



City of Blaine Anoka County, Minnesota Minutes EDA

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Wednesday, January 20, 2021

Due to the COVID-19 pandemic, city meetings will be held as
virtual meetings until further notice.

This meeting will take place immediately following the City Council meeting

1 Call to Order

The meeting was called to order at 8:18PM by President Sanders followed by the Roll Call. Due to the COVID-19 pandemic this meeting was held virtually.

2 Roll Call

Quorum Present.

ALSO PRESENT: City Manager Michelle Wolfe; Community Development Director Erik Thorvig; Public Works Director Jon Haukaas; Police Chief/Safety Services Manager Brian Podany; Finance Director Joe Huss; Public Services Manager/Assistant City Manager Bob Therres; City Engineer Dan Schluender; City Planner Lori Johnson; Communications Technician Roark Haver; Communications Manager Ben Hayle; and City Clerk Catherine Sorensen.

Present: 7 - Commissioner Jeppson, Commissioner Robertson, Commissioner Paul, Commissioner Hovland, Commissioner Massoglia, Commissioner Smith, and President Sanders

3 Minutes

3-1 APPROVAL OF DECEMBER 21, 2020 EDA MINUTES

Attachments: [Unapproved Minutes 122120](#)

Moved by Commissioner Hovland, seconded by Commissioner Robertson, that the Minutes from December 21, 2020, be approved.

A roll call vote was taken. Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders

4 New Business

**4-1 APPROVING SPONSORSHIP REQUEST FOR THE 3M
OPEN**

Community Development Director Thorvig stated the 3M Open will be held at the TPC Twin Cities in Blaine July 19-25, 2021. The 3M Open is a regular PGA Tour event with 156 of the world's best golfers competing. The inaugural year of the 3M Open was 2019. It was estimated the tournament had an economic impact on the region of over \$50 million. The local, national and worldwide exposure of the event on social media and television was impactful. The four-day tournament has over 15 live hours and over 55 total hours of broadcast time on the Golf Channel and CBS. Tournament officials estimate 2019's attendance at approximately 100,000. The tournament was held in 2020 without spectators due to the COVID-19 pandemic. The EDA approved a \$103,000 expenditure for the 2020 sponsorship. Due to the EDA being unable to host a hospitality venue, the tournament worked with the City to identify other marketing opportunities which included the airing of a commercial during the 2020 broadcast of the tournament on the Golf Channel.

Mr. Thorvig reported the tournament has requested the City of Blaine to be an event sponsor again in the amount of \$58,000 (sponsorship rate reduced due to the cancelation of the 2020 spectator event). The sponsorship will provide the City of Blaine access to a hospitality tent on the 18th hole, Tuesday-Sunday, and 40 event tickets per day. With the event being much more high profile and in demand than the 3M Championship, this is an opportunity to invite and host guests that play a direct role in economic development activity in Blaine. Revenue from the tournament, which includes Blaine's sponsorship, was part of the \$1.5 million in donations the 3M Open fund contributed in 2019. The three largest recipients were the University of Minnesota Masonic Children's Hospital, Science Museum of Minnesota and National Park Foundation. Local organizations that received donations include The First Tee Blaine, Stepping Stone Emergency Housing, Allina, SBM Fire, Panther Foundation, Blaine Police Explorers and TPC Rose. It was noted in 2019, the City of Blaine hosted over 240 guests in the hospitality tent. Guests included real estate developers and brokers, existing and prospective Blaine businesses, financial institutions and other key community stake holders. Staff intends to create a targeted invite list and examine the possibility of themed days (developer day, broker day, Blaine business day, etc.) and review this with the EDA/Council sometime this spring before invitations are sent out. This expenditure was included in the 2021 EDA Budget adopted in December.

Commissioner Robertson stated this event was a great opportunity for the EDA to showcase the City of Blaine. She appreciated how the EDA Commissioners could champion the City and its businesses during this event.

Moved by Commissioner Robertson, seconded by Commissioner Jeppson, that Resolution No. 21-01, "Approving Sponsorship Request for the 3M Open," be approved.

A roll call vote was taken. Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders

5 Other Business

None.

6 Adjournment

**Moved by Commissioner Hovland, seconded by Commissioner Jeppson, to
adjourn the meeting at 8:27PM.**

A roll call vote was taken. Motion adopted unanimously.

Aye 7 - Commissioner Jeppson Commissioner Robertson Commissioner Paul
Commissioner Hovland Commissioner Massoglia Commissioner Smith
President Sanders