Business Park Advisory Board

Special Meeting

The Economic Development Authority Board set a special meeting to be held on January 13, 2021 at 9:00am to discuss development planning within the city-owned Business Park and requested that the Business Park Advisory attend as a joint meeting. The Chair of the Business Park Advisory Board called a Special Meeting for January 13, 2021 at 9:00am to discuss development planning within the city-owned Business Park as a joint meeting with the Economic Development Authority Board.

9:00 AM. Wednesday, January 13, 2021

Present: Mayor Wade LeBlanc Absent: Seth Thun

Dustin Goutermont – VIA ZOOM

Nelson French

Floyd Baker – VIA ZOOM

Richard DeRosier

Shane Hoff

Lana Fralich – City Administrator

David Drown – Economic Development Director

Devon Monteith – Confidential Secretary

French called the meeting to order at 9:14 a.m. The Meeting will be conducted in person with option for ZOOM so all votes will be roll call.

CONTEXT OVERVIEW – Nelson French

**Business Park Advisory Board Purpose –** There was discussion regarding the purpose of the Business Park Advisory Board, provide direct recommendations to City Council on development of the park, the coordination with the EDA and Planning and Zoning Boards, and the overall need of the Business Park Board.

**Comprehensive Plan Implementation Priorities –** Member French presented and discussed the Silver Bay City Comprehensive Plan. EDA Director recommends a joint effort of its Boards and Commissions to determine the direction for the City in the Business Park and Shopping Center in regards to tourism, local business, and the inclusive needs of city products and services. There was further discussion on actions already taken and in process by the city relating to the Comprehensive Plan, updating zoning efforts, and amending the plan based upon new strategies that may come forth through planning discussions.

**Comprehensive Plan Vision Goals –** There was discussion on specific business and amenities that members would like to see and that each member would create a top 10 list for both the Business Park and the Shopping Center. There was further discussion on the prospective goals that the City has towards increasing tax base, local job creation and providing the products, services and housing development needs for the City. Further discussion was had on the objectives of the City. Members reviewed the prospect of creating a development plan specific to the Business Park area and modifying the zoning code to reflect commercial priorities described in the development plan.

**What is the Urgency and Why Now? –** The Boards discussed the urgency to move forward with future improvements and innovations within the City, the timing of interest in developing in the city, Silver Bay’s uniqueness to other North Shore communities, and the quality of life we have to offer.

**Successes to Date –** Member French reviewed the successful completion of the City projects undertaken by the City since the inception of the Comprehensive Plan such as Black Beach Campground, Black Beach Park, promoting this area as a tourism destination, the construction and completion of the Adventure Park, and The Endless Summer Farms LLC project.

**2040 Economic Development Vision** – The Boards reviewed the vision in the comp plan and what was described by the year 2040 for the City of Silver Bay, discussed what that vision means going forward, reviewed the Silver Bay Area Tourism Association marketing video, and made note that amenities such as our trail system for ATV’s, Snowmobiles, cross-country skiing, and the golf course should be added to a video.

ECONOMIC DEVELOPMENT DIRECTOR INTRODUCTION – David Drown

**Economic Development Objectives –** Drown provided his thoughts on the objectives the city should have relating to economic development which include: increasing tax base to keep tax rates under control, achieve more local jobs, and provide a product or service which our residents and visitors need.

**What Creates Tax Base? –** Drown presented multiple examples of valuations and tax bases of businesses within Silver Bay while comparing to other communities and businesses, such as storage, convenience stores, housing, and automotive comparisons.

**Community Attitudes –** Drown presented a review of the survey results provided to the City relating to the Comprehensive Plan and discussed topics such as local property tax revenue, where residents go for shopping or services, what services are a needed for the City, and the citizen view of development priorities.

**Rocks – Wetlands – Economic Feasibility –** The Board reviewed the locations of the existing utility lines throughout the Business Park as well as current land features on a map. There was discussion regarding the various land features including southwest area being more flat, dry, and with existing Utility lines makes development easier; the lower and central area may be more wetland and costly to develop but may be better suited for a garden center; and the upper area is more rock that would lend itself to being hard to develop into traditional business lots and may be better suited for higher end housing by using the land. There was discussion of the high cost and most likely not feasible to do traditional business development but using the land that is existing more creatively.

**Land Features – Linkages –** The Board reviewed the town Linkages between the business park and the shopping center area, trail connection between the two main sections of the city, different business ideas within each area, that businesses that develop along Hwy 61 should have good curb appeal, that the shopping center area needs to be more pleasing.

DISCUSSION

**Set Next Meeting –** The Board would like to set a secondary joint meeting for Wednesday, January 20th at 9:00 to continue discussion, pending if City Council will want to participate in discussion.

**Adjourn**

Motion by French, second Goutermont to adjourn at 10:58 A.M. MOTION CARRIED.

Mayor LeBlanc – Aye Member French – Aye

Member Goutermont – Aye

Member Baker – Aye

Member Thun – Absent

Minutes taken by Devon Monteith