



**AGENDA**  
**CITY OF MINNETONKA**  
**ECONOMIC DEVELOPMENT ADVISORY COMMISSION**  
Dec. 9, 2021  
6:00 p.m.

Council Chambers – Minnetonka Community Center

1. Call to Order

2. Roll Call

Charlie Yunker  
Maram Falk  
Melissa Johnston  
Ann Duginske Cibulka

Steven Tyacke  
Jay Hromatka  
Lee Jacobsohn

3. Approval of Nov. 4, 2021 minutes

**BUSINESS ITEMS**

4. Business Survey

*Recommendation: Receive the results of the survey.*

5. Staff Report

The next regularly scheduled EDAC meeting is scheduled for Jan. 13, 2022.

6. Adjourn

If you have questions about any of the agenda items, please contact:

Alisha Gray, EDFP, Economic Development and Housing Manager, [agray@minnetonkamn.gov](mailto:agray@minnetonkamn.gov)  
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Minnetonka Community Center  
14600 Minnetonka Blvd.  
Minnetonka, MN 55345

**Unapproved  
Minnetonka Economic Development Advisory Commission  
Minutes**

**Nov. 4, 2021**

**1. Call to Order**

Chair Yunker called the meeting to order at 6 p.m.

**2. Roll Call**

EDAC commissioners Ann Duginske Cibulka, Jay Hromatka, Lee Jacobsohn, Melissa Johnston, Steven Tyacke, and Charlie Yunker were present. Maram Falk was absent.

Staff present: Economic Development and Housing Manager Alisha Gray.

**3. Approval of EDAC July 8, 2021, Meeting Minutes**

Hromatka motioned, Tyacke seconded the motion to approve the July 8, 2021 meeting minutes as submitted. Duginske Cibulka, Hromatka, Jacobsohn, Johnston, Tyacke, and Yunker voted yes. Falk was absent. Motion passed.

**4. 2022 Preliminary Budget and HRA Levy**

Gray gave the staff report. She requested commissioners provide feedback on alternative approaches to funding owner occupied affordable housing programs to be discussed at a city council study session on November 15<sup>th</sup>. Commissioners were asked to discuss if commissioners should recommend that the city council continue to allocate \$125,000 to Homes Within Reach from the 2022 HRA Levy; if the current down-payment-assistance program should continue, and/or if a new program funded by the affordable-housing-trust fund should be created; and provide additional feedback regarding the 2022 budget.

Gray confirmed that there was more interest in the program when the loan term changed from 10 years to 30 years and the interest rate was lowered. The maximum purchase price is \$352,000, which eliminates a lot of single-family houses. The five loans this year were utilized mainly for townhouses and condominiums.

Gray stated that the down payment assistance program, Homes Within Reach, and rehabilitation program are funded by the HRA Levy. There is another rehabilitation program funded with CDBG money.

Duginske Cibulka agreed that the program's house price limit is set at an artificially low house value. She supports tying it to the median house value rate or a metric that can adjust over time to track with the market.

Hromatka thought \$15,000 for down payment assistance seemed low. He agreed that buyers should have some of their own money invested in the purchase. Increasing the

allowable median house price may create the need for a larger down payment. Allowing up to 120 percent AMI is a good idea.

Duginske Cibulka agreed with Hromatka. Increasing the level of AMI may be explored. She did not support conditions that would prevent applicants from meeting the qualifications based on their parents' actions or history. It could create barriers that the applicant may have no control over. An applicant may be estranged from one's parents, or the parents may be unable or unwilling to cooperate.

Jacobsohn felt that taxpayers would be more likely to support first-time homebuyer down payment programs since the money is ultimately repaid. It is good to look at the new program offered in St. Louis Park, but it does not need to be copied.

Hromatka agreed with Jacobsohn. It would be easier for residents to see what tax dollars would be used for with the first-time homebuyer down-payment program.

Tyacke found the subcommittee exercise very valuable. The recommended changes made by the subcommittee should be implemented to increase the utilization of the program. He would like to recommend that the city council implement those changes.

Chair Yunker felt that indexing the maximum value makes sense to track with the market. That should tie into the maximum loan amount. The subcommittee did a great job coming up with the framework. Up to a 120 percent AMI makes sense since it can be hard to save enough for a down payment while paying high rent at the same time. It is great that Minnetonka is trying to help with homeownership. He supports keeping the forgiveness piece and having one program instead of two. Keeping at least some of the forgiveness piece would encourage an owner to stay and maintain the house. He supports modifying the existing program, broadening its scope, and utilizing marketing to encourage everyone and especially those who belong to groups who were blocked from homeownership for generations, to utilize the program.

Chair Yunker confirmed with commissioners a consensus to recommend that Homes Within Reach keep the same amount and expand the current program.

Hromatka favored increasing the \$15,000 amount by \$2,000 to \$3,000. The affordable housing trust should backstop the program when needed.

Jacobsohn suggested a limit for down payment assistance to be 15 percent of the sale price of the house or the median index price for the year. The buyer could put in five percent and avoid PMI.

Chair Yunker felt that it would make sense to index the value and tie the limit for down payment assistance to 15 percent of the index. Picking a set amount limit might create a roadblock that was not intended to be a roadblock. He agreed with utilizing the trust fund as a future source if needed. Jacobsohn agreed.

Chair Yunker gained a consensus from commissioners who agreed with the \$125,000 amount for loan programs this year.

Gray noted that commissioners agree that the trust fund may be used as a future source if needed.

Duginske Cibulka supports the trust fund being used for all types of affordable housing, including single-family houses as well as multi-family housing. She felt it would be an appropriate use.

Chair Yunker confirmed with commissioners that they had no additional feedback on the proposed 2022 budget.

Hromatka motioned, Johnston seconded, the motion to recommend that the city council approve the 2022 Preliminary Budget and HRA Levy. Duginske Cibulka, Hromatka, Jacobsohn, Johnston, Tyacke, and Yunker voted yes. Falk was absent. Motion passed.

## 5. Staff Report

- SWLRT update. Sign up for detour maps to stay notified of road closures.
- Metro Transit ridership has increased by 50 percent during the workweek. Saturday and Sunday ridership has also increased.
- Development updates include The Pointe, Minnetonka Station, Doran, Shady Oak Crossing, Shady Oak Office Center (Wellington), Ridgedale Area Park, Minnetonka Police and Fire project, Tavern Grill, and Culver's.
- The business climate survey is in the process of being completed. The survey aims to help staff understand perceptions on various issues, inform staff on the need for new programming or expansion of existing programming, and provide a better understanding of the economic and demographic makeup of the business community.
- The fall 2021 issue of Thrive is now available in hard copy and online. It was mailed to 1,700 Minnetonka business addresses and had 1,000 online subscribers.
- In October of 2021, there were 1,922 applications for COVID-19 assistance totaling \$180,601,409 in loans and grants for Minnetonka businesses from federal, state, and local resources.
- The federal moratorium on evictions ended July 31, 2021
- HOMELine is a resource for questions regarding eviction off-ramp steps.
- HomeHelpMN is developing a program to assist distressed homeowners with incomes up to 100 percent of AMI.
- There was one Home Rehabilitation Loan closed through the HRA program for \$15,000. There are nine loans currently being processed.
- Hennepin County has completed three projects and approved four more projects in Minnetonka using the CDBG rehabilitation program. There are seven more applications being processed. There is \$62,124 in funding available for new loans.

- The staff has worked with nine Homes Within Reach (HWR) homeowners to complete rehabilitation projects. There are two projects in the process of being completed. There is a balance of \$125,832 available for new grants.
- In 2021, Homes Within Reach purchased one house. There are 60 HWR houses in Minnetonka.

**6. Other Business**

The Urban Land Institute will host a lunch with the Regional Council of Mayors on Nov. 8, 2021, from 11:30 a.m. to 1:30 p.m.

The next EDAC meeting is scheduled to be held on Dec. 9, 2021, at 6 p.m.

**7. Adjournment**

The meeting was adjourned at 7 p.m.



**Economic Development Advisory Commission  
Item #4  
Meeting of December 9, 2021**

**Title:** Business Survey Results  
**Report From:** Robert Hanson, EDFP, Economic Development Coordinator  
**Submitted through:** Julie Wischnack, AICP, Community Development Director

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**Action Requested:**  Motion  Informational  Recommendation  Vote  
**Form of Action:**  Resolution  Ordinance  Contract/Agreement  Other  N/A  
**Votes needed**  4 votes  5 votes  N/A  Other

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**Summary Statement**

In the spring of 2021, staff contracted with Cobalt Community Research to conduct a city-wide business climate survey of Minnetonka. The goal of the survey was to gain a better understanding of the state of the local economy and identify any programmatic, assistance, and outreach changes that may be required.

**Recommended Action**

Receive the results of the survey

**Strategic Profile Relatability**

Financial Strength & Operational Excellence  Safe & Healthy Community  
 Sustainability & Natural Resources  Livable & Well-Planned Development  
 Infrastructure & Asset Management  Community Inclusiveness  N/A

**Financial Consideration**

Is there a financial consideration?  No  Yes  
Financing sources:  Budgeted  Budget Modification  New Revenue Source  
 Use of Reserves  Other [Enter]

**Background**

The pandemic has had a profound impact on businesses within Minnetonka. Many companies experienced closures, supply chain issues, workforce shortages, and the requirement to adapt their businesses models quickly to continue operations. The Economic Improvement Plan (EIP) outlined the need to be more proactive with business outreach. It recommended funds to conduct a business survey to identify and gather feedback on city issues. In 2018, the EDAC

reviewed the Business Development Strategy plan, which further recognized the importance of conducting business surveys to support the business community.

In April of 2021, the city began collecting information about the business climate within Minnetonka through a city-wide survey. Cobalt Community Research was retained to conduct the survey over the summer/fall of 2021.

The goals of the survey were:

- Develop a baseline to understand business community experiences and to support improvements and transparency
- Support the city's Strategic Plan with the additional engagement of the business community
- Identify which aspects of the community provide the greatest leverage on the business community's overall satisfaction
- Understand overall satisfaction results in context by benchmarking against regional and national indices that also measure industries and major organizations across the United States
- Ensure the voices of various business owners are heard and appreciated

## **Results**

City business contact information was purchased from InfoUSA and combined with existing city records. The 24 question surveys were distributed via US mail over two mailings in September and October. Businesses had the option to respond with a postage-paid envelope or online with a unique ID number. The consultant mailed the surveys to 1,506 business addresses. In addition, if the contact had an email address or phone number listed, those entities were also invited to participate in the survey via email, text message, or voice mail. The survey information was also shared via the city's *Thrive* email list, announced in the Fall 2021 issue of *Thrive*, and pushed to Minnetonka members of the Minneapolis Regional Chamber of Commerce (formerly TwinWest).

Cobalt received a valid response from approximately 157 businesses, providing a confidence level of 90%. The response rate is similar to what other cities have experienced in the region.

Overall, Minnetonka's performance was above other public-sector benchmarks and was consistent with private-sector benchmarks. Areas most strongly linked with business satisfaction and engagement are:

- Feeling of a collaborative environment
- Business space
- Community attributes

Major themes emerged from comments about what businesses liked most about the city: location, demographics, and feeling of safety. Major concerns range from taxes, worker supply, COVID, and infrastructure reliability.

Overall, it is noted that there is likely a perception about available services and what businesses understand the city can do to assist businesses. There is an opportunity for the city's economic development staff to further communicate with the business community.

William SaintAmour from Cobalt Research will present the survey findings and provide additional context at the EDAC meeting on Dec. 9, 2021.

### **Next Steps**

Staff will continue to work to address the gaps identified by the survey. Actions that have already happened to increase ED staff outreach include an additional publishing of *Thrive*, bringing it to three issues annually; development of an online email list for business issues, which now has over 1000 subscribers; and the development of professionally drafted informational brochures and checklists that can be distributed to businesses.

Over the next year, staff will meet internally to further analyze the results of the survey and form ideas about why the respondents answered as they did, and discuss potential actions in response. Further research may be needed to validate ideas and potential actions. This could be achieved through focus groups, short topic-specific surveys, and further participation in collaborative groups such as the Chamber or other business trade groups. It is important that the business community continues to provide input to the city. To monitor progress and ensure that staff remains knowledgeable on issues facing local businesses, staff plans to perform future business surveys at regular intervals.

Once potential actions have been identified, staff will present at a future EDAC meeting for input and consideration.

### **Attachments**

Business Survey Questionnaire





8. Rate the **business space** in Minnetonka on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Affordability of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of working space for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordability of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of warehouse/storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Rate the **cooperative and collaborative environment** in Minnetonka on the following:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Effectiveness of the Economic Development staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
City's responsiveness to business needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The city's welcoming attitude toward businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minnetonka-provided support for businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involvement of area K-12 public school systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involvement of area colleges and technical schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of the <i>Thrive Minnetonka</i> business newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of the city's economic development website for information businesses may need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. In what ways can the city improve infrastructure or utility services?

11. Now, think about the **transportation infrastructure** in Minnetonka and rate it on the following attributes:

	Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10	Don't Know
Commuting time for workers and customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-modal (bicycle and pedestrian) options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of public transit service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of snow plowing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which 3 types of transportation are used most often by your employees and customers to reach your business? (Mark up to 3.)

- |   |                                  |   |
|---|----------------------------------|---|
| <input type="checkbox"/> Drive themselves   | <input type="checkbox"/> Bus     | <input type="checkbox"/> Carpooling                   |
| <input type="checkbox"/> Uber, Lyft or taxi | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Walk from home/place of work |

13. In which ways can the transportation infrastructure be improved to benefit your business and your employees?

14. In which ways can the city improve utility services (water, sewer, electricity, etc)?

15. Consider all your experiences in the last year with Minnetonka as a place to do business and rate it using a 10 point scale, where 1 means "Very Dissatisfied" and 10 means "Very Satisfied."

Very Dissatisfied= 1	2	3	4	5	6	7	8	9	Very Satisfied= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Consider your expectations of Minnetonka as a place to do business. How well has Minnetonka met those expectations? Use a 10 point scale, where 1 means **"Falls Short of Expectations"** and 10 means **"Exceeds Expectations."**

Falls Short= 1	2	3	4	5	6	7	8	9	Exceeds Expectations = 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Imagine an ideal community in which to do business. How closely does Minnetonka compare with that ideal? Please use a 10 point scale where 1 is **"Not Very Close to the Ideal"** and 10 is **"Very Close to the Ideal."**

Not Close= 1	2	3	4	5	6	7	8	9	Very Close= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. How can the city better serve you? Which city services or improvements would be most valuable for your business?

19. In 2020, the Minnetonka City Council developed a new Strategic Profile to guide city work. How well is the city performing in the following area? Use a scale where 1 means **"Poor"** and 10 means **"Excellent."**

Community Inclusiveness: Create a community that is engaged, tolerant and compassionate about everyone. Embrace and respect diversity, and create a community that uses different perspectives and experiences to build an inclusive and equitable city for all.

Poor= 1	2	3	4	5	6	7	8	9	Excellent= 10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Planning

20. The city has many partnerships that provide various services and programs to businesses in the community, and the city also provides some services directly. How valuable are each of the following services and programs to your business? If you are not aware of the service or program, please mark **"Don't Know."**

	Very Important	Somewhat Important	Not Too Important	Not Important at All	Don't Know
Business support services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loans and financing support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Referrals to critical professional services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thrive Minnetonka business newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COVID-19 emergency assistance funds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workforce development/finding employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. Many ideas for potential future city services have been shared with the city. Which would be most valuable to your business? (Mark all that apply.)

<input type="checkbox"/> 1:1 meetings with development staff	<input type="checkbox"/> Information on annual fee changes	<input type="checkbox"/> Partnering with the city on cross promotion	<input type="checkbox"/> Collaboration opportunities to partner on city planning and activities	<input type="checkbox"/> Social events/mixers for Minnetonka businesses
<input type="checkbox"/> Safety workshops with police/fire	<input type="checkbox"/> Grants and loans information			<input type="checkbox"/> Other

22. How important is it to your business that the city take action on the environment and sustainability issues below?

	Very Important	Somewhat Important	Not Too Important	Not Important at All	Don't Know
Energy conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanded mass transit options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reducing waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving storm water management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving the fuel efficiency of city vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging recycling/composting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a climate action plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving protection of lakes, creeks, and wetlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Updating building requirements to encourage sustainable practices in new construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Communication Preferences

23. How do you prefer to receive information from the city (events, programs, updates, etc.)? (Mark all that apply.)

- |                                       |  |   |   |  |
|---------------------------------------|--|---|---|--|
| <input type="checkbox"/> Newspaper    | <input type="checkbox"/> Thrive Minnetonka business newsletter | <input type="checkbox"/> City Facebook page | <input type="checkbox"/> Visit by city staff        | <input type="checkbox"/> U.S. mail           |
| <input type="checkbox"/> Email        | <input type="checkbox"/> Utility bill insert                   | <input type="checkbox"/> City LinkedIn page | <input type="checkbox"/> Minnetonka YouTube channel | <input type="checkbox"/> Text message        |
| <input type="checkbox"/> City website |  | <input type="checkbox"/> Other social media |   | <input type="checkbox"/> Local cable channel |

24. To which local business associations, local business groups, and community service groups do you belong?

The following questions are for analysis only and will not be used in any way to identify you.

Which of the below best describe your role in your organization?

- Owner/partner/principal  
  Executive/manager  
  Other staff

Do you rent or own the space for your business locations in Minnetonka?

- Rent  
  Own  
  Varies by location

How long has your business been in Minnetonka ?

- One year or less  
  1-5 years  
  6-10 years  
  More than 10 years

What type of space do you use for your place of business? (Mark all that apply.)

- |  |  |                                  |   |
|--|--|----------------------------------|---|
| <input type="checkbox"/> Commercial office | <input type="checkbox"/> Home office   | <input type="checkbox"/> Storage | <input type="checkbox"/> Online/virtual business only |
| <input type="checkbox"/> Retail            | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Land    |   |

Over the next two years, what are you anticipating for your company's business space needs?

- Growing  
  Staying the same  
  Contracting  
  Don't know

Where do you do business?

- Mainly in Minnetonka only  
  Areas near Minnetonka  
  Across the state  
  Across the U.S.  
  Worldwide

How many employees work for your business?

- 1-9  
  10-49  
  50-99  
  100-249  
  250-499  
  500 or more

Over the next two years, what are you anticipating for your company's employment levels?

- Growing  
  Staying the same  
  Contracting  
  Don't know

How healthy is your business today compared with your business health before the COVID-19 pandemic?

- Worse than before the pandemic  
  About the same  
  Better than before the pandemic

Which industry category best describes your business? (Mark all that apply.)

- |  |  |  |   |  |
|--|--|--|---|--|
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting    | <input type="checkbox"/> Manufacturing   | <input type="checkbox"/> Retail Trade          | <input type="checkbox"/> Not for Profit | <input type="checkbox"/> Personal Care (salon, etc.) |
| <input type="checkbox"/> Mining, Quarrying, and Oil and Gas Extraction | <input type="checkbox"/> Transportation, Communications, Electric, Gas and Sanitary Services | <input type="checkbox"/> Finance, Real Estate  | <input type="checkbox"/> Food Service   | <input type="checkbox"/> Gym/fitness                 |
| <input type="checkbox"/> Construction                                  | <input type="checkbox"/> Wholesale Trade   | <input type="checkbox"/> Services              | <input type="checkbox"/> Entertainment  | <input type="checkbox"/> Hospitality                 |
|  |  | <input type="checkbox"/> Public Administration | <input type="checkbox"/> Health Care    |  |

Which of the following best describe ownership of your business? (Mark all that apply.)

- Minority owned  
  Female owned  
  Veteran owned  
  None of these

Please provide any other constructive feedback you would like to share with the city.

If you would like to participate in city planning and/or receive more information on city activities that may affect your business, enter your email, phone number, and address below. (This information will not be linked to your responses.)



**Economic Development Advisory Commission  
Item #5  
Meeting of December 9, 2021**

**Title:** Staff Report  
**Report From:** Rob Hanson, EDP, Economic Development Coordinator  
**Submitted through:** Julie Wischnack, AICP, Community Development Director

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**Action Requested:**  Motion  Informational  Recommendation  Vote  
**Form of Action:**  Resolution  Ordinance  Contract/Agreement  Other  N/A  
**Votes needed**  4 votes  5 votes  N/A  Other

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**Summary Statement**

Staff update on community transit, economic development, and housing matters.

**Recommended Action**

Receive the report; no formal action is required.

**Strategic Profile Relatability**

- |  |   |
|--|---|
| <input type="checkbox"/> Financial Strength & Operational Excellence | <input type="checkbox"/> Safe & Healthy Community                             |
| <input type="checkbox"/> Sustainability & Natural Resources          | <input checked="" type="checkbox"/> Livable & Well-Planned Development        |
| <input type="checkbox"/> Infrastructure & Asset Management           | <input type="checkbox"/> Community Inclusiveness <input type="checkbox"/> N/A |

**Transit Updates**

*Green Line Extension (Southwest LRT)*

- Nearly 60% of the civil construction is complete.
- 11 of 16 LRT stations are underway
- 25 out of 29 bridges are completed or underway
- All eight tunnels are underway
- 95% of the private utility work is complete.

*Minnetonka Highlights*

Recently Completed:

- Red Circle Drive into Opus Park from Shady Oak Road will reopen to two-lane traffic along Highway 62.

- Bren Road West will reopen to two-lane traffic near the LRT corridor by the end of the year.

Ongoing:

- Red Circle Drive remains closed to westbound traffic near the Yellow Brick Road School.
- The westbound lane on Green Circle Drive near the Bren Road West intersection is closed until spring 2022.
- The city has closed Blue Circle Drive to reconstruct a bridge. This work is anticipated to continue through November.
- Feltl Road is closed through Summer 2022
- Crews continue to work on the Minnetonka-Hopkins LRT bridge.

*Metro Transit:*

Staff continues to engage with Metro Transit staff quarterly and as needed to discuss transit service in the city.

There are a significant number of changes coming to the overall system on December 4<sup>th</sup>, 2021. Metro transit has continually been adjusting service due to the pandemic and driver shortage. As the pandemic continues, demand for routes continues to lag, and metro transit has decided to suspend or eliminate the following Minnetonka routes.

Eliminated:

Route 12: (Opus to Downtown Minneapolis)

Suspended:

Route 652: Express Service from Ridgedale to Downtown

Route 664: Express Service from Opus along Excelsior Blvd to Downtown

Route 670: Express Service from Western Lake Minnetonka Communities to Downtown Minneapolis

Metro Transit will continue to evaluate service demand, along with staff and fleet availability, and implement changes as needed.

**Development Updates**

<b>Projects</b>	<b>Location</b>	<b>Status</b>
<b><i>Housing</i></b>		
<a href="#">The Pointe</a>	801 Carlson	Under Construction – footing and foundation work
<a href="#">Minnetonka Station</a>	Opus	Buildings demoed, site development permit pending
<a href="#">Doran (Shady Oak)</a>	5959 Shady Oak Road	Site development permit issued, dirt moving

<a href="#">Shady Oak Crossing</a>	Shady Oak Road / Main Street	First residents moving in Dec. 1
<a href="#">Shady Oak Office Center (Wellington)</a>	10901 Red Circle Drive	Site development permit issued, building demo, dirt moving
<b>Misc. Projects</b>		
<a href="#">Ridgedale Area Park Project</a>	Ridgedale Drive	Grading Started, footings in, trees arrived.
Medical Examiner's Office	Hwy 62	Nearing Completion
<b>Business Projects</b>		
<a href="#">The Tavern Grill</a>	12653 Wayzata Blvd	Under Construction
<a href="#">Culver's</a>	Hwy 101/7	Under Construction
Kazoku (Former Copper Cow)	5445 Eden Prairie Rd	Now Open

### Business Updates

Resources are still available for businesses that are affected by COVID-19 closures. The Small Business Administration is still accepting EIDL Loan applications through the end of the year or until funds run out. Loan amounts were recently increased to \$2 million. To date, 43,000 businesses in Minnesota have been approved.

#### *DEED*

#### Minnesota Job Creation Fund

Minnetonka has been approached by King Technology to support its application to the Minnesota Job Creation Fund. The company received a resolution of support from the city council on November 8<sup>th</sup> for their application. The company plans to move from Hopkins to Minnetonka and could create up to 43 new jobs over the next three years.

#### *Hennepin County*

Elevate Business platform has upgraded to Startup Space. This platform allows it to be more stable, does not require businesses to log in to see resources, and allows for businesses to directly connect to an advisor.

### Housing Updates

Assistance programs remain available for Minnetonka residents. The State of Minnesota has made grants available to residents to help with the payment of their utility bills. This program allows grants from \$300-\$2,000.

The Federal Communications Commission has established a program to provide a \$50 monthly discount to eligible households to help households pay for necessary internet service or to receive a discount towards the purchase of a new laptop computer.

Emergency rental assistance remains available to residents through [renthelpmn.org](http://renthelpmn.org). Mortgage assistance will also be made available in the coming months.