



AGENDA

Economic Development Commission

REGULAR MEETING

June 5, 2024

5:15 PM

Council Chambers

1. CALL TO ORDER

2. CALL OF ROLL

3. PLEDGE OF ALLEGIANCE

4. APPROVAL OF AGENDA

5. APPROVAL OF MINUTES

- a. February 7, 2024 Regular Meeting

6. OPEN FORUM

- a. Advisory Body Training – General Topics, Presented by City Administrator Chris Volkers, City Clerk Sara Ludwig and City Attorney Jim Thomson

7. ECONOMIC DEVELOPMENT COMMISSION REVIEW

a. OLD BUSINESS

- i. Business Retention, Expansion and Attraction Program Update
- ii. Approval of the 2024 Economic Development Commission Work Plan
- iii. Oakdale Development Bus Tour Reflection

b. NEW BUSINESS

- i. Oakdale Zoning Code Update Project – Commercial / Industrial Standards

8. OTHER

- a. Staff Liaison Updates*
- b. Commissioner Updates*
- c. Council Liaison Updates*

9. ADJOURNMENT

*Items marked with an asterisk have no accompanying materials

The next regular Economic Development Commission meeting is scheduled for August 7, 2024 @ 5:15PM in the Council Chambers at Oakdale City Hall.

**DRAFT MINUTES
REGULAR MEETING
ECONOMIC DEVELOPMENT COMMISSION
CITY OF OAKDALE
FEBRUARY 7, 2024**

CALL TO ORDER

A regular meeting of the Economic Development Commission (EDC) of the City of Oakdale was held on Wednesday, February 7, 2024, at Oakdale City Hall, 1584 Hadley Avenue North, Oakdale, Minnesota. The meeting began at 5:15 PM with the Economic Development Commission appreciation dinner hosted by the City Council. Informal discussion with the City Council occurred during the appreciation dinner regarding the annual work plan and future of the Economic Development Commission.

The following were present:

- Mayor Zabel
- Councilmember Her
- Councilmember Ingebrigtson
- Councilmember Morcomb
- Chair Burns
- Commissioner Bates
- Commissioner Boullianne
- Commissioner Jenkins
- Commissioner Orsello
- Commissioner Penn
- Commissioner Severson
- Commissioner Voca
- Community Development Director Gitzlaff
- Community Development Specialist Lohse

The meeting began with introductions. Mayor Zabel expressed appreciation for the Economic Development Commission and its input on projects over the last year. Additionally, Mayor Zabel noted that the City was growing and changing quickly, resulting in a need to hear from City Commissions on their work and desired future direction.

Councilmember Ingebrigtson expressed strong praise for the Economic Development Commission's role in developing the Business Retention, Expansion, and Attraction (BRE&A) Program, and felt it was the centerpiece of the commission. Mayor Zabel suggested that the BRE&A Program may play an increasingly important role in the City post-COVID, as visiting businesses in-person may demonstrate additional appreciation and value when remote meetings are more common. Chair Burns stated that in-person visits were not being practiced in nearby cities, potentially giving the City of Oakdale and the Economic Development Commission an advantage in building relationships with businesses.

Commissioner Orsello stated that he was impressed with the outcomes and research that the BRE&A Program achieved. Councilmember Morcomb stated that the results of the BRE&A Program may aid in creating business-friendly updates to the City Code in the upcoming

Subdivision and Zoning Code Update Project. Mayor Zabel agreed and stated that the needs of businesses had likely shifted dramatically since the Code was last updated.

Chair Burns noted that some Oakdale properties had available commercial space but were waiting for high-rent tenants rather than lowering rates in the near-term. Commissioner Jenkins suggested that a mix of new and preexisting commercial space was needed to allow for a greater amount of space and amenity needs to be met.

Mayor Zabel asked the Economic Development Commission how it envisioned its role regarding redevelopment in Oakdale. Commissioner Penn stated that redevelopment was critical for aging cities like Oakdale and the EDC had provided analysis and feedback on various redevelopment and commercial rehabilitation projects. Commissioner Orsello stated that Century Avenue needs substantial reinvestment and expressed interest in exploring redevelopment options. In response, Mayor Zabel provided an update on the Minnesota Department of Transportation Study on Century Avenue and noted that it may take years before road improvements are constructed. Chair Burns stated that the City should ensure that business access remain a priority in the Century Avenue planning process.

Mayor Zabel concluded by noting that commercial and industrial development activity is strong within the 4Front Area, and the Oakdale Development Bus Tour was in the process of being planned.

Mayor Zabel and the City Council thanked the Economic Development Commission for their work.

The Economic Development Commission moved to the dais for continuation of regular business and broadcasting.

CALL OF ROLL

On a call of roll, the following were present:

Commissioners: Bill Burns, Chair
 Jeff Bates
 Bob Boullianne
 Tony Jenkins
 Frank Orsello
 Stacie Penn
 Gary Severson
 Erin Voca

Also Present: Andrew Gitzlaff, Community Development Director
 Noah Her, City Council Liaison
 Jake Ingebrigtsen, Councilmember
 Max Lohse, Community Development Specialist
 Andy Morcomb, Councilmember
 Kevin Zabel, Mayor

Absent: Dave Halper, Vice Chair

Luccia Shetka, Ex-Officio Student Representative
Robert Stiglich, Commissioner
Pang Vang, Commissioner

Quorum Present: YES NO

APPROVAL OF AGENDA

A MOTION WAS MADE BY COMMISSIONER SEVERSON, SECONDED BY COMMISSIONER BATES, TO APPROVE THE AGENDA OF THE REGULAR MEETING OF FEBRUARY 7, 2024.

9 AYES.

0 NAYES.

MOTION CARRIED.

APPROVAL OF MINUTES

A MOTION WAS MADE BY COMMISSIONER BATES, SECONDED BY COMMISSIONER SEVERSON, TO APPROVE THE MINUTES OF THE REGULAR MEETING OF DECEMBER 6, 2024.

9 AYES.

0 NAYES.

MOTION CARRIED.

PUBLIC FORUM

Chair Burns invited comments from the audience. No public comments were heard.

OLD BUSINESS

BUSINESS RETENTION, EXPANSION, AND ATTRACTION PROGRAM

Community Development Specialist Lohse gave an update on the Business Retention, Expansion, and Attraction Program (BRE&A), stating that the first three visits had been scheduled. Scheduled visits included HOM Furniture on February 9, All Family Dental on February 20, and Canvas Health on March 15. Lohse also noted that Staff recently launched the Oakdale Business Welcome Folder project, in which staff delivered folders to new businesses in Oakdale. Lohse explained that City permitting and utility data allowed staff to learn about some new business locations, but was unable to capture all locations. As a result, Lohse encouraged the Commission to let staff know about any new Oakdale businesses.

Commissioner Jenkins asked what times the visits were to be held. Lohse stated that visits were typically scheduled during business hours at times that are most convenient to the businessowners and representatives.

Chair Burns asked if a business welcome packet could be used at a future Chamber of Commerce meeting. Lohse expressed comfort with sharing the packet.

OAKDALE DEVELOPMENT BUS TOUR UPDATE

Community Development Specialist Lohse informed the Commission that a development bus tour will likely be held on May 7. The event was last held in 2022. Lohse then asked the Commission if there were any projects they would like to see included.

Commissioner Voca expressed interest in seeing the Willowbrooke neighborhood. Commissioner Boullianne noted that he would like to see the Helmo Station area and new Bielenberg Bridge.

Chair Burns asked if food will be provided. Lohse stated that details still need to be worked out, but food would be provided.

NEW BUSINESS

OAKDALE MARKETPLACE AND STATION PLANNED UNIT DEVELOPMENT

Community Development Specialist Lohse introduced the commission to the Oakdale Marketplace and Station Planned Unit Development (PUD) study, which pertains to the area of the City bounded by 34th Street North, Ideal Avenue North, the Union Pacific railroad tracks, and I-694. Lohse stated that the City Council requested the project after a series of recent development proposals in order to explore future land uses, engage with landowners, and examine market dynamics.

Lohse gave a presentation that went over site characteristics, land uses, demographics near the area, drive time analyses, restaurant availability and stakeholder engagement takeaways.

Commissioner Boullianne stated that he felt there was a good mix of businesses in the area, but a restaurant is needed. He added that he felt the addition of multifamily was unexpected and would not want staff to support additional housing in the study area.

Commissioner Jenkins asked about signage in the area. Lohse stated that signage was not easily visible from Interstate 694 or other areas. Some signage for available properties was described as present.

Chair Burns stated that that he felt a restaurant would be a good land use by Target and asked Lohse if the City had received any inquiries. Community Development Director Gitzlaff stated that the City had not yet received inquiries on a restaurant for the area and restrictive covenants may lead to potential challenges; however, Gitzlaff noted that residential growth may help spur demand for a restaurant.

Lohse invited the commission to also send thoughts by email at a later date.

ELECTION OF CHAIR AND VICE CHAIR

Community Development Specialist Lohse explained that any commissioners may nominate another commissioner or self-nominate themselves for the positions of chair or vice-chair. Additionally, Lohse stated that after nominations close, each commissioner would vote on the attached ballot in the packet, and all votes would be tallied with an announcement of the winners.

A MOTION WAS MADE BY CHAIR BURNS, SECONDED BY COMMISSIONER PENN, TO NOMINATE ERIN VOCA FOR THE POSITION OF CHAIRPERSON.

A MOTION WAS MADE BY CHAIR BURNS, SECONDED BY COMMISSIONER PENN, TO NOMINATE JEFF BATES FOR THE POSITION OF VICE-CHAIRPERSON.

A MOTION WAS MADE BY COMMISSIONER SEVERSON, SECONDED BY COMMISSIONER BOULIANNE, TO CLOSE THE NOMINATIONS OF CHAIRPERSON AND VICE-CHAIRPERSON.

Community Development Specialist Lohse then asked each commissioner to fill ballots. Lohse then tallied all ballots and announced the results, with Erin Voca being awarded the most votes for the position of Chairperson, and Jeff Bates for Vice-Chairperson.

A MOTION WAS MADE BY COMMISSIONER BATES, SECONDED BY CHAIR BURNS, TO ELECT ERIN VOCA FOR THE POSITION OF CHAIRPERSON FOR A PERIOD OF ONE CALENDAR YEAR.

**9 AYES.
0 NAYES.**

MOTION CARRIED.

A MOTION WAS MADE BY CHAIR VOCA, SECONDED BY COMMISSIONER SEVERSON, TO ELECT JEFF BATES FOR THE POSITION OF VICE-CHAIRPERSON FOR A PERIOD OF ONE CALENDAR YEAR.

**9 AYES.
0 NAYES.**

MOTION CARRIED.

COMMISSIONER UPDATES

All commissioners thanked Bill Burns for his service as Chairperson of the Economic Development Commission.

Bill Burns stated that he would remain on the boards of select other organizations in Oakdale, and would continue to serve the community. Additionally, Bill Burns noted that the Oakdale Salute Dinner would occur on February 20 at Oak Marsh Golf Course to support police, fire, and military branches.

COUNCIL LIAISON UPDATES

Councilmember Her thanked Bill Burns for his service as Chairperson of the Economic Development Commission. Councilmember Her then stated that the City recently approved its final budget, allowing for new investments in police equipment, continuing the transition to a full-time fire department, and creating a new Assistant City Administrator position.

STAFF LIAISON UPDATES

Community Development Specialist Lohse recommended that any commissioners that were unable to attend the previous EDC meeting consider watching the recorded development review update if they were curious about development projects. Lohse also stated that the City received an application for Willowbrooke 10th Addition, which proposes 85 single family home lots.

Commissioner Boullianne asked what the timeline for Willowbrooke 10th Addition was. Lohse stated that the project was still early in the development approval process and would require City Council action.

ADJOURNMENT

A MOTION WAS MADE BY COMMISSIONER BURNS, SECONDED BY VICE CHAIR BATES, TO ADJOURN THE ECONOMIC DEVELOPMENT COMMISSION MEETING OF FEBRUARY 7, 2024 AT 7:15 PM.

9 AYES.

0 NAYES.

MOTION CARRIES.

Respectfully Submitted,
Max Lohse
Community Development Specialist

TO: Economic Development Commission
FROM: Max Lohse, Community Development Specialist
DATE: June 5, 2024
SUBJ: Advisory Body Training

BACKGROUND

As directed by the City Council and requested by many advisory body members, training will be provided by City Administrator Chris Volkers, City Clerk Sara Ludwig, and City Attorney Jim Thomson to cover the following content.

- Robert's Rules of Order
- Open Meeting Law
- General Conduct
- Communications
- Other Relevant Information

This training is intended to provide each advisory body member with information and resources to be successful in fulfilling their role. Accompanying this memo are the presentation slides.

Attachment

Economic Development Commission Training Slides

ECONOMIC DEVELOPMENT COMMISSION TRAINING

June 5, 2024



Thank you Commissioners!

We value your commitment and contributions!



Agenda

- City Information
- Boards and Commissions 101
- Meeting Information
- Legal Information
- Communications
- Next Steps

City Information

The City's Mission Statement and Core Values

Mission Statement:

To Meet the Evolving Community-Wide Needs of our Citizens Through the Delivery of Top-Notch Municipal Services in a Fiscally Responsible Manner

Core Values:

- Respect
- Responsibility
- Sustainability
- Excellence
- Integrity
- Innovation

Oakdale City Council



Mayor
Kevin Zabel

Liaison to
Environmental
Management Commission

Term Ends:
January 4, 2027



Council Member
Noah Her

Liaison to Economic
Development
Commission

Term Ends:
January 6, 2025



Council Member
Jake Ingebrigtsen

Liaison to
Planning
Commission

Term Ends:
January 6, 2025



Council Member
Andy Morcomb

Liaison to Parks
and Recreation
Commission

Term Ends:
January 4, 2027

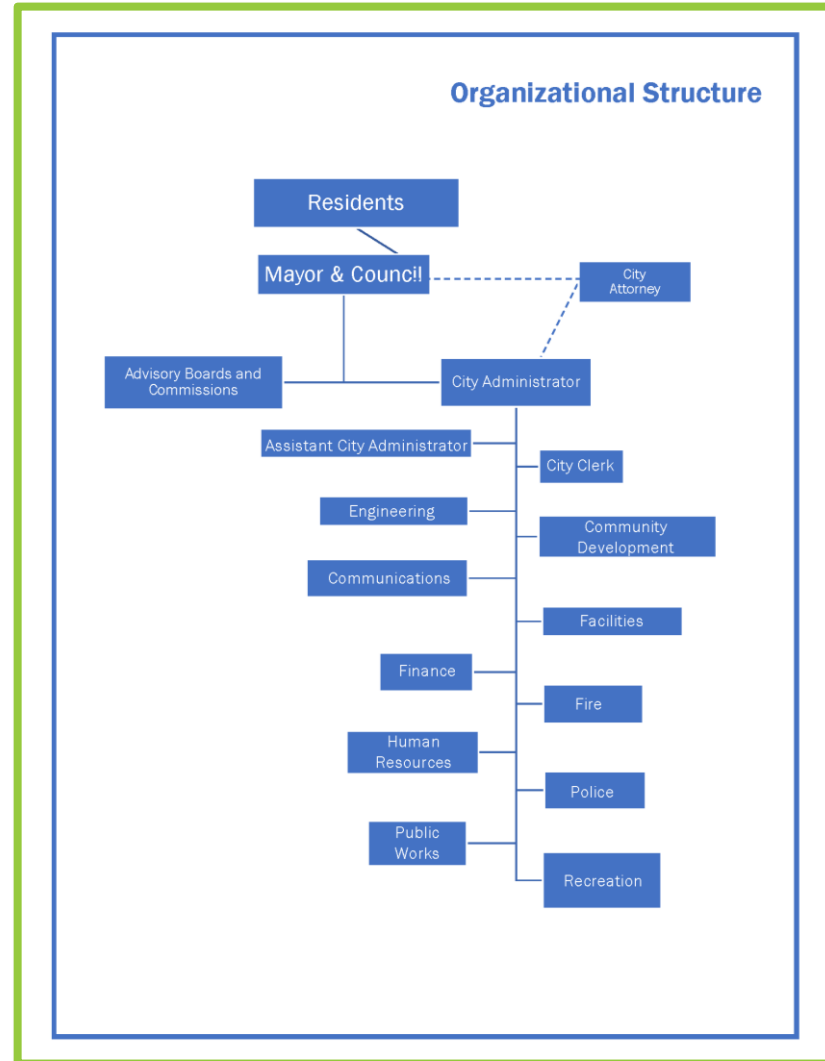


Council Member
Susan Willenbring

Liaison to
Tree Board

Term Ends:
January 4, 2027

City Organization Chart



City Staff Leadership



City Administrator
Chris Volkens



Community Development Director
Andy Gitzlaff



Communications Manager
Lori Pulkrabek



Finance Director
Kyle Stasica



Fire Chief / Acting Public
Works Director
Kevin Wold



Human Resources Director
Melanie Lee



Police Chief
Nick Newton



Recreation Superintendent
Julie Williams

Positions to be filled: Assistant City Administrator; City Engineer; Public Works Director

Questions?

Boards and Commissions 101

Advisory Bodies

- Tree Board
- Planning Commission
- Parks and Recreation Commission
- Economic Development Commission
- Environmental Management Commission

Staff Liaisons



Planning Commission
City Planner
Luke McClanahan



Parks and Recreation Commission
Recreation Superintendent
Julie Williams



Economic Development
Commission
Community Development
Specialist
Max Lohse



Environmental Management
Commission
Community Development
Specialist
Hannah Dunn



Parks Superintendent
Jeff Koesling

Position to be filled:

- City Forester as Tree Board Staff Liaison

Why does the City have advisory bodies?

- Advise the City Council
- Meaningful participation by residents

What are the guiding documents?

1. City Code
2. City Policy
3. Handbook

What do advisory bodies do?

- Report/Comment
- Recommend
- Act

Advisory body work can be initiated by:

- Board/Commission
- City Council
- City Administrator

What is a Work Plan?

- A work plan guides and focuses the work of the advisory body during its monthly meetings and throughout the year
- It can detail annual, ongoing items or provide a roadmap for specific projects

What advisory bodies don't do:

- Direct work of City staff
- Take responsibility for financial performance of any City facility or program
- Speak on behalf of the City or advisory body without permission/discussion

Special Roles

- Commission/Board Chair
- Commission/Board Vice Chair
- Staff Liaison
- Council Liaison
- Ex-Officio Member

Annual Calendar for Advisory Bodies

- First Meeting – Vote for Officers
- January / February – Appreciation Event with the City Council and Discussion of Annual Work Plan
- July – New Member Orientation; New Terms Begin
- 4th Quarter Annually – Develop Annual Work Plan

Commission Meetings: What You Need to Know

Meetings 101

- Types of meetings?
- When and where are meetings?
- Who takes the minutes?
- Are they recorded?

Key Components of Minutes

- Meeting name, date, time, place
- Attendance
- Approval/corrections of previous minutes
- Motions made
- Summary of what happened
- Other actions
- Record what was done, not what was said

Agenda

- Who creates the Agenda? – Staff liaison in consultation with Chair
- Preparedness – Review the agenda and related materials prior to the meeting
- Order of Business – Must follow agenda

Agenda cont.

Header:

Type: REGULAR MEETING
Date: February 7, 2024
Time: 5:15 PM
Place: Oakdale City Council Chambers

Body:

1. CALL TO ORDER
2. CALL OF ROLL
3. PLEDGE OF ALLEGIANCE
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES
6. OPEN FORUM
7. ECONOMIC DEVELOPMENT COMMISSION REVIEW
 - a. OLD BUSINESS
 - b. NEW BUSINESS
8. OTHER
 - i. Staff liaison update(s)
 - ii. Commissioner update(s)
 - iii. Council liaison update(s)
9. ADJOURNMENT

Attendance & Recruitment

- Attendance is important to perform the work of the commission or board
- Chronic absences may lead to member removal
- Current commission members, City Council, City staff, and staff liaisons all play a role in recruiting members
- Ideally, the advisory body rosters remain full

Quorum

- Quorum is the minimum number of voting members that must be present to conduct business
- A quorum must be present in order for an advisory body to conduct business
- If a quorum is present at the beginning of a meeting, the quorum must be maintained for the advisory body to continue to conduct business

Ethical and Respectful Conduct

Avoid:

- Speaking over or cutting off another individual
- Insulting, disparaging, or putting down people or their ideas
- Bullying other members by displaying a pattern of belittling
- Demeaning, judging, or patronizing comments
- Chair must maintain this order

Ethical and Respectful Conduct

Strive to:

- Use Robert's Rules of Order
- Treat people with courtesy, politeness, and kindness
- Encourage others to express their opinions and ideas
- Listen to what others have to say
- Recognize differences

Standards of Appearance and Etiquette

- Business casual dress is appropriate
- Speak clearly into microphone
- Do not speak until called upon by Chair
- Remain quiet when “On Air” sign is turned on prior to the start of the meeting and after adjournment

Questions?

Legal

Robert's Rules of Order

[The Basics of Robert's Rules of Order](#)

Role of a Chairperson

- The Chair presides at all official meetings and generally ensures that the group reviews and acts upon the items on the agenda
- The Chair is expected to ensure that decisions are made in a timely manner, yet be careful not to limit discussion – assuring that both members of the public and board and commission members have an opportunity to be heard

Open Meeting Law

- Prohibits action from being taken at a secret meeting
- Ensures the public's rights to be informed
- Allows the public an opportunity to present its views to the public body

Open Meeting Law cont.

- 1983 Court Decision defined “meeting” as a gathering of a quorum or more of the City Council at which they discuss, decide, receive information as a group on matters relating to City business
- “Electronic gatherings” did not exist in 1983

E-Devices and Open Meetings

- Do emails (during or outside meetings) even matter?
- A conflict in opinions:
 - NO: *O'Keefe v. Carter*, No. A12-811 (Minn. App. Dec. 31, 2012) (unpublished)
 - YES: IPAD Advisory Opinion No. 09-020

O'Keefe v. Carter

- Email exchanges are not “meetings”
 - *1983 Court decision* “appears to assume” that the law applies only to in-person meetings
 - Statute on remote participation in meetings requires that the public be able to “hear all discussion.” Legislature assumed that a meeting involves only oral communications.
 - Open Meeting Law does not apply to written communications, like email

IPAD Advisory Opinion No. 09-20

- Emails among members of joint powers board (Metro Gang Strike Task Force) concerning need for and contents of press release DID violate the Open Meeting Law

ADVICE on Open Meetings

- Don't rely on *O'Keefe*
- With respect to the OML, treat emails (or tweets or text messages) like phone calls
- Do not engage in email conversations, serial or otherwise, between more than one other commission member
- Even a “one-way” email can quickly turn into a series of emails
- Work through the staff liaison
- Emails between commission members will almost always be public data

Data Practices Act

- “Government data” is not limited to a particular physical form or storage media – it applies to electronic data
- If a communication relates to performance of official duties, it is government data, whether it is an email, text, tweet, or voicemail
- “Government data” doesn’t depend on location – it can apply to data on personal devices

Data Practices Act cont.

- Property Complaint Data
 - The identities (names, addresses, and other identifying information) of persons who register complaints with the City concerning violations of State laws or local ordinances concerning the use of real property are **private**

Conflict of Interest

- Any member who has a financial interest in, or who may receive a financial benefit as a result of, any advisory body action
- Commissioners may not participate in matters in which they have a personal financial interest
- If you have a conflict of interest...
 - Disclose the conflict of interest to the group
 - Abstain from discussing or voting on the matter

Gifts

- Members may not receive gifts from any “interested person” in conjunction with their advisory body duties

Communications

City Communication

- Sign up for City of Oakdale emails to keep up with community and City events and happenings!
- Follow the City on social media!
 - City of Oakdale Facebook account at www.facebook.com/cityoakdalemn
 - Oakdale Recreation Facebook account at www.facebook.com/oakdalefun
 - Oakdale Fire Department Facebook account at www.facebook.com/OakdaleFD
 - City of Oakdale Twitter/X account at www.twitter.com/oakdalemn
 - Oakdale Police Department Twitter account at www.twitter.com/OakdaleMN_PD
 - City of Oakdale Instagram account at www.instagram.com/oakdaleminnesota
 - City of Oakdale YouTube account at <https://www.youtube.com/@CityOfOakdaleMN>
 - City of Oakdale LinkedIn account at www.linkedin.com/company/oakdalemn
 - City of Oakdale NextDoor account at <https://nextdoor.com/agency-detail/mn/oakdale/city-of-oakdale-1>

City Council Communication

Ways to stay informed regarding the Oakdale City Council:

- Follow them on Facebook
- Council Meeting Minutes or YouTube video
- Annual Work Plan
- Council Liaison Updates
- Annual Appreciation Event / Dinner for Commissions
- Reach out to Council Liaison

Communication with the Public

- Communicating with the public helps promote the advisory body's work
- Note these tips:
 - Ensure that decisions of the advisory body will be based on the information shared and resulting group discussion during the meetings
 - Ensure that any comments by the member do not represent the group as a whole

Social Media

- Engage with the City's social media content by reposting and sharing relevant items to help the City reach additional audiences
- Support the work of the City and Commissions

Next Steps

Next Steps

- Encourage people with diverse backgrounds to apply to the Economic Development Commission
- As an Economic Development Commissioner, review Chapter 8 of the City Code of Ordinances
- Annual mandatory training for new commissioners
- For additional support, reach out

TO: Economic Development Commission
FROM: Max Lohse, Community Development Specialist
DATE: June 5, 2024
SUBJ: Business Retention, Expansion and Attraction Program Update

BACKGROUND

The Business Retention, Expansion, and Attraction (BRE&A) Program consists of City officials, staff, and a Chamber or EDC member visiting Oakdale businesses to establish and maintain relationships; offer support and share resources; understand future expansion and development needs; and evaluate how City policy is affecting operations. The City has partnered with the Oakdale Area Chamber of Commerce and the Saint Paul Area Chamber to assist with program implementation and business visit scheduling.

BRE&A VISIT UPDATES

The BRE&A Program concluded its first cycle in 2023, reaching a total of eighteen business visits. For the program's second cycle in 2024, twelve business visits are targeted. Currently, BRE&A participants have conducted six of the twelve planned visits.

After the completion of scheduled business visits, participating staff and / or commissioners will provide a brief summary of visits at the next EDC meeting. As noted on the business visits, participants will not be sharing specific business data but may provide a high-level overview of the process and how the visit went.

PREVIOUS VISITS:

02/09 HOM Furniture
02/20 All Family Dental
03/15 Canvas Health
03/19 Marcus Theaters Oakdale
04/04 Open Cupboard
04/17 Superior Third Party Logistics
05/15 GameRelated

UPCOMING VISITS:

TBD

Attachment

Business Retention, Expansion, and Attraction Program Update Presentation – June 2024

Business Retention, Expansion, and Attraction Program Update

HOM Furniture



All Family Dental



Canvas Health



Marcus Theaters Oakdale



Open Cupboard



Superior Third Party Logistics



GameRelated



TO: Economic Development Commission
FROM: Max Lohse, Community Development Specialist
DATE: June 5, 2024
SUBJ: Approval of the 2024 Economic Development Commission Work Plan

BACKGROUND

Chapter Eight, Sec. 8-02 of the City Code of Ordinances establishes the EDC as an advisory body which acts in an advisory capacity to the City Council and City Administrator in all matters pertaining to economic development. To support this function, the 2024 EDC Work Plan will guide and focus the Commission's work during its monthly meetings and throughout the year.

The work plan was discussed at the February 7, 2024 Economic Development Commission dinner with the City Council. The City Council also reviewed the work plan at their March 12, 2024 workshop meeting. The City Council did not recommend any additional changes to the plan.

ECONOMIC DEVELOPMENT COMMISSION ACTION REQUESTED

It is requested that the Economic Development Commission approve their 2024 work plan.

Attachment

2024 Economic Development Work Plan



584 Hadley Avenue N | Oakdale, MN 55128 651-739-5086 | www.oakdalemn.gov

2024 Economic Development Commission Work Plan

Title	Reference Document	Description/Tasks (Examples from current/previous work)
Business Retention and Expansion (BR&E)	<p>Comprehensive Plan - Economic Development Chapter</p> <p><i>State of Minnesota Department of Employment and Economic Development – Business Retention Best Practices¹</i></p>	<ol style="list-style-type: none"> 1. Successfully conduct twelve visits in the next cycle of the Business Retention, Expansion and Attraction Program (BRE&A) 2. Help implement identified projects and initiatives resulting from the 2023 BRE&A Report and other programs 3. Participate in business/development/partner events such as groundbreaking, open houses, ribbon cuttings 4. Assist in developing and maintaining educational materials for current and prospective business owners in Oakdale (e.g., Business Development Incentives handout, BRE&A welcome packet, etc.)
Market Oakdale for Economic Development Purposes	<p>Comprehensive Plan - Economic Development Chapter</p>	<ol style="list-style-type: none"> 1. Advise City staff and City Council on implementing Economic Development best practice marketing strategies 2. Participate in City efforts to improve marketing materials, including the website, social media, video and printed content 3. Continuing work started in late 2022 to understand community and regional metrics (e.g., Community Profiles, Community Safety Data)
City Property and Redevelopment Planning	<p>Comprehensive Plan - Land Use Chapter</p> <p><i>League of Minnesota Cities – Community Development Guidelines²</i></p>	<ol style="list-style-type: none"> 1. Assist City staff and the City Council with marketing and redevelopment efforts for the EDA-owned Tanners Lake property 2. Advise City Staff and the City Council on redevelopment plans as appropriate

¹ Darger, Michael, and Cameron Macht. “Enticing Businesses to Stay.” Minnesota Department of Employment and Economic Development, March 5, 2019. <https://mn.gov/deed/newscenter/publications/trends/march-2019/retention-expansion.jsp>.

² League of Minnesota Cities. “Community Development and Redevelopment.” League of Minnesota Cities Handbook, August 2023. <https://www.lmc.org/wp-content/uploads/documents/Community-Development-and-Redevelopment.pdf>.

<p>Develop and Maintain Partnerships</p>	<p>Comprehensive Plan - Economic Development Chapter <i>Organization for Economic Cooperation and Development – Local Governance and Partnerships Framework</i>³</p>	<ol style="list-style-type: none"> 1. Collaborate with local organizations, government agencies and other partners on projects and programs (e.g., Washington County CDA, OACC) 2. Promote resources and tools related to economic development from area partners (e.g., SizeUp Small Business Tool, Open to Business, etc.)
<p>Provide Input through Local Government Engagement and Planning Processes</p>	<p><i>League of Minnesota Cities – Citizen Boards and Commissions Guidelines</i>⁴</p>	<ol style="list-style-type: none"> 1. Participate/provide input as appropriate for local and regional initiatives and studies (e.g., Bike & Ped Plan Update, 14th and Geneva Redevelopment Site Analysis, MnDOT Century Ave Study) 2. Provide input as appropriate for local policies and ordinances
<p>Commissioner Education</p>	<p><i>League of Minnesota Cities – Citizen Boards and Commissions Guidelines</i>⁵</p>	<ol style="list-style-type: none"> 1. Participate in City-sponsored educational events or trainings as provided 2. Integrate educational topics into regular meetings (e.g., presentations from guest agencies, community organizations, MnDOT)

³ Organization for Economic Cooperation and Development. “Local Governance and Partnerships.” OECD, n.d. <https://www.oecd.org/cfe/leed/1962067.pdf>.

⁴ League of Minnesota Cities. “Elected Officials and Council Structure and Role.” League of Minnesota Cities Handbook, June 2022. <https://www.lmc.org/wp-content/uploads/documents/Elected-Officials-and-Council-Structure-and-Role.pdf>.

⁵ League of Minnesota Cities. “Elected Officials and Council Structure and Role.”

TO: Economic Development Commission
FROM: Max Lohse, Community Development Specialist
DATE: June 5, 2024
SUBJ: Oakdale Development Bus Tour Reflection

BACKGROUND

On May 7, the City Council, City staff, advisory body members, and other elected officials attended the Oakdale Development Bus Tour. The tour highlighted development opportunities, proposals, and projects within the City. A total of 35 people attended.

Economic Development Commissioners are invited to comment or provide takeaways from the Oakdale Development Bus Tour. Additionally, Commissioners that attended who did not complete the [post-event survey](#) are encouraged to do so.

ECONOMIC DEVELOPMENT COMMISSION DIRECTION

It is requested that the Economic Development Commission provide comments, feedback, or takeaways from the Oakdale Development Bus Tour.

TO: Economic Development Commission
FROM: Max Lohse, Community Development Specialist
DATE: June 5, 2024
SUBJ: Oakdale Zoning Code Update Project – Commercial / Industrial Standards

BACKGROUND

A priority of the City of Oakdale’s 2040 Comprehensive Plan is to “Modify the...Zoning and Subdivision Ordinance...to facilitate the achievement of the City’s development and redevelopment goals” (Chapter 2 - Land Use, Goal 2, Policy 3). Another priority of the Comprehensive Plan is to “Identify opportunities to amend the zoning ordinance to promote housing reinvestment” (Chapter 9 - Neighborhoods, Goal 1, Policy 4). Beyond helping fulfill the goals of the Comprehensive Plan, updating the City’s Zoning and Subdivision Ordinance will modernize it and improve its overall user friendliness. The last substantial set of updates to the City’s Zoning Ordinance was completed in 2007 and 2008.

In March 2024, the City hired HKGi, a Minneapolis-based planning and urban design firm, to assist in updating the City Code. Staff is collaborating with HKGi to evaluate the City Code and diagnose existing issues. The project will emphasize updates to the City’s Subdivision and Zoning chapters, which govern what land uses are allowed in Oakdale and how they should look. The Subdivision and Zoning chapters can impact how businesses operate in Oakdale and what building or site features should be present.

As a part of the City Code diagnosis process, City staff is requesting that the Economic Development Commission provide input as to what issues / standards the project team should consider when examining code sections that pertain to commercial and industrial properties, general building and performance standards, and signage. Given that the Code Update process is still in early stages, staff recommends that Economic Development Commissioners consider broader themes and approaches rather than technical details. Additionally, questions to guide discussion are included in the attached presentation.

Relevant sections of the City Code include:

- [Chapter 25, Articles 12 Through 15, Commercial and Industrial Zoning Districts](#)
- [Chapter 25, Article 18, General Building and Performance Standards](#)
- [Chapter 25, Article 19, Signs and Signage](#)

ECONOMIC DEVELOPMENT COMMISSION DIRECTION

It is requested that the Economic Development Commission provide general feedback on areas of the City Code that may need updating, including sections that pertain to commercial and industrial properties, general building and performance standards, and signage.

Attachment

Oakdale Zoning Code Update Project – Commercial / Industrial Standards Presentation

Oakdale Zoning Code Update Project – Commercial / Industrial Standards

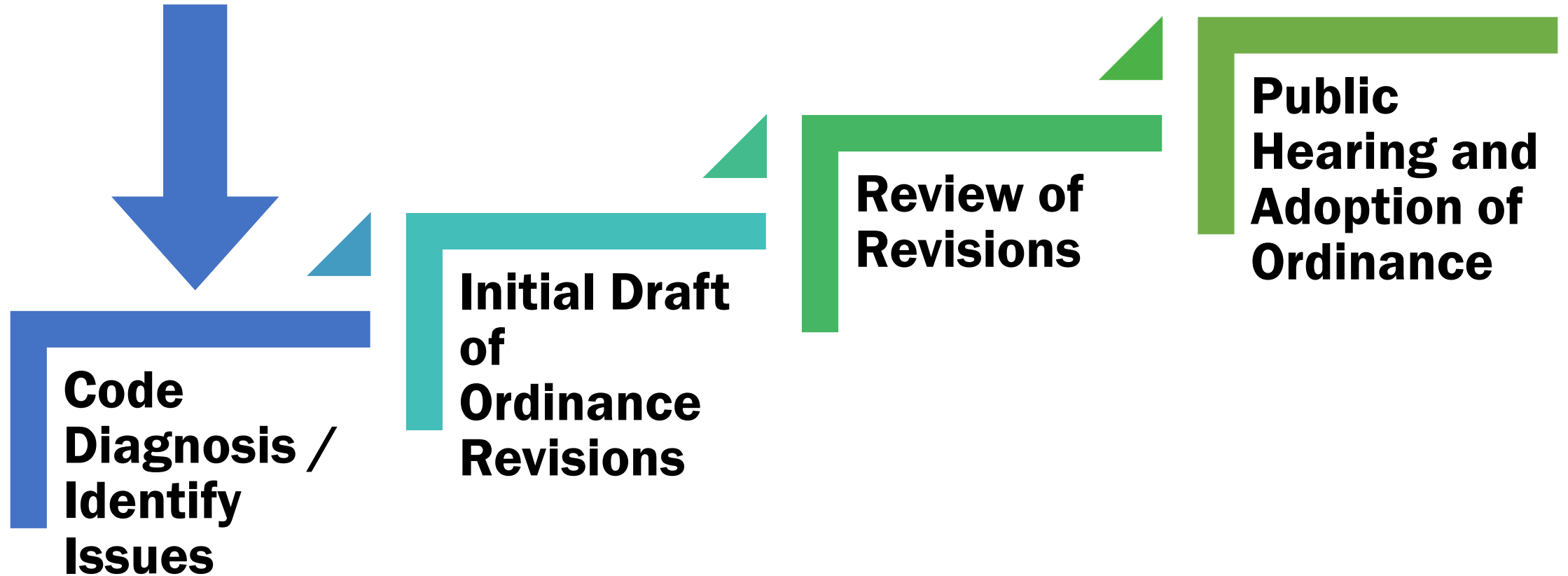
What is the City Zoning Code?

- A collection of City ordinances that guides:
 - What land uses are allowed in Oakdale (e.g., housing, commercial, industrial, etc.)
 - Where they can be built
 - What site features and amenities should be present
- Important sections for planning and economic development:
 - [Chapter 25, Articles 12 Through 15, Commercial and Industrial Zoning Districts](#)
 - [Chapter 25, Article 18, General Building and Performance Requirements](#)
 - [Chapter 25, Article 19, Signs and Signage](#)

Code Update Goals

- Update and streamline the ordinance to improve the development process
- Improve user-friendliness through the addition of illustrations that help explain complex zoning concepts
- Modernize definitions and allowable uses
- Ensure consistency with state statutes, federal laws, judicial rulings, and the City's Comprehensive Plan

Where Are We?



EDC Discussion Questions

1. What should City staff look for from a business perspective when examining potential Code changes?
2. What kind of uses do you want to see more of or less of in Oakdale?
3. How do you feel about existing commercial or industrial areas in Oakdale (e.g., access, appearance, features, building heights, parking, etc.)?

EDC Discussion Questions (Continued)

4. What kinds of commercial signs work well for Oakdale?
Are there any types that don't work well?

- E.g., banners, wall signs, sandwich boards, electronic display signs, billboards etc.

5. What kind of permitting processes have you worked with as it pertains to your business in Oakdale or other cities?
How was the experience? What could be improved?

- E.g., signage, building permits, land use permits, licensing requirements, etc.

6. Anything else to consider?

Next Steps

- Staff and HKGi to finish code diagnosis
- Presentation of findings to City Council and Planning Commission
- Public engagement
- Begin drafting ordinance revisions