOCAL BUSINESS SUCCESS

# Community Leaders' Business Retention and Expansion Program (BR&E)

### WHY BUSINESS RETENTION AND EXPANSION?

A healthy and vibrant local economy depends on the well-being of a community's existing businesses. Thus, efforts to help local businesses survive and grow in the local community are key to successful economic development. The community benefits because:

- Researchers estimate that existing businesses create 86 to 31 percent of all new jobs.\*
- Businesses that stay competitive are more likely to remain in the community – and possibly expand.
- Keeping an existing business is often easier and less costly than recruiting a new business.
- Businesses considering coming to the community will talk to existing businesses. Odds for attracting new businesses are better if existing ones are happy with the community.

### WHAT ARE THE BENEFITS OF THE COMMUNITY LEADERS' APPROACH?

Economic development efforts often require action from many community players. Without community consensus, economic development stalls. Our program (established 1990) is a proven approach for involving the community and building consensus to move forward. University of Minnesota Extension provides facilitation, technical assistance, training, and applied research to help communities assess business concerns, understand the structure of the local economy, set priorities, and implement projects that will help make communities more vibrant. We



recommend the complete BR&E Strategies Program package for Minnesota communities. It is described below on pages 2-4. We also have materials, tools and applied research services available (listed on pages 4-5). We once again offer a BR&E course with the next class starting January 2014. The course is a convenient "blended" format that combines in-person with online learning. Participants gain the skills needed to lead a Community Leaders' BR&E program. See the BR&E Course section on the website for more information.

## WHAT GOALS AND OBJECTIVES CAN A BR&E PROGRAM ACCOMPLISH?

### *Short Term*

- Demonstrate Community Support for local businesses.
- Help solve immediate business concerns.

### *Long Term*

- Build community capacity to sustain business growth and development through creation of a broad-based coalition.
- Increase local businesses' ability to compete in the global economy.
- Establish and implement a strategic plan for economic development.

## WHO IS INVOLVED IN A BR&E PROGRAM?

*A Leadership Team* introduces and promotes the program in the community, coordinates task force meetings, and organizes immediate follow-up.

*A Local Task Force* engages a broad-based group of local leaders, including representatives of economic development organizations, chambers of commerce, business, government, and educational institutions.

*Business Visitation Teams* are leaders from the task force and community. Each team has two members and visits two to four businesses.



## WHAT IS THE FOCUS OF BR&E PROGRAMS?

University of Minnesota Extension has worked with communities to complete programs in rural, urban and suburban areas throughout Minnesota. BR&E initiatives have focused on urban corridors, single cities, groups of cities, counties and regions. Previous programs have focused on manufacturing, mixed-sector businesses, agriculture, tourism, and ethnic minority businesses. Future programs could focus on these businesses or others.

Diagram 1 illustrates the three steps that result in successful business retention and expansion.

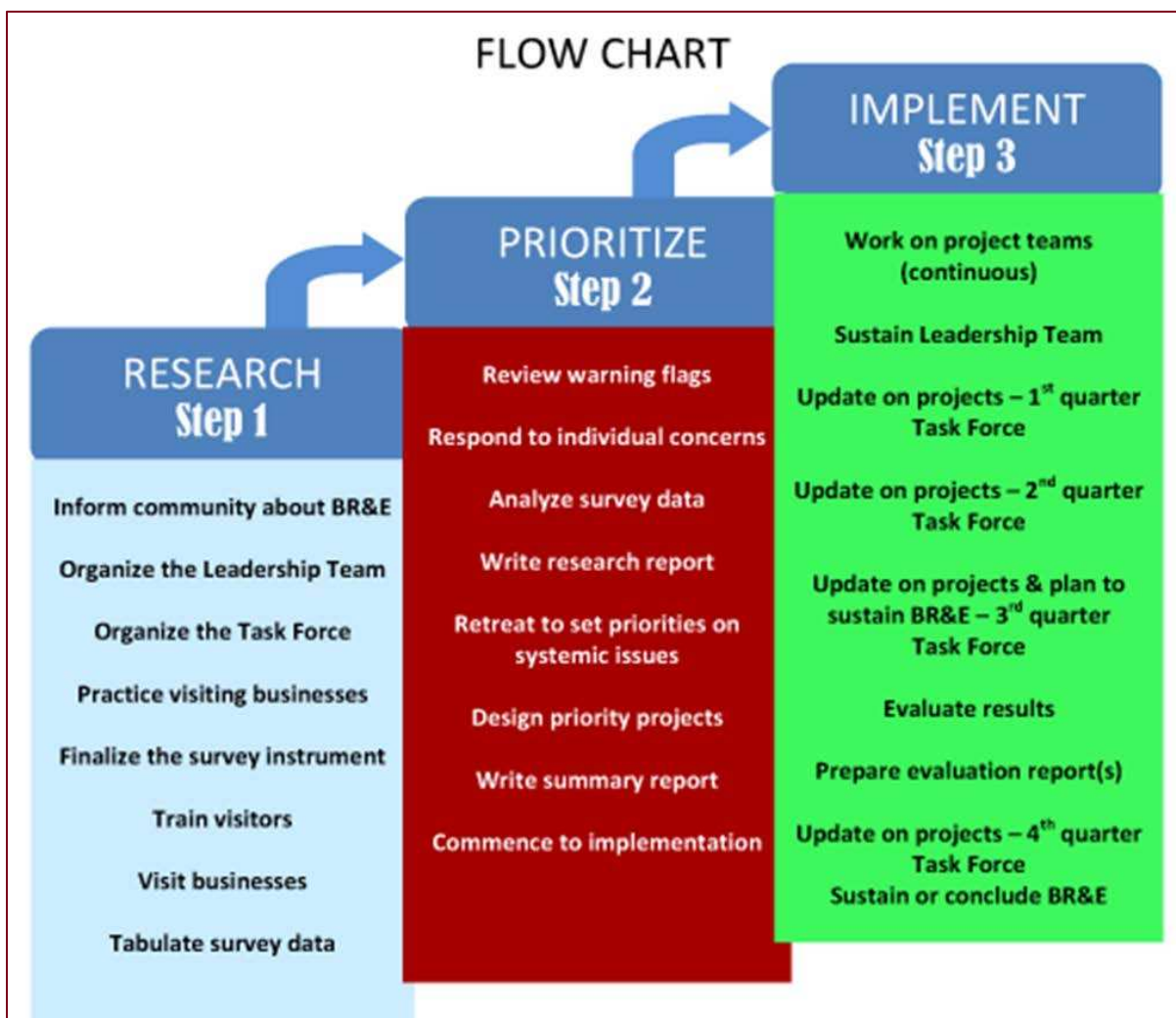


Diagram 1. Three Steps to Business Retention Strategies Program

### Research

- Community leaders form a team that plans and conducts the BR&E Strategies project.
- Visitation Teams learn how to use a proven survey instrument to interview businesses in order to learn about their needs, concerns and plans.

### Prioritize

- Surveys are reviewed, and trustworthy individuals respond to businesses' immediate needs, including linking businesses to economic development programs and services.
- A panel of University faculty and other economic development experts offer suggested projects to address business needs identified in the survey.
- Survey results are analyzed and documented in a written research report.
- The Task Force uses the report and their knowledge of the community to develop a strategic action plan.

### Implement

- Local teams carry out priority projects identified in the strategic plan.
- Task Force evaluates results and decides how to sustain BR&E work.

# Business Retention and Expansion Resources from the University of Minnesota Extension

## BR&E STRATEGIES PACKAGE (AVAILABLE IN MINNESOTA)

The BR&E Strategies program is Extension's flagship BR&E program. This approach has moved over 65 Minnesota communities from ideas to action following our proven community leaders' BR&E model. The Strategies program maximizes Extension support, community organization, and applied research to support the business community.

Contact your Community Economics Extension Educator (see below). Community must complete an application for acceptance into the program.

**Standard** package includes in-person BR&E consulting throughout the three major steps of BR&E, complete research package below, and quarterly meetings in the first year of implementation.

**Premium** package includes the standard items above plus customized assistance (i.e. a customized survey instrument).

**Research** package includes a survey instrument, data tabulation/analysis, a campus research review meeting that gathers University faculty and other experts to suggest projects that meet business concerns, a four-chapter research report with narrative and graphs, a summary report, and a planning retreat to "Set Priorities and Take Action". BR&E consulting is not included in this package.

Urban/suburban programs typically are more complex, requiring more team-building, complex sampling to obtain representative sample sizes, and other specialized efforts. For this reason prices are as follows.

### *Packages Available:*

- Premium Urban/Suburban \$15,000
- Standard Urban/Suburban \$12,000
- Premium Rural \$12,000
- Standard Rural \$9,500
- Complete Research \$7,000



## BR&E TOOLS (AVAILABLE IN MINNESOTA)

Just as the name implies, the BR&E Tools program makes all of Extension's BR&E components available to practitioners. This approach allows communities to capitalize on their own strengths to conduct a BR&E. While Extension staff provides support during the project, the community leaders take the BR&E in the direction and at a scale suitable to their local resources. For the most self-reliant practitioners, our BR&E Tools includes free online resources such as a question bank and sample surveys.

Contact your Community Economics Extension Educator (see below) to explore how BR&E Tools might be implemented in your community. Community must complete an application for acceptance into the program.

**Coaching sessions, facilitated meetings, and trainings** can be delivered in Minnesota communities. Your Community Economics Extension Educator will work with you to design a plan that moves your community forward, customizing it for local needs and providing a little or a lot of expertise (\$300 each, except where noted). Mix and match these sessions, and consider other education or research provided by Extension's Center for Community Vitality.

- Planning Your BR&E - facilitation
- BR&E Leadership Team - training
- SurveyMonkey - training
- Putting Together a Good Survey - training
- Task Force - training
- Business Visitor - training
- Immediate Survey Follow-up (a.k.a. Warning Flags Analysis) – facilitation or training, so we will facilitate the meeting or train you how to prepare for it and successfully run warning flag sessions
- Basic Data Analysis & Report Writing - training
- Setting Priorities and Taking Action (i.e. planning retreat) – facilitation (priced at \$1,000, more for situations requiring more than 10 hours of prep and in-session time, at \$100/hour)
- Community Commencement Meeting – training from us to allow you to create and facilitate a successful event
- BR&E Project Implementation – training

**Research services** can also be provided to communities participating in a BR&E Tools program. These services support communities as they move through a BR&E Tools program designed with an Extension Educator. Research services are primarily handled by the Program Director.

- Custom survey instrument (\$2,000+)
- Data tabulation (\$1,000). Extension staff will enter collected survey data, from an Extension approved survey, into an Microsoft Excel spreadsheet. A copy of the questionnaire with summary statistics embedded, along with the spreadsheet, will be provided back to the community.
- Data analysis (\$1,000 – must purchase data tabulation also). Extension staff will critically review the survey data. Charts and tables highlighting important and noteworthy results will be created. A two-page written summary highlighting general themes in the data will be delivered, along with the charts and tables.
- Report writing (\$1,500 – must purchase tabulation and analysis also). Two-page summary, table and charts, and questionnaire with data will be reviewed by 1 to 2 Extension and/or DEED experts. This review will identify any major themes in the data and provide to the community suggestions for how to address these issues. The community will receive a 5 to 7 page summary of relevant ideas for potential implementation in the community.

## OTHER BR&E PRODUCTS AND SERVICES

The University of Minnesota Extension offers a variety of research-informed tools to help communities manage successful business retention and expansion efforts. Prices are subject to change without notice. These services are available outside of Minnesota.

**Web resources** are available at the University of Minnesota website. At this web site, you can find free BR&E tips, sample surveys, sample survey questions, sample reports from BR&E programs, success stories, research on BR&E, and more. New tools are added regularly.

[www1.extension.umn.edu/community/business-retention/](http://www1.extension.umn.edu/community/business-retention/)

**BR&E Course.** *Retaining and Expanding Business in Your Community* is our course that we designed for economic and community development professionals and other leaders who want to conduct a community-led BR&E effort. It is unique among BR&E courses by providing a convenient "blended" format that combines in-person with online learning. The next class begins January, 2014. The early bird rate is \$400 until December 16, 2013, after which it is \$500.

For more info: [www.extension.umn.edu/community/business-retention/course/](http://www.extension.umn.edu/community/business-retention/course/)

## WHO TO CONTACT FOR MORE INFORMATION

Contact Michael Darger, BR&E Program Director, 612-625-6246 or [darger@umn.edu](mailto:darger@umn.edu); or the Extension Educator in Community Economics in your area:

- South Central: Adeel Ahmed, 320-203-6050 or [ahme0004@umn.edu](mailto:ahme0004@umn.edu)
- Northeast: John Bennett, 218-726-6471 or [jbennett@umn.edu](mailto:jbennett@umn.edu)
- Northwest: Rani Bhattacharyya, 218-281-8689 or [rani-b@umn.edu](mailto:rani-b@umn.edu)
- Southeast: Bruce Schwartau, 507-536-6308 or [bwschwar@umn.edu](mailto:bwschwar@umn.edu)
- Southwest: Neil Linscheid, 507-337-2814 or [lins0041@umn.edu](mailto:lins0041@umn.edu)
- West Central: Ryan Pesch, 218-998-5794 or [pesch@umn.edu](mailto:pesch@umn.edu)
- East Central: Liz Templin, 651-480-7745 or [templin@umn.edu](mailto:templin@umn.edu)
- Central: Merritt Bussiere, 218-825-2175 or [bussiere@umn.edu](mailto:bussiere@umn.edu)
- Twin Cities Metro: Michael Darger, 612-625-6246 or [darger@umn.edu](mailto:darger@umn.edu)

## REFERENCE

\*A range of job estimates from Birch, Kraybill, Little compiled by Henry Cothran in *Business Retention and Expansion (BRE) Programs: Why Existing Businesses Are Important*, <http://edis.ifas.ufl.edu/fe651>.



# City of East Bethel Economic Development Authority Agenda Information

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**Date:** January 26, 2015

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**Agenda Item Number:** Item 10.0

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**Agenda Item:**

Business Development Report - 2014

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**Requested Action:**

For Information Only

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- Applied for and received funding in the amount of \$300,000 for the CDBG program, septic system repairs/replacement
- Classic Commercial Park 3<sup>rd</sup> Addition Plat approved.
- Applied for a Met Council grant to assist with the decommissioning of the Castle Towers wastewater facility.
- 16 new residential home permits issued in the City of East Bethel
- Community Development Department received over 15,000 phone calls, emails and counter visits.
- Rivard Companies constructed a new 5,400 square foot cold storage facility.
- Misc. inquiries regarding commercial and residential property in the City.
- Major updates to City website and approval of new GIS system

*New Businesses in the last two years:*

Aggressive Hydraulics  
 Floor Refinishers (located in the Valder Motors building)  
 Tin Man  
 North Country Concrete (located at 229<sup>th</sup> and 65)  
 Cambridge-Isanti Insurance (located in the Galaxy Gymnastics Building)  
 Lucky Paws (4349 Viking Blvd.)  
 Hwy. 65 Liquor  
 Tattoo Shop (located in the NACE building)  
 Moonshine Whiskey

*The following are prospects that will have or have proposed projects for development:*

Viking Preserve Subdivision  
 Senior Housing  
 New business in the Classic Commercial Park  
 Expansion of existing business in the Classic Commercial Park  
 Grocery store/strip mall at 65 and Viking Blvd.

*Businesses that have closed or relocated to another City:*

Flex Fitness (closed)  
 Sowada and Barna Plumbing (relocated to Ham Lake)

# December 2014 Piwik Analysis

| Referrers (Searches in Google or Yahoo) |               |
|---|---------------|
| Searched                                | # of searches |
| Keyword not defined                     | 927           |
| city of east bethel                     | 36            |
| east bethel mn                          | 32            |
| city of east bethel mn                  | 8             |
| east bethel                             | 8             |
| east bethel, mn                         | 8             |
| east bethel city hall                   | 7             |
| city of east bethel, mn                 | 6             |
| east bethel ice arena                   | 4             |
| east bethel ice arena mn                | 3             |
| east bethel senior center               | 3             |
| www.ci.east-bethel.mn.us                | 3             |
| city of east bethel web site            | 2             |
| east bethel,mn                          | 2             |
| east bethel, mn city of                 | 2             |
| east bethel community center            | 2             |
| east bethel fire                        | 2             |
| east bethel fire department             | 2             |
| east bethel mn ice arena                | 2             |
| east bethel mn utilities                | 2             |
| east bethel police department           | 2             |
| east bethel utilities                   | 2             |
| garbage service in east bethel mn       | 2             |
| official free credit report             | 2             |
| 2015 east bethel parade                 | 1             |

| Searches within our Site this month     |               |
|---|---------------|
| Searched                                | # of searches |
| buffer                                  | 5             |
| employment                              | 4             |
| search                                  | 4             |
| dale johnson                            | 3             |
| hunting                                 | 3             |
| 20204                                   | 2             |
| address                                 | 2             |
| exotic                                  | 2             |
| fee schedule                            | 2             |
| gis                                     | 2             |
| ice skating                             | 2             |
| licensed septic                         | 2             |
| maps                                    | 2             |
| solicitation                            | 2             |
| zoning                                  | 2             |
| zoning map                              | 2             |
| 1 house per parcel                      | 1             |
| 553 lakeshore                           | 1             |
| 553 lakeshore april                     | 1             |
| 18553                                   | 1             |
| 19312                                   | 1             |
| 20204 highway 65                        | 1             |
| 22620                                   | 1             |
| Addition                                | 1             |
| Administrative subdivision requirements | 1             |

14% of users viewed our site via mobile phone this month.

## Visits Over Time





| Most frequently viewed webpages this month |                  |                 |             |
|--|------------------|-----------------|-------------|
| Label                                      | Unique Pageviews | Total Pageviews | Bounce Rate |
| East Bethel, MN - Official Website         | 1183             | 3303            | 30%         |
| East Bethel, MN                            | 436              | 1340            | 50%         |
| City Council                               | 151              | 266             | 26%         |
| City Code                                  | 131              | 170             | 44%         |
| Building Inspections & Permits             | 106              | 178             | 32%         |
| Fire                                       | 83               | 106             | 60%         |
| Parks & Recreation                         | 81               | 116             | 59%         |
| Residents                                  | 77               | 99              | 33%         |
| Agendas & Minutes                          | 75               | 107             | 0%          |
| City Maps                                  | 69               | 118             | 67%         |
| Administration                             | 42               | 46              | 88%         |
| Planning Commission                        | 40               | 64              | 0%          |
| Community Development                      | 36               | 43              | 100%        |
| Police                                     | 33               | 44              | 77%         |
| Public Utilities                           | 31               | 42              | 57%         |
| Government                                 | 29               | 36              | 50%         |
| Newsletters                                | 29               | 36              | 100%        |
| Public Works                               | 29               | 37              | 50%         |
| Building Permit Applications               | 27               | 31              | 100%        |
| Departments                                | 25               | 30              | 7%          |
| Finance                                    | 22               | 31              | 0%          |
| Senior Community Center                    | 22               | 26              | 73%         |
| Economic Development Authority             | 20               | 29              | 0%          |
| Economic Development                       | 19               | 32              | 75%         |
| Business                                   | 18               | 25              | 0%          |

| Most Downloaded Document from our Website      |                                  |
|--|----------------------------------|
| Document                                       | # of times downloaded this month |
| East Bethel Resident Guide                     | 122                              |
| Official Zoning Map of the City of East Bethel | 68                               |
| Electrical Permit Application                  | 20                               |
| Electrical Permit Information                  | 16                               |
| Official Map of the City of East Bethel        | 16                               |
| Quick Reference for Residential Setbacks       | 15                               |



This report was generated using data from 2014-12-01 - 2014-12-31.



## *2015 Budget*

**FUND:** 232 – Economic Development Authority  
**DEPT/ACTIVITY/PROJECT:** 23200 – Economic Development Authority

**DEPARTMENTAL PROFILE:** The EDA addresses the City’s need to proactively deal with economic development, housing, and redevelopment issues within the city. It is responsible for making presentations to the EDA and City Council to facilitate their decision making. It also includes direct interaction with the business community.

**DEPARTMENTAL GOALS:** The East Bethel EDA goals are to assist in increasing the amounts and types of services offered within the city, help restore blighted properties by encouraging redevelopment activities, achieve commercial development, encourage development of housing with the city that is safe, diverse, and gives residents affordable options to own a home.

### **EXPENDITURE DETAILS**

107-Commission and Boards  
\$1,600

201-Office Supplies  
\$200  
Misc. office supplies

303-Legal Services  
\$10,000  
Contracted legal services

307-Professional Services Fees  
\$5,000  
Contract consulting services as required \$4,454 for Civic Plus Webhosting

322-Postage  
\$500  
Postage cost for mailings

331-Travel Expenses  
\$400  
Personal auto mileage and/or meal reimbursement while conducting EDA business

342-Legal Notices

\$200

Publication of legal notices

433-Dues and Subscriptions

\$700

Economic Development Association of Minnesota (EDAM)

434-Conferences/Training

\$700

EDAM workshops and other economic development training

xxx-Potential Costs involved with 2015 Development

\$43,362

Potential Costs involved with 2015 Development

933-Transfer to City General Fund

\$60,000

Support Executive Director, Community Development Director, and Support Staff

**City of East Bethel  
2015 Budget**

|     | <b>Account Description</b>                    | <b>2012 Actual</b> | <b>2013 Actual</b> | <b>1/1/14 to<br/>10/31/14 Actual</b> | <b>FY 2014<br/>Budget</b> | <b>FY 2015 Budget</b> |
|-----|---|--------------------|--------------------|--------------------------------------|---------------------------|-----------------------|
| EDA |   |                    |                    |                                      |                           |                       |
|     | E 232-23200-107 Commissions and Boards        | 700.00             | 520.00             | -                                    | 1,600.00                  | 1,600.00              |
|     | E 232-23200-201 Office Supplies               | 37.00              | 60.36              | -                                    | 200.00                    | 200.00                |
|     | E 232-23200-303 Legal Fees                    | 7,981.00           | 2,574.00           | -                                    | 10,000.00                 | 10,000.00             |
|     | E 232-23200-307 Professional Services Fees    | 57,611.00          | 35,265.50          | 39,306.70                            | 34,454.00                 | 5,000.00              |
|     | E 232-23200-321 Telephone                     | -                  | -                  | -                                    | 360.00                    | 360.00                |
|     | E 232-23200-322 Postage/Delivery              | -                  | 500.00             | -                                    | 500.00                    | 500.00                |
|     | E 232-23200-331 Travel Expenses               | -                  | -                  | -                                    | 400.00                    | 400.00                |
|     | E 232-23200-342 Legal Notices                 | 174.00             | -                  | -                                    | 200.00                    | 200.00                |
|     | E 232-23200-361 Insurance                     | -                  | -                  | -                                    | -                         | -                     |
|     | E 232-23200-433 Dues and Subscriptions        | 396.00             | 407.00             | 415.00                               | 700.00                    | 700.00                |
|     | E 232-23200-434 Conferences/Meetings          | 69.00              | 560.00             | -                                    | 700.00                    | 700.00                |
|     | E 232-23200-530 Improvements other than Bldgs | -                  | 1,336.70           | -                                    | -                         | -                     |
|     | E 232-23200-933 Gen l Fund Reimb Transfers    | 56,000.00          | 56,000.00          | 56,000.00                            | 56,000.00                 | 60,000.00             |
|     | E 232-23200-937 Equipment Repl Fund Transfers |                    | 81,539.99          | -                                    |                           |                       |
|     | E 232-23200-999 Future Projects               | -                  | -                  | -                                    | 17,908.00                 | 43,362.00             |
|     |   | 122,968.00         | 178,763.55         | 95,721.70                            | 123,022.00                | 123,022.00            |