

**CITY OF WOODBURY**  
**ECONOMIC DEVELOPMENT COMMISSION MINUTES**

**June 22, 2021**

Pursuant to due call and notice thereof, a meeting of the Economic Development Commission was held at Woodbury City Hall, 8301 Valley Creek Road, on the 22nd day of June, 2021.

**ITEM 1. CALL TO ORDER**

Chair Craig Johnson called the meeting to order at 7:30 a.m.

**ITEM 2. ROLL CALL**

Upon roll call the following members of the EDC were present: Craig Johnson; Chair, Kimberly Moore; Vice Chair, Kwadwo Adutwum, Emanuel Ekstrom, David Hoelzel, Pamela Morke, Bill Routt, Eric Schurr, Joseph Ward, Katie Westfall, and Michael Zoladkiewicz.

Absent: None

Also present: Anne Burt, Mayor; Janelle Schmitz, Community Development Director; Karl Batalden, Community Development Coordinator; Jamie Thoen Administrative Assistant; Brad Scheib, HKGi; and Grant Martin, LOCi Consulting.

**ITEM 3. INTRODUCTIONS**

**ITEM 4. APPROVAL OF MINUTES**

MOTION: Pam Morke moved to approve the minutes from the May 25, 2021 meeting.

SECOND: Bill Routt

VOTE: All in favor: Craig Johnson; Kimberly Moore; Kwadwo Adutwum, Emanuel Ekstrom, David Hoelzel, Pamela Morke, Bill Routt, Eric Schurr, Joseph Ward, Katie Westfall, and Michael Zoladkiewicz.

Against: None

ABSENT: None

**ITEM 5. ECONOMIC DEVELOPMENT STRATEGIC PLAN KICKOFF**

Karl Batalden, Community Development Coordinator, advised that for this first kickoff meeting, the EDC members will meet the consulting team that will be assisting with the Economic Development Strategic Plan (EDSP) process. Specifically, Brad Scheib from HKGi and Grant Martin from LOCi Consulting will be facilitating the project as well as guiding the EDC through the data and benchmarking components of the process.

He explained that staff anticipates that the EDSP process will be split into a first phase focusing on the definitions, purposes, and roles and resources related to economic development in the community. This would be followed by the next phase that explore specific industrial sectors. An aim of the second phase is to create economic development benchmarking and indicators for the use by City staff, advisory commission members, elected officials, and the public at-large. The ultimate deliverable of the EDSP process will likely create an EDSP that will be less of a policy document and more of a series of implementation and action strategies.

He advised that this update to the EDSP is an implementation step of the City's 2040 Comprehensive Plan and specifically focuses on economic development rather than the community as a whole. He informed that the EDSP process will use the nine guiding principles of the 2040 Comprehensive Plan's economic development chapter as its guiding principles. These nine guiding principles are:

1. Optimize development and redevelopment opportunities by ensuring there is an adequate supply of sites and buildings to meet the demand for commercial and industrial development, redevelopment and reinvestment.
2. Retain existing industrial and commercial businesses and assist companies with their expansion needs where appropriate.

3. Attract quality businesses to further expand employment opportunities and tax base in the City.
4. Increase awareness of Woodbury as a premier destination for businesses.
5. Support reinvestment in and redevelopment of properties including the reuse or removal of vacant buildings to spur investment in the community.
6. Encourage a variety of housing opportunities to support the workforce needs of existing businesses and attract new industry to the community.
7. Identify and prioritize infrastructure improvements to prepare for and accommodate economic growth.
8. Utilize a context-sensitive, solutions-based approach to providing infrastructure to meet the needs of current businesses and provide for future growth opportunities.
9. Serve as a resource to businesses and commercial property owners on local programs to support energy efficiency, renewable energy, waste reduction and recycling.

He said staff proposes to begin the conversation with the “what” and the “why” so that the EDSP process can fully explore the “how”. Commissioner Ekstrom inquired as to whether or not additional guiding principles could be added or if language could be modified. Janelle Schmitz, Community Development Director, responded that there is a desire to ensure that the language adequately reflects the plan and the context of economic development in the community and that additions or edits are perfectly acceptable.

Mr. Batalden noted that staff anticipates a review in July of the City’s policy statements regarding emerging trends and changing technologies as well as discussions regarding Woodbury’s economic development strengths, weaknesses, opportunities, and threats. He said these discussions will help complete the first phase in terms of exploring the definition of a successful EDSP and identification of potential barriers in the process. From an end deliverable perspective, staff is recommending that the EDSP be structured somewhat similarly to the 2021 Housing Action Plan.

Discussion ensued regarding the following points:

- The EDSP should clearly define possible partners in economic development and their role, including the roles played by the EDC, City Council, advisory commissions and staff. This could be identified in a graphic manner that shows how different groups are all interconnected.
- Mr. Batalden illustrated how different levels of government are involved in economic development as well as noting the contributions of the Woodbury Area Chamber of Commerce as well as the Open to Business program as contracted by the Washington County Community Development Agency.
- Commissioner Morke recommended investigating whether or not the Woodbury Community Foundation might play a role.
- Commissioner Schurr inquired about development vs. redevelopment. Ms. Schmitz responded that re-investment is also part of the mix and that the City’s approach to economic development is evolving as the community grows.
- Commissioner Morke inquired about stakeholder engagement. Staff responded that since this update to the EDSP is an implementation of the 2040 Comprehensive Plan, much of the broader community stakeholder engagement from that process remains valid. Additionally, the County CDA will likely be involved in the process along the way. Furthermore, as the EDSP process transitions to future phases, narrowly-defined industry-specific engagement may be included. Commissioner Morke reiterated that her question was regarding how members of the community that are not otherwise represented can play a role in the EDSP process. Staff responded that the EDC members are selected by the City Council to represent that broad and diverse array of community stakeholder opinions and backgrounds.
- Commissioner Ekstrom asked about identity and place-making. Commissioner Schurr noted that there are many from outside of the community who do view Woodbury as a regional center—especially from a medical and retail perspective. The group concurred that Woodbury is not a cultural destination.
- Commissioner Morke emphasized the importance of housing in an economic development plan.

- Commissioner Zoladkiewicz inquired as to how manufacturing will be addressed in the EDSP.

Mr. Scheib and Mr. Martin spoke about the “what, why, and how” of economic development and asked the commissioners to describe what economic development is to them. They also asked the commissioners to reflect on, from an economic development perspective, what problem(s) need to be fixed or what end result the community is trying to achieve. Various commissioners offered that

- Quality of life is just as important as developing vacant land;
- It is important to have a balanced and strong business community;
- The businesses in the community should reflect and meet the needs of the community;
- The guiding principles represent an eco-system of many parts including entertainment, places to live, lodging, housing and the balance of all of those parts;
- Perception is reality. Residents and potential residents should want to live, work and grow here;
- We want a resilient community;
- We should focus on a deliberate investment in long-term growth or wealth that is not limited to financial but that also includes but health, wellness, social, and environmental aspects;
- Benchmarking and who are we benchmarking against is critical;
- Recognition/Image is important (we are number 9 for *Money Magazine’s* best places to live);
  - Long term value over short term returns
  - Resilient – enduring qualities
- People and businesses flourish when they coexist;
- The EDSP needs to be both forward-looking and forward-thinking ;
- Education is important;
- We want Woodbury to be a clear destination.

Following this discussion, the facilitators identified that this input would be used to begin further analysis, data gathering, and the beginning steps of creating the structure of the ultimate EDSP deliverable.

#### ITEM 6. PROJECT UPDATES

Ms. Schmitz provided the EDC with a memo from the City Clerk regarding the ending of the emergency orders of the Governor on July 1, which allowed for flexibility regarding meeting virtual attendance, and reviewed the requirements going forward. She continued that the expectation is to attend future meetings in person, especially given the nature of the EDSP discussion. She also reminded the EDC of the attendance policy for commissioners. She also advised that most of the remaining EDC meetings in 2021 would be workshops rather than meetings.

Janelle Schmitz provided a verbal update regarding development projects in the community.

#### ITEM 7. ADJOURN

The meeting of the EDC adjourned at 9:10 a.m.

Respectfully submitted,

  
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Karl Bafalden, Community Development Coordinator

Approved by the Woodbury Economic Development Commission on September 28, 2021