

Maple Grove Citizens Advisory Committee

Meeting Minutes

April 13, 2011

- Call to Order** The meeting was called to order at 7:03 p.m. by CAC Co-Chair Bob Joiner at the Maple Grove Government Center
- Members Present**
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| Leslie Bender | Linda Furst | Stephen Gill |
| Lorraine Gresser | Bob Joiner | Steven Maas |
| Joan Masberg | Joe Piket | Kevin Rebman |
| Don Skoglund | | |
- Members Absent** John Beacham, Mark Hodge, Greg Hulne, Harry Kennedy, Tim Klevar, Pam Larson, Katie Rodriguez
- Others Present** Community Development Director Dick Edwards, Volunteer and Special Events Coordinator Debbie Coss, and Maple Grove Community Organization President Deb Syhre. Two students from Maple Grove Senior High School were present. CAC City Staff Liaison Mike Opatz Councilmember Phil Leith were unable to attend.
- Minutes** The minutes for the January 12, 2011 regular CAC meeting were approved.
- Area Reports** Joan Masberg—With the appointment of former Police Chief Mona Dohman to Public Safety Commissioner for the State of Minnesota, CAC member Masberg asked about the search process for a Police Chief. It was stated that Dave Jess is currently Acting Chief for the Police Department, and the Council is holding off for a few months.
- Granville Housing Development** Community Development Director Edwards talked about the Granville Housing Development concept plan, which is the first stage in considering this proposed housing development. He explained about residential development in the Gravel Mining Area which is expected to be dense. Mr. Edwards stated there is expected to be about 5,000 residential units in the GMA before everything is said and done which should be about 2030.
- Regarding the Granville development—there are two apartment buildings, each four-stories with 440 units. The development will be constructed in phases with a retail component as well. The retail aspect would be for local commercial users in the area—such as an ice cream shop, dry cleaner, etc. There would be two 5,000 square foot buildings.
- Mr. Edwards also touched on a 20-acre community park that is planned for the Gravel Mining Area. He stated there would be no programmed activities or ball fields, simply a nice place for people to gather, picnic,

have a pickup sport game, etc.

With regard to the Granville development, he mentioned amenities such as fitness center, nursery, play area, dog park and close parking for residents. These would be high-end rental units at about \$2,100 a month. There would be 1-, 2-, and 3-bedroom units. He stated that access would be off 80th Avenue with three roadways constructed as part of the development. He stated this concept plan went before and was passed by the Planning Commission. If it is approved by the City Council, the development stage plan would be the next step.

CAC members asked Mr. Edwards a variety of questions and he provided an update on various business matters. He stated that commercial space has a 2-3% vacancy rate. In addition regional malls are not as appealing to consumers, and lifestyle centers are better received. He also stated the former Fuddruckers will become an IHOP. He said that retail is slow as are new residential lots.

Mr. Edwards talked about uses for vacant big box retailers such as Target and Borders and that splitting the buildings into smaller sites is an option. He provided a brief update on the current status of the Parkway station. He was asked about the proposed small retail center at 101 and Bass Lake Road. Mr. Edwards stated that once the economy improves, it is hoped to see movement on that project. He said there might be residential development in that area before the retail comes in.

He discussed the various types of housing and the needs and purposes of it. He stated the City has rental housing scattered throughout Maple Grove with a variety of lifestyle housing from rental to single family units.

Town Green

Debbie Coss shared the 2011 schedule with CAC members, stating that music/events were planned for Monday and Wednesday evenings with Thursday programming at 11 a.m. geared towards kids/family. She stated they are working with the Arts Center to co-present family-friendly comedians, and there would be Friday evening movies later in the summer. She said there are a wide variety of performers, most of whom are all new this year except for those who were rained out in 2010.

Ms. Coss stated that all entertainment is free, except for the Lions Music Event which is a fundraiser, and the cost would be \$10 to attend. She also mentioned a Crimson music event.

Mention was made that many communities have a concert series, and the area has good potential for a weekend festival. When asked, Ms. Coss stated that performer fees range from \$100-\$1,500, and the Town Green has a budget of about \$25,000.

Ms. Coss spoke briefly about the rental opportunities at Town Green for

weddings, meetings, etc. She said Facebook is used to promote the various happenings as well.

Maple Grove Days

Deb Syhre stated that Maple Grove Days 2011 would take place July 14-17. She shared a proposed handout of 2011 events, and also showed a history of the Maple Grove Days Guide. She also talked about how attendance has grown over the years as well as the various locations in which Maple Grove Days activities have taken place. With regard to the annual Pierre Bottineau parade, Ms. Syhre stated the estimated capacity is about 9,000 to fit along the parade route.

She read an article from former MGCO President John Garritsen that showed some history and the evolution of activities. The group initially started with a holiday lighting event which evolved into Breakfast with Santa, both activities still take place. She said the MGCO's main focus is Maple Grove Days. Ms. Syhre stated MGCO has 30+ members and various committees.

She talked more about the various sites used for the activities, both in the past as well as present. She talked at length about the Business Expo, which averages 8,000 attendees. They have a maximum of 130 booths, and the fee is low which is inviting to businesses.

Ms. Syhre talked about the various activities, food vendors, and organizations involved and the use of the shuttle bus/Transit station for parking.

She talked in detail about the various ways in which Maple Grove Days is promoted, particularly that 47,000 guides are mailed to homes, businesses and sponsors each year. She stated the largest percentage of attendees are from Maple Grove. When asked if the hotels promote, she stated that out-of-town vendors do stay at the hotels, but she is not sure if hotels promote the event.

Ms. Syhre talked stated there are lot of different organizations that have an influence on the annual festival. She talked about the City's role and the work Police, Fire and Parks and Recreation does as well as Three Rivers Park District, School District, Maple Grove Lions, and local churches.

She stated their main goal is a city celebration. The question was asked if tours of the hospital were a possibility such as Great River Energy did when they first opened. Question was also asked about City tours as a possibility.

The website for Maple Grove Days is www.maplegrovedays.com. They are also on Facebook and have a QR code that can be scanned which brings a viewer directly to the website.

Ms. Syhre provided an overview of the various sponsor levels, and stated the majority of funding comes from sponsors. She also talked about in kind items such as golf carts and radios. She stated the application fees for the expo, parade, etc. add to the funding for events. Ms. Syhre stated the organization is self-supporting and has about 350+ volunteers during Maple Grove Days.

She stated the festival has not been impacted by the economy and that often people stay close to home during poor economic times, and it helps that a lot of events are free.

Ms Syhre also mentioned other activities that MGCO sponsors—holiday light contest, Sleigh Bell and Sparkle parade, Halloween event, and breakfast/lunch with Santa.

**Other Business/
Updates**

Discussion took place on the CAC booth at Maple Grove Days Business Expo. In the past there has been a lack of volunteers so it was proposed no booth for 2011. Many of the CAC members in attendance at this meeting were not available for the July 16, 2011 event. An email will be sent out to CAC as a whole to gauge interest in volunteering and whether to have a booth or not.

The statement was made that CAC would probably be going to quarterly meetings. The next meeting would probably be June. Two possible meetings topics were brought up—Federal Department of Homeland Security outreach as well as a possible presentation from the Osseo Maple Grove Basketball Association who would like to see a facility in Maple Grove. It was stated the organization has regrouped and has some funds, so if CAC was interested in playing a role, then a presentation might be possible.

Adjournment

The meeting adjourned at 8:50 p.m.

Respectfully submitted,

Carol Morris
Minute Secretary