

AGENDA

CITY OF MINNETONKA

JOINT MEETING WITH ECONOMIC DEVELOPMENT ADVISORY COMMISSION

MONDAY, JUNE 21, 2010

6:00 P.M.

BOARDS AND COMMISSIONS ROOM

1. Call to order
2. Introduction of new EDAC members
3. Mayor's welcome
4. Staff report – overall structure of the commission
5. Discussion of EDAC work plan
6. City Council expectations
7. Joint Meeting adjournment

Joint Meeting Item #4 Meeting of June 21, 2010

Brief Description: EDAC overview and work plan

Background

The Minnetonka Economic Development Advisory Commission (EDAC) was established by the city council in March 2010 as part of an overall restructuring of economic development activities. This restructuring grew out of the comprehensive plan update and its priority for village center redevelopment efforts. These redevelopment opportunities will likely involve partnerships with the city, and this group will assist in setting the agenda to continue Minnetonka's economic strength in retail, commercial and housing sectors.

The purpose of the meeting on June 21 is for the city council and the EDAC commissioners to meet and discuss the roles/responsibilities, purpose, and strategic work plan of the EDAC.

Roles and Responsibilities Overview

With all commissions, there is a shared understanding of the appropriate roles of participants in the review process, which helps inform decision-making and maintains public trust.

Council members. As the ultimate decision makers, council members must be in a position to equitably and consistently weigh all input from their staff, the general public, EDAC commissioners, applicants and other advisors. To that end, council members will help educate their constituents on the process, and will keep an open mind until all the information is before them for consideration.

EDAC commissioners. The EDAC provides a forum for public input, and accordingly, must effectively identify and resolve potential issues, while carefully balancing the interests of applicants, neighbors and the community. Commissioners are expected to be knowledgeable about projects, and to take the time necessary to consider all options before providing clear and definitive recommendations to the Council. While city ordinances and policies must be respected, commissioners are also encouraged to suggest possible policy changes.

Member responsibilities:

- Take time to listen to all perspectives, professional advice, public input and city requirements
- Be the listener
- Don't take a stance prior to the meeting

- Ask questions
- Be prepared by reading materials and visiting sites
- Avoid being negative or demeaning
- Respectful disagreements are welcome

Professional staff. Staff is neither an advocate for the public nor the applicant, but rather, provides professional advice and recommendations to all parties, including the city council, EDAC, applicant and residents. Understandable and timely information about the process and proposed project will be made available on an equitable basis to commissioners. Concerns will always be considered, but staff recommendations will necessarily reflect professional standards, legal requirements and broader community interests. Staff will advocate for its position, not the project. The staff report to the city manager.

Staff responsibilities:

- Review applications as they relate to city policies
- Keep constituents informed about proposals
- Provide a clear explanation of the proposal and the issues
- Provide the best recommendation in light of city policy, ordinances and past practice
- Welcome questions about recommendations

Applicants. Applicants are responsible for providing clear, complete and timely information throughout the review process. They are expected to be accessible to both the city and to the public, and to respect the integrity of the public process.

Public. The general public will be encouraged and enabled to participate in the review process to the extent they are interested. However, effective public participation involves shared responsibilities. While the city has an obligation to provide information and feedback opportunities, interested members of the public are expected to accept the responsibility to educate themselves about the project and review process, to provide constructive, timely and germane feedback, and to stay informed and involved throughout the entire process.

EDAC Purpose

The EDAC was established to advise the city council on redevelopment, development finance, housing and transit related matters. The board consists of seven members who reside in the city, work in the city or own a business in the city. The members are appointed by the city council and serve two-year terms (see page A1 for official roster and terms).

Areas/topics for EDAC review and consideration. Staff is responsible for identifying projects which will be presented to the EDAC for review. In general, it is expected that the EDAC will advise the council on various issues as appropriate, typically within the following four general topic areas: Redevelopment, development/finance, housing, and transportation.

Strategic work plan overview. The following strategic work plan specifically identifies projects that staff anticipates the EDAC will be discussing and making recommendations on over the next 12 months. The EDAC will focus on activities that enhance economic development within the city of Minnetonka. The activities, while varied in subject matter, are aimed at proactive, creative and effective approaches which enhance and sustain the city's comprehensive plan.

Specific Work Plan

- Redevelopment
 - Redevelopment legal documents and contracts
 - Respond to requests for economic investments
 - Redevelopment around light rail stations
 - Complete a market and budget analysis for potential development.
 - Work with Hennepin County through the Community Works process
 - Revisit land uses for Opus Station, revise if necessary
 - Implementation of comprehensive plan village center planning
 - Begin the process of master planning for the 101/7 area
 - Conduct traffic study, coordinate with Metro Transit for future park and ride facilities
 - Prepare for the next two village center areas
 - Advising on property acquisitions
 - No action unless requested
- Development/Finance
 - Tax increment and tax abatement financing
 - Adopt policy on issuance of TIF and abatement
 - HRA levy and budget
 - Review program and implement the non-CDBG housing rehab loan program
 - Complete estimate for new levy and propose new budget
 - Development Account, Livable Communities Account and Economic Investment Fund budgets

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- Review account balances
 - Evaluate current annual expenditures
 - Project the 5 year balances
 - Initiating and coordinating development projects, including soliciting RFP's from potential developers
 - This depends on funding
 - Housing
 - Community Development Block Grant allocations
 - Evaluate criteria for considering non-profit funding
 - Process requests for funding
 - Affordable housing programs
 - Review housing index
 - Review long term plans with Homes within Reach (WHAHLT)
 - Review and reestablish 2011-2020 housing goals with Metro Council
 - Homebuyer and home rehabilitation programs
 - Create new programs for rehab and down payment assistance
 - Conduct an evaluation with recipients about program effectiveness
 - Marketing our affordable and modest price housing to young families
 - Create and implement a marketing plan with realtors and major corporate entities
 - Implement an architectural assistance program for new residential development which focuses on diversification of housing types to attract younger families
 - Transportation
 - Light rail and bus transit operations
 - Monitor bus boardings and work with Metro Transit on route planning and changes to those routes
 - Compliance with state law for businesses and street reconstruction
 - This is applicable to the 169/Bren Road project. Must implement a public information plan.
 - Advising on the city's relationship/contracting with Metro Transit or alternative providers
 - Complete transit analysis and evaluation study

Summary

On June 21, city council members and EDAC commissioners will have the opportunity to meet with each other to talk about the role the EDAC will have as well as to discuss the strategic work plan for the next year.

Submitted through:

John Gunyou, City Manager
Geraldyn Barone, Assistant City Manager

Originated by:

Julie Wischnack, AICP, Community Development Director
Elise Durbin, AICP, Community Development Supervisor

Economic Development Advisory Commission

Current Members

The Economic Development Advisory Commission (EDAC) advises the city council regarding redevelopment, development/finance, housing and transportation. This board is comprised of seven members who reside in the city, work in the city or own a business in the city. Members serve a two-year terms. Meetings are held as needed.

Name: Kate	Aanenson	Ward: 3	Appointed: 5/24/2010	Term Expires: 1/31/2013
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Benita	Bjorgo	Ward: 3	Appointed: 5/24/2010	Term Expires: 1/31/2013
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Chandra	Coughlin	Ward: 4	Appointed: 5/24/2010	Term Expires: 1/31/2012
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Michael	Happe	Ward: 3	Appointed: 5/24/2010	Term Expires: 1/31/2012
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Ken	Isaacson	Ward: 1	Appointed: 5/24/2010	Term Expires: 1/31/2013
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Bruce	Smith	Ward: 3	Appointed: 5/24/2010	Term Expires: 1/31/2013
		Comments:	Reappointed:	
			Reappointed:	
			Reappointed:	
Name: Peter	St. Peter	Ward: 2	Appointed: 5/24/2010	Term Expires: 1/31/2012
		Comments: Chair	Reappointed:	
			Reappointed:	
			Reappointed:	

Staff Liaisons:

Julie Wischnack, Community Development Director, Ph# 952-939-8282