



City of Blaine

Economic Development Authority

November 17, 2025 | 8:00 PM
Blaine City Hall
10801 Town Square Drive NE
Blaine, MN 55449

MINUTES

1. Call to Order

The meeting was called to order at 7:43PM by President Sanders followed by the Roll Call.

2. Roll Call

PRESENT: President Tim Sanders, Commissioners Terra Fleming, Chris Ford, Leslie Larson, Chris Massoglia, Tom Newland, and Jess Robertson.

ABSENT: None.

Quorum Present.

ALSO PRESENT: Executive Director Erik Thorvig; Deputy Executive Director Sheila Sellman; Safety Services Director/Police Chief Brian Podany; Finance Director Jason Zimmerman; Director of Administrative Services Scott Johnson; Director of Engineering Dan Schluender; Communications Manager Ben Hayle; and City Clerk Catherine Sorensen.

3. Approval of Minutes

3.1. 2025-260 Approval of the October 6, 2025, Economic Development Authority (EDA) Minutes
Sponsors:

Moved by Commissioner Robertson, seconded by Commissioner Newland, that the minutes of October 6, 2025, be approved.

Motion adopted unanimously.

4. New Business

4.1. RES 25-184 Resolution to Approve a Contract with the 3M Open

City Manager Thorvig stated the EDA is being asked to approve a four-year sponsorship commitment through the end of 2029 with the 3M Open. The 3M Open will be held at the TPC Twin Cities in Blaine July 20-26, 2026. 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. In 2022, the EDA approved a four-year sponsorship (2022-2025). This sponsorship identified an initial sponsorship cost of \$115,000 with a 3% escalator each year. The EDA paid:

2022 - \$115,000
2023 - \$118,450
2024 - \$122,000
2025 - \$125,660

Mr. Thorvig reported the tournament has requested the city of Blaine enter into a five-year sponsorship agreement through 2030. The tournament is secured as a tour event through 2030. The sponsorship will provide the city of Blaine with access to a hospitality tent on the 18th hole from Tuesday-Sunday, and 40 event tickets per day. With the event being high profile locally and worldwide, 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 annually. 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.

Mr. Thorvig explained that in 2025, the city of Blaine hosted over 200 guests in the hospitality tent. Guests included real estate developers and brokers, existing and prospective Blaine businesses, financial institutions and other key community stakeholders. 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. 3M Open staff approached city staff about two different options for 2026-2030. Option 1 utilizes existing hospitality space size and allocates 40 tickets/day. Option 2 utilizes additional hospitality space and allocates 80 tickets/day. Expanding the space and number of tickets allows for expanded programming and invitations to guests that have been limited with just 40 tickets/day. Additional annual networking and leadership opportunities will also be made available through the 3M Open with Option 2. The following are the cost differences:

Option 1:
2026 - \$132,600
2027 - \$135,960
2028 - \$140,040

2029 - \$144,240

2030 - \$148,600

Option 2:

2026 - \$198,500

2027 - \$204,455

2028 - \$210,590

2029 - \$216,910

2030 - \$223,415

Mr. Thorvig commented that either option could be funded through the existing EDA levy without the need to increase the levy.

Moved by Commissioner Robertson, seconded by Mayor Sanders, to adopt a Resolution to Approve a Contract with the 3M Open as outlined in Option 2.

Commissioner Robertson stated she supported the enhanced programming opportunities that would be available through Option 2. She believed this was a great opportunity for the city.

Commissioner Newland commented he could justify moving forward with Option 1, but he could not support Option 2. He reported he did not see the need need to commit to a million dollar investment at this time given the city's tight budget.

Councilmember Massoglia stated he saw value in Option 2 given the business relationships that have been built at the 3M Open. He reported the city was looking at another significant increase in the levy and it would not level out without making some serious cuts. He asked how this increase could be afforded without impacting the EDA levy. Mr. Thorvig explained the EDA budget has \$200,000 annually that is not identified for a special project which allows the EDA flexibility for an economic need. He indicated these unallocated dollars would be used for this contract. He stated if the dollars are not spent in a calendar year they are kept in the EDA capital account for future projects.

Commissioner Larson inquired if there has been a need for more than 40 passes per day during the 3M Open and questioned who would decide who the additional businesses would be that were allowed in the tent. Mr. Thorvig commented there were times when the tent was packed and at other times the tent was not. He explained Thursday and Friday were focused on business events and typically there were not enough passes. He stated if Option 2 were to move forward, he would want the EDA to bring ideas forward to see what the focus should be for each day.

President Sanders stated it was his understanding Ruth made cuts and not all businesses were invited to attend the 3M Open. He explained with the additional passes more businesses would be invited to participate in this event. Mr. Thorvig reported this was the case and stated businesses were also limited to two passes.

Commissioner Ford explained originally he was against this request, but stated after hearing from city staff, he supported Option 2 moving forward noting he looked forward to the city having the additional space to promote the city.

Commissioner Fleming agreed noting the 3M Open was the biggest event the city hosted each year. She wanted the city to put its best foot forward and noted she would be supporting Option 2.

President Sanders stated he has seen tremendous value from hosting the 3M Open and being able to host businesses in the city's tent. He believed the return on investment was staggering for the community and he appreciated being able to shift the perception of Blaine in the development community. He thanked Commissioner Newland for sharing his thoughts on this matter. He was of the opinion the 3M Open tent was a tremendous tool for the city and he supported increasing the city's space and commitment to this event.

Motion adopted 5-2 (Commissioners Larson and Newland opposed).

5. Old Business

None.

6. Adjournment

Moved by Commissioner Robertson, seconded by Commissioner Massoglia, to adjourn the meeting at 8:01PM.

Motion adopted unanimously.



Signed by

Tim Sanders, President

Signed by

Catherine M. Sorensen, City Clerk