

Village of Balsam Lake
Smart Growth Committee Meeting
February 13, 2012 Village Hall 11:00 am – 1:00 pm

Members present: Chair: Jeff Reed, Caroline Rediske, Chris Sondrol, Steve Figlmiller, Chris Nelson, Deb Peterson, Steve Healy

Members Absent: Morgan Nelson, Bob Kazmierski, Karen Aubin, Nichole Reed, Jim Heller

Others present: Darryl Ince, Guy Williams, Holly Helms, Carl Holmgren

Meeting called to order by Jeff Reed. Roll call was taken. Motion by Caroline Rediske to approve minutes; seconded by Chris Nelson.

Under the direction of Chairman Reed the committee reviewed, discussed and updated elements of the Strategic Action Plan.

Goals and Issues addressed:

- Marketing /Community Profile brochure created by Industrial Park Committee is completed.
- Upcoming meeting with a hotel representative for potential lodging facility.
- Create campground survey coordinated by Park Committee and Nichole Reed.
- Signage for businesses at entrances to town, acquire blue information signs from the state, possibly change billboard sign on Hwy 8.
- Invite a representative from the Polk County Tourism Council/Center to attend the next meeting.
- Main Street Renewal discussed; Chamber has information/business inventory list that they will provide to the committee; Façade loan ordinance is currently adhered to.
- Discussion on various incentives to put in a brochure to attract new businesses.
- Create a list/chain of contacts when potential businesses make inquiries.
- Separate the promotions for Industrial Park and Downtown Businesses.
- Logo Design – Chamber will contact RCU to sponsor project and contact marketing department at St. Croix Falls Regional Medical Center.
- Park Committee reported on updating Outdoor Recreation Plan required for grant process. It was suggested by Steve Healy to contact Lynn Nelson, senior planner with WCWRPC to review the plan prior to submitting.
- Working with Cedar Corp to develop pedestrian route to connect downtown area to businesses and government facilities on the hill.
- Expand publication of accomplishments for community awareness.
- Cornerstone Park - discussed signs/mounting options, creating a prototype.

Overview of Market Analysis Hotel Feasibility Study was read by Jeff Reed and discussed.

Agenda for March meeting: Signage, Representative from Polk County Tourism Council/Center.

Motion made by Chris Nelson to adjourn. Seconded by Caroline Rediske. Carried.

Mary Kjeseth
Village Deputy Clerk Treasurer