

City of Ramsey
Agenda
Housing and Redevelopment Authority (HRA)
Regular Session
Tuesday, August 9, 2011
Immediately following the City Council meeting
Council Chambers, 7550 Sunwood Drive NW

1. **Call to Order**
2. **Citizen Input**
3. **Approve Agenda**
4. **Approve Minutes**
 1. Approve the following HRA meeting minutes:
Work Session meeting minutes dated Tuesday, June 7, 2011
5. **HRA Business**
 1. Consider Amendment to Purchase Agreement - Toti Development/Suite Living
 2. Consider Letter of Intent on Sunwood/Armstrong retail parcel (Portions of this meeting may be closed to the public)
 3. Update on 2011 COR Marketing Efforts and Consider Game Fair Financial Participation
6. **Executive Director's Report**
7. **Commissioner Input**
8. **Adjournment**

HRA Regular Session

4. 1.

Meeting Date: 08/09/2011

By: JoAnn Shaw, Community Development

Title:

Approve the following HRA meeting minutes:

Work Session meeting minutes dated Tuesday, June 7, 2011

Background:

n/a

Funding Source:

n/a

Council Action:

Motion to approve work session meeting minutes dated Tuesday, June 7, 2011.

Attachments

6.7.11

Form Review

Inbox	Reviewed By	Date
Heidi Nelson	Heidi Nelson	08/03/2011 09:47 AM
Form Started By: JoAnn Shaw		Started On: 08/02/2011 12:30 PM
	Final Approval Date: 08/03/2011	

**HOUSING AND REDEVELOPMENT AUTHORITY (HRA)
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The Ramsey HRA conducted a work session on Tuesday, June 7, 2011, in the Lake Itasca Room at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chair Bob Ramsey
 Commissioner Randy Backous
 Commissioner David Elvig
 Commissioner Colin McGlone
 Commissioner Jason Tossey
 Commissioner Jeff Wise
 Vacancy

Also Present: HRA Executive Director Heidi A. Nelson
 City Administrator Kurtis G. Ulrich
 Director of Public Works Brian Olson
 Senior Planner Tim Gladhill
 City Engineer Tim Himmer
 IT Manager Dean Busch
 Parks Supervisor Mark Riverblood
 Management/Planning Intern Patrick Brama
 Marketing Manager Darren Lazan

CALL TO ORDER

Chairperson Ramsey called the HRA work session to order at 8:08 p.m.

CITIZEN INPUT

None

APPROVE AGENDA

Motion by Commissioner Backous, seconded by Commissioner Elvig to approve the agenda as presented.

Motion carried. All in favor.

APPROVE MINUTES

None

HRA BUSINESS

5.1 Discuss Renaming ‘Rhinstone Commons’ to be entitled The Draw

Parks Supervisor Riverblood stated that mid-summer 2010, City Council adopted a resolution naming the park space on either side of the Rhinstone Bridge, The Draw. One of the parks adjacent to The Draw will have a parking lot that will serve the amphitheater and having one name for the adjoining parks within The COR eliminates confusion and simplifies signage. Therefore, the purpose for this case is to recommend a similar resolution to rename ‘Rhinstone Commons’ The Draw. This will add efficiency and simplicity to the sign construction and siting process, and save costs – while eliminating public confusion.

Consensus of the HRA was to recommend the Council adopt a resolution renaming Rhinstone Commons to The Draw. Staff will place the resolution on a subsequent Council consent agenda.

HRA Executive Director Nelson reported that there are still housekeeping items to take care of. The HRA still holds this land. We constructed improvements and now the HRA would dedicate that to the City. That action will be coming. Signage The Draw, The Draw ball fields, etc. needs to be addressed and will be coming forward as well.

Chairperson Ramsey asked about mowing that area and suggested that be put in the RFP as well.

Mr. Riverblood responded he would do that.

Commissioner McGlone asked if it makes sense to maintain ownership by the HRA; is there any validity in keeping it that way for leverage. If they are private someday, they would do the maintenance.

Development Manager Lazan stated that it really becomes a negative asset.

Commissioner Tossey stated that if it is not maintained by the City, he sees that park as more a detriment and liability.

Commissioner Elvig stated he sees it as a taxing issue and an insurance liability. The City needs to carry that – the HRA would not want to take that on.

City Administrator Ulrich asked do we want to keep this for public purpose. If they can use it to generate revenue there may be some value but we would potentially lose public purpose and loss of control as well as use of that.

Chairperson Ramsey stated it should be kept.

Mr. Lazan suggested to reserve that thought for the municipal plaza.

Director of Public Works Olson asked who would own it after that if it was a private park and commented that he thought we were trying to get out of the development game.

5.2 Consider future Earth Work at the Southwest Intersection of Bunker and Ramsey Boulevards to Support Sidewalk Grant Application(s)

Parks Supervisor Riverblood reported that MnDOT has issued calls for proposals for the “Safe Routes to School” (SRTS) program. City staff has identified several trail and/or sidewalk segments, or gaps that may meet the criteria for funding. He showed an area by the PACT Charter School, which would be an ideal candidate for the SRTS program. Very little grading would need to be done for construction. PACT is supportive of our request for this grant. There is also a portion of missing sidewalk along Bunker Lake Boulevard, west of Ramsey Boulevard, which would connect the townhomes to the west. However, this section would require some storm water improvements and somewhat significant grading in order for any sidewalk improvement to be installed. Staff feels that certain expenditures by the HRA would be prudent if the City’s receives SRTS funding for this proposed sidewalk along Bunker. Mr. Riverblood stated that the SRTS is not likely to fund this specific section of sidewalk due to the significant total costs involved. The cost per foot will not look favorable if a certain number of dollars of grading and storm water expenses are included in the grant application. He continued that leveraging the grant for these improvements to this corner improves both the functioning of this part of The COR’s sidewalk and trail system and the market value of this City-owned parcel (corner of #116 and #56). Mr. Riverblood stated that this is an important visual entrance to The COR and having a finished edge moves the HRA along with the marketing of this parcel and others.

Marketing Manager Lazan stated that by considering doing this, it kind of unburdens this project from a development perspective. Material would be the HRA’s part if we get this grant. The cost would be approximately \$10,000 for us to do it. The grant would cover the trails.

Commissioner Elvig stated he would be in support of spending the \$10,000 to do this.

Chairperson Ramsey commented - so we will not have to mess with this sidewalk again to which staff responded that is correct.

Commissioner Tossey asked who this grant is through to which Mr. Riverblood explained it is Federal dollars.

Consensus of the HRA was to have staff work with the dirt from the Ramsey Raceway and that the HRA is interested in applying for the SRTS grant.

Mr. Riverblood added that staff is still working through the area by the Ramsey Elementary School, and is moving forward with grants that do not require cost participation – free money.

5.3. Review of COR Marketing System

HRA Executive Director Nelson stated she would like to take this opportunity to review the new COR marketing. The pictures we took to the International Shopping Center Conference in Las Vegas will now be in The COR Conference room and will be taken with whenever we do a

display, e.g. Game Fair, Happy Days, etc. Ms. Nelson introduced Ben Harris, Sharp Creative, who is our graphic designer, and stated she would turn this presentation over to Mr. Lazan and Mr. Harris.

Marketing Manager Lazan described some of the marketing changes.

Mr. Harris talked about the marketing documents and why it was necessary to add in other colors and make the materials all comprehensive.

Mr. Lazan updated the HRA on The COR website and that it will be housed at LOGIS. You pay once and then we update the site ourselves. Mr. Lazan stated that the marketing system was approved back in the beginning of the year. He talked about the new marketing books and how they are printed on demand. Electronic ones will be generated for the website. This is all custom marketing – the demographics, etc., and we are able to update the content. He noted this is a great sales piece for this project. He presented and detailed all the pieces of the marketing material. It is ready to go – populate it with updated language – keep a fresh roll out but not recreate it each time.

Mr. Harris stated that the common thread of all this – this whole system is - we are creating shells we continually use but we are able to keep all the information up to date.

Commissioner Backous stated he was impressed with these books.

Commissioner Elvig asked what has been done for sharing this with the rest of Council and staff. Mr. Lazan responded that he needs to be working on that. Ms. Nelson wondered what would be the most efficient way to do that to which Commissioner Elvig suggested an open forum. We will talk about what worked – what didn't . . . Ms. Nelson offered to put that on the work session for the 21st.

5.4 Update on Flaherty and Collins Financing – The Residences at The COR Project

HRA Executive Director Nelson stated that she met with John Hewitt, one of the representatives of the bank that Flaherty & Collins is working with. He came to the City's booth. We demonstrated our commitment and asked them to bring forward their financing. They are working with F & C to make sure the numbers are in order and we talked today about tax numbers and a deal structure.

Chairperson Ramsey stated that we said we want this project to go – the City will not let it fail.

Commissioner Elvig added that we decided to ask them straight up – do you want more money. This is our front yard – when we said we would be there - he seemed to “bite on it”. He seemed to think we could do something – it seemed pretty solid.

Chairperson Ramsey stated we will find out next Tuesday.

HRA Executive Director Nelson stated that the appraisal, which was ordered by the bank, came back very positive and that helps to support the financing position. She informed the HRA that staff would be back in front of them next Tuesday night to discuss the construction financing piece. She added she understands about the financial liability. She talked about paying the debt service with TIF generated from the District and noted that staff will provide that information next Tuesday as well.

Marketing Manager Lazan stated there has been a lot of discussion in and out of this room about this project. We take this very seriously – this is a big risk. He stated he respects the concerns on this. We feel there are benefits to doing this project. There is a sufficient amount of upside but he respects the risks we are bringing forward.

Commissioner Elvig cautioned staff to be careful on how this is messaged to the community and asked about the equity piece.

Mr. Lazan stated that the biggest thing is the equity on the loan payments. It looks like we fund an additional \$4 million. There is value in the product. That adds \$2 million in debt coverage for the loan. The conceptual agreement we have to date is that F & C would bring another \$2 million within 12 months and another million in six more months. He stated we can demonstrate the TIF District is the backstop – it will not get to the residents.

Commissioner Tossey stated we are not the only City that has been giving Special TIF Districts and referred to Lino Lakes and talked about how they defaulted. He stated he cannot support this. He cannot risk what's happening all over the State. He felt Ramsey should not make the same mistake the other cities are making. That money/financing should not be tied up.

Chairperson Ramsey stated that if the project fails, we may have that service debt for a couple of years. We may have to pay a few hundred thousand but someone will come and take us out of that.

Commissioner McGlone commented that HRA's do loan money.

Commissioner Tossey talked about getting the taxpayers out of that. The HRA is the City of Ramsey and ultimately it could be backstopped by taxes of our residents. With TIF – that's tying up our money.

Mr. Lazan stated we are not ready right now but we will be ready next week and will come with a plan to manage that debt. Our projects set up today are set up way different than they were in different economic times. We set this project up to succeed.

Commissioner Elvig suggested looking at what Commissioner Tossey is talking about in the paper (Lino Lakes) and probe into it so we can know what we have done differently and to point out similarities as well.

Mr. Lazan agreed to do that – a bullet point for each.

HRA Executive Director Nelson stated that the difference is the infrastructure – we are issuing construction bonds.

Commissioner Tossey stated that cities did what they were supposed to and we are doing what cities are not supposed to do. He expressed concern about it backfiring.

Chair Ramsey stated that the problem right now is that the banks are not loaning out money.

Commissioner Elvig stated that one fact for him is the owner/equity on this project.

6. Executive Director's Report

Meeting with Jim Deal. HRA Executive Director Nelson stated that she and Mr. Lazan met with Jim Deal and Matt Kuker and talked about a 60 foot extension on the parking lot and having an agreement for a permanent easement and a process to share parking. They know they need additional parking; it was a positive meeting.

North Park. Ms. Nelson stated the HRA had already received an update relating to North Park.

COR Letter. Ms. Nelson talked about the negative letter that was sent to some residents talking about The COR and using The COR logo. She pointed out that The COR logo is copyrighted and this is an infringement on our legal rights of the logo. The challenge is identifying the sender and staff is working on that. In response to that, she stated she had a conversation with Chuck of Himle Horner. He provided some ideas on responding to that letter – a counterpoint to that letter. Staff will use the Ramsey Resident, COR Report and the website to get factual information out to the public. A positive article will be written – staff will work on that over the next few days.

Commissioner Elvig stated that part of him feels we have provided that letter too much attention already.

Commissioner Tossey stated that his concern is not that they used the logo – more criminal would be mail fraud and he did not really think this qualified as mail fraud. He noted we have an attorney and a Police Department – they should determine if this is considered criminal.

Meetings and Updates.

1. Chairperson Ramsey stated there will be a meeting tomorrow with Rachel of Michelle Bachman's office.
2. It was noted there would be a smart board demo in the Lake Itasca Room tomorrow.
3. There is a joint meeting scheduled for the City Council to meet with the Park and Recreation Commission at Central Park on Thursday from 6:30 to 8:00 p.m.
4. The work has started on The Draw parking lot.
5. The question was asked where we are at with the Central Park parking lot improvements. Director of Public Works Olson responded that we still do not have the right of entry forms but we will still try to get that done this year.

ADJOURNMENT

Motion by Commissioner Elvig, seconded by Commissioner Tossey to adjourn the meeting.

Motion carried. All in favor.

The HRA work session was adjourned at 9:31 p.m.

Respectfully submitted,

Heidi A. Nelson
HRA Executive Director

ATTEST:

Jo Ann M. Thieling
City Clerk

Minutes taken and transcribed by Jo Thieling, City Clerk

HRA Regular Session

5. 1.

Meeting Date: 08/09/2011**By:** Darren Lazan, Housing &
Redevelopment Authority

Title:

Consider Amendment to Purchase Agreement - Toti Development/Suite Living

Background:

In The fall of 2010, the HRA entered into an agreement with Toti Development for the purchase of land west of the existing parking structure. Toti proposed to develop approximately 90 units of assisted living facilities in a three story building fronting Sunwood Drive. At the time of this consideration, the development team had received interest from 3-4 senior housing groups for similar facilities. The market for this product is widely believed to support approximately 100 units in the immediate area.

The HRA considered the viability of persuing more than one potential user, but determined it would undermine the success of that use in The COR and could result in negative momentum should one struggle or fail. Accordingly, the HRA chose one proposed developer based both on product and offering price, and proceeded to contract. As the development plans and financing efforts have progressed, the proposed closing dates have been modified from fall 10, to spring 11, and now the final closing date in the current amended agreement is approaching on August 15th, 2011.

Toti has completed the entitlement process receiving all necessary site plan approvals for this project.

Toti has paid \$50,000 in earnest monies that are now non-refundable, and an additional \$15,000 in fee's for it's current extension. A final payment of \$5,000 under the current extension is presently due.

Notification:**Observations:**

Toti, as well as their finance and development partners, would like to provide an update directly to the HRA and would like the HRA's consideration of an amendment to the current Purchase Agreement to allow them to complete the work necessary to close on the property.

The development team and HRA counsel have completed a draft second amendment to the purchase agreement for your consideration at the meeting.

Recommendation:

The development team recommends the HRA consider the history, position, and proposal of the developer and the proposed amendment. If appropriate, direct staff to execute the amendment based on discussion and execute it. Alternatively, the HRA could consider allowing the existing agreement to either close or expire and place the property back on the market.

Funding Source:

N/A

Council Action:

Approve the second amendment to the Purchase Agreement with Toti Development and direct staff to execute based on the discussion at the meeting.

Form Review

Inbox	Reviewed By	Date
Heidi Nelson	Heidi Nelson	08/04/2011 02:41 PM
Form Started By: Darren Lazan		Started On: 08/04/2011 12:20 PM
	Final Approval Date: 08/04/2011	

HRA Regular Session

5. 2.

Meeting Date: 08/09/2011**By:** Darren Lazan, Housing &
Redevelopment Authority

Title:

Consider Letter of Intent on Sunwood/Armstrong retail parcel (Portions of this meeting may be closed to the public)

Background:

As part of the access management plan for The COR, as well as the environmental process underway for the Armstrong/Hwy 10 Interchange, analysis has been completed to determine the number and locations of access points into the project from Armstrong Boulevard. It has been determined that only one access point, equidistant between Bunker Lake Boulevard and the new interchange will be constructed as part of the final Armstrong alignment.

With only one access point to the project at this location, a redesign of the development plan contemplates a combined Sunwood Drive and Ramsey Parkway in an intersection approximately 500 feet east of Armstrong, and a single connection to Armstrong at the approximate location of 147th Avenue.

This reconfiguration will require a relocation of the existing Sunwood Drive, a feasibility study of which has been authorized by the HRA and is underway.

The relocation of Sunwood Drive to the new access point creates a parcel of approximately 4 acres bound on the north and east by the new Sunwood alignment, on the west by Armstrong, and on the south by the existing grocery anchored center.

With the certainty of the drive and access configuration becoming better defined, the development team has received the interest of several parties in developing this newly defined parcel for retail uses.

The development team has received one Letter of Intent (LOI) for one of the 2-3 parcels that will become available.

Notification:**Observations:**

With the potential to define access and alignments for the adjacent roadways, this parcel become ready for development. Completing this work now provides an opportunity to resolve a number of outstanding issues related to the Armstrong/Sunwood alignment, all of which will be outlined in the feasibility study scheduled to be completed in September.

Recommendation:

The development team recommends the HRA consider the Letter of Intent (LOI) received for the proposed parcel and provide direction as to the configuration of the site and to the real estate parameters outlined in the LOI. The LOI will be reviewed with the HRA during closed session.

Funding Source:

N/A

Council Action:

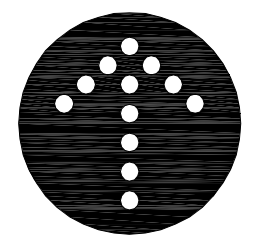
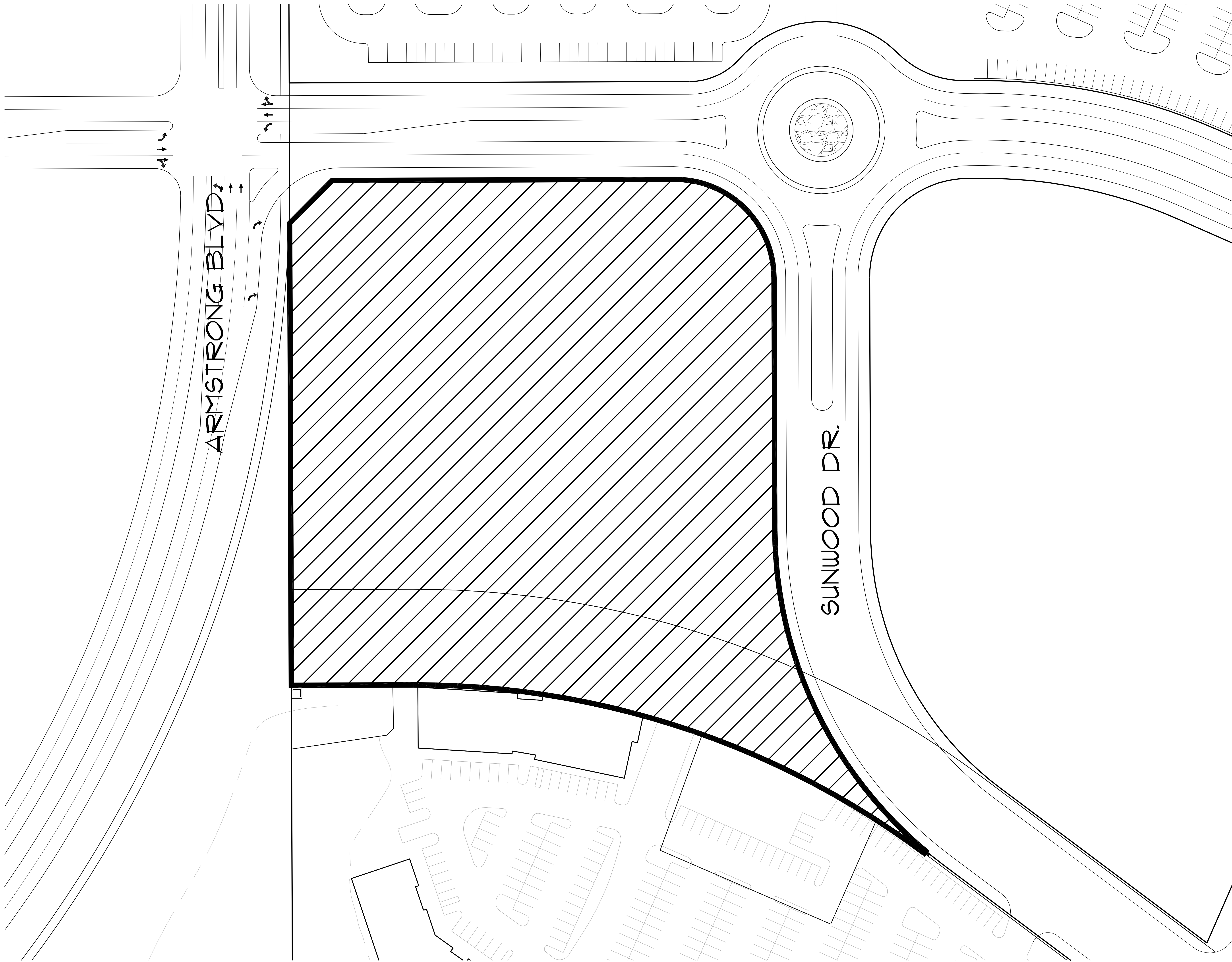
Approve the deal terms outlined in the discussion and direct staff to prepare documents to proceed with the sale of land at Sunwood and Armstrong Boulevards.

Attachments

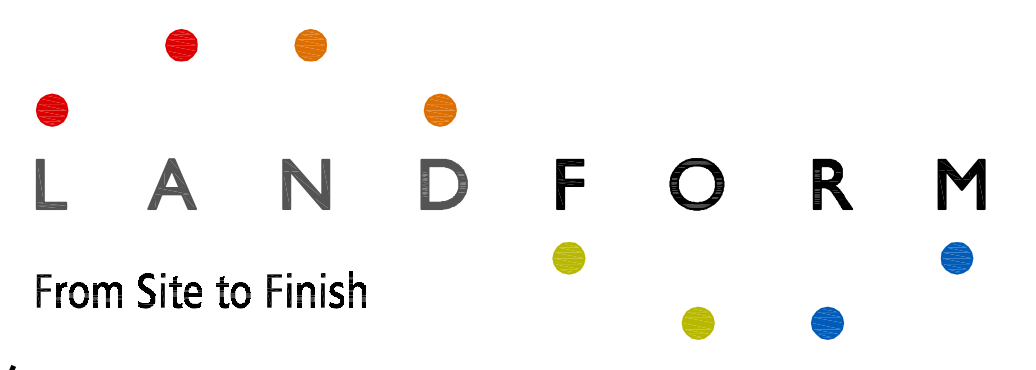
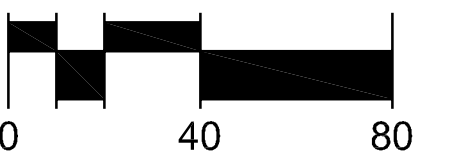
Site Location

Form Review

Inbox	Reviewed By	Date
Heidi Nelson	Darren Lazan	08/04/2011 12:16 PM
Darren Lazan (Originator)	Darren Lazan	08/04/2011 03:03 PM
Heidi Nelson	Heidi Nelson	08/04/2011 03:04 PM
Heidi Nelson	Heidi Nelson	08/04/2011 03:04 PM
Form Started By: Darren Lazan		Started On: 07/18/2011 01:46 PM
	Final Approval Date: 08/04/2011	



NORTH



**ARMSTRONG / SUNWOOD
PARCEL**

HRA Regular Session

5. 3.

Meeting Date: 08/09/2011**By:** Heidi Nelson, Administrative Services**Title:**

Update on 2011 COR Marketing Efforts and Consider Game Fair Financial Participation

Background:**MARKETING AND COMMUNICATIONS**

The 2011 HRA budget for Marketing anticipated the completion of several significant marketing projects and the development of various marketing materials for The COR at Ramsey. The majority of that work has been completed, to include:

- Marketing collateral system and development of marketing package
- New COR at Ramsey website
- Graphic design for marketing package and website
- New display materials for ICSC Conference, Game Fair, and other public and real estate/development events
- COR marketing items, including COR bags, golf tees, mugs, shirts, pens, pins, and other items used to promote The COR at various events
- Professional services for public relations/communications

The bulk of the funding for marketing efforts on 2011 was expended during the first and second quarters of the year to ensure that materials were available for the ICSC conference in the spring as well as the numerous other events attended throughout the summer and fall months. Also attached to this report is the Marketing and Communications Plan that the Development Management Team has been tracking with regard to communications and marketing efforts. Staff will review the plan and would like feedback with regard to the efforts to date.

GAME FAIR

Since 1982 Game Fair has been Minnesota's finest outdoor hunting show. This sport and outdoor show is held on 80 acres of woodlands and water (Lake Eddy). The hosts and organizers for the past 30 years are Chuck and Loral Delaney. Thousands of visitors come to the community as a result of this event that is patterned after European Fall Festivals. 2011 Game Fair has everything people need for the outdoors. This year's show will feature many of the favorites from years' past (inc. concessions) as well as many new exhibits, renovated grounds and new dog events. Visitors can see, try and buy the latest in hunting equipment and to learn from a variety of expert sportsmen and sportswomen. Special exhibits include everything from duck boats, archery, decoys, art, dogs, dog accessories, taxidermy to all the latest in hunting equipment for the outdoor enthusiast. Fair-goers are encouraged to bring their dogs (leashed) and their guns or bows (cased) so they can participate in the numerous activities in this outdoor setting. Activities for children of all ages include: slingshots, air rifles, archery and darts.

The 2011 Game Fair will be held on August 12, 13, 14, 19, 20 and 21. With the number of attendees and vehicles, this special event does require security. The Ramsey PD does provide these services during both weeks. Last year the total cost to provide security was \$9,417.00, with the HRA, the EDA, and the Delaneys each paying one-third of the cost. Staff proposes to split the cost of security of this large event in a similar manner as last year. Staff proposes paying up to \$3,500 from the HRA to provide security at the 2011 Game Fair in Ramsey.

Recommendation:

Staff recommends providing feedback regarding the on-going marketing and communications efforts for The COR at Ramsey and approving participation in this year's Game Fair security costs.

Funding Source:

HRA Fund (combination of funds - marketing, travel, and professional services).

Council Action:

HRA Action: Approve paying for one third of the total security costs for the 2011 Game Fair located in the City of Ramsey, up to a maximum of \$3,500.00.

Attachments

COR Marketing and Communication Plan

Form Review

Inbox	Reviewed By	Date
Darren Lazan	Heidi Nelson	08/04/2011 02:42 PM
Heidi Nelson (Originator)	Heidi Nelson	08/04/2011 02:42 PM
Darren Lazan	Amy Dietl	08/04/2011 02:44 PM
Heidi Nelson (Originator)	Heidi Nelson	08/04/2011 02:44 PM
Form Started By: Heidi Nelson		Started On: 08/03/2011 11:44 AM
	Final Approval Date: 08/04/2011	

Building a Strong Foundation for the Future of The COR

*Marketing and Communications Plan — Summer-Fall 2010
Revised August 27, 2010*

Introduction

During the past year, the Ramsey City Council, Housing and Redevelopment Authority and Economic Development Authority have worked to reposition property in Ramsey's downtown area for successful development during the economic recovery. A comprehensive branding and planning process occurred, with input from local residents, businesses and economic development experts. The result was "The COR" — an area that is becoming the "center of Ramsey" commercial, retail, residential and recreational areas.

Momentum is already building at The COR, including:

- The addition of new businesses, restaurants and services to more than \$100 million in previous development.
- Parks and amenities, including the new amphitheater and the Anoka County Growers Association Farmers Market.
- Extensive development preparation work including planning, legislative approval of tax increment financing and other work for improved transit, highway and broadband access.

To continue the momentum, Ramsey announced the official launch of The COR via a July 14 news release, and invited the public to attend an outdoor concert on August 5 to open The COR's newly completed amphitheater. In addition, the city collaborated with the U. S. Department of Veterans Affairs and Anoka County to announce the successful citing of a new VA outpatient clinic at The COR. However, these announcements are only the first steps toward building a strong foundation for the long-term success of The COR.

The following plan outlines tools, strategies and tactics for August – November, 2010 that will help Ramsey achieve the following outcomes:

- **Increase awareness of The COR**, its momentum and opportunities
- **Broaden and strengthen business relationships** to open doors for development
- **Build trust and confidence in The COR** vision and direction
- **Increase public use of The COR** amenities and businesses

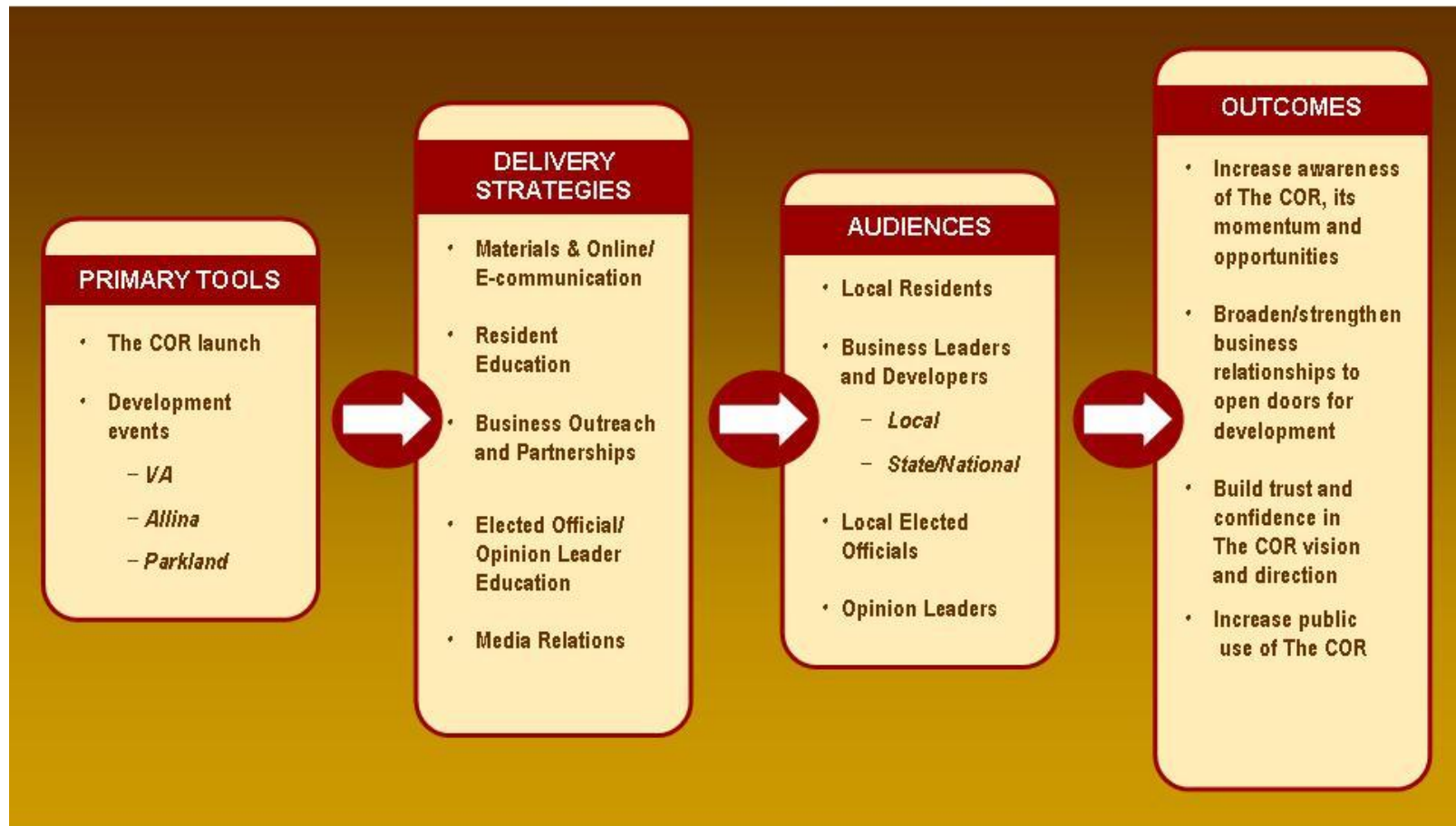
Key Points

- *The COR offers a unique, exciting regional destination for residents and visitors alike.*
- *The COR's new and innovative vision was guided by citizen and business input and already is attracting attention.*
- *Momentum is building at The COR.*
- *The city is committed to moving forward in a way that is responsive to community needs and the marketplace.*



LAYING THE FOUNDATION FOR LONG-TERM SUCCESS OF THE COR

(Initial Launch Strategy — Aug.-Nov. 2010)



Materials and Online/E-Communication

Outcomes:

- Increase awareness of The COR, its momentum and opportunities
- Broaden/strengthen business relationships to open doors for development
- Build trust and confidence in The COR vision and direction
- Increase public use of The COR

Activity	Audiences	Notes	Timeline	Responsibility
Printed materials (public) <ul style="list-style-type: none"> ▪ Fact sheet ▪ Postcard – project basics, allow email sign-ups; use as leave-behind at area locations ▪ Display banners (for City Hall, events, etc.) 	<ul style="list-style-type: none"> ▪ Residents ▪ Local businesses ▪ Local elected officials ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Reinforce vision, messages, amenities, etc. ▪ Drive traffic to Web site and encourage email sign-ups ▪ Develop drop box locations to collect sign-ups 	Aug.	HHI develops content
Printed materials (business) <ul style="list-style-type: none"> ▪ Review/update marketing materials as needed 	<ul style="list-style-type: none"> ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Reinforce vision, messages, amenities that will attract development attention and set The COR apart from others in the market (i.e. what are the biggest selling points?) 	Aug. - Ongoing	
COR Web site <ul style="list-style-type: none"> ▪ Complete suggested launch revisions ▪ List of previous/new projects ▪ Develop photo gallery; update with progress/ events ▪ Post PDFs of materials ▪ Add email sign-up and viral marketing functions 	<ul style="list-style-type: none"> ▪ All audiences 	<ul style="list-style-type: none"> ▪ Develop site into the “home base” for project communication; promote site address in all printed/other communication ▪ Incorporate opportunities for two-way communication (e.g. email sign-up, viral capabilities, to provide feedback to project, etc.) 	Initial updates: Aug. Ongoing updates	HHI develops content

Activity	Audiences	Notes	Timeline	Responsibility
COR Web site (cont'd.) <ul style="list-style-type: none"> ▪ Include archived list of database emails in News and Events ▪ Ongoing updates as milestones and announcements occur 				
Web widget <ul style="list-style-type: none"> ▪ Create electronic button that links to coratramsey.com 	<ul style="list-style-type: none"> ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ During outreach to businesses, organizations, blogs, etc., request inclusion of the widget on Web sites and blog sites 		
City Web site <ul style="list-style-type: none"> ▪ Maintain centralized Web button on home page 	<ul style="list-style-type: none"> ▪ All audiences 	<ul style="list-style-type: none"> ▪ Provide easy-to-find link to The COR Web site 	Completed	
E-Communication <ul style="list-style-type: none"> ▪ Continue to build database of project supporters ▪ Use regular emails to communicate news and events ▪ Incorporate viral component to all emails 	<ul style="list-style-type: none"> ▪ Residents ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Utilize email distribution list to develop informed and engaged group of project supporters ▪ Divide list between residents, and business leaders and developers; many messages will be sent to all emails, while some should be focused toward individual audiences ▪ Use every interaction with audiences as an opportunity to recruit members to the database ▪ Urge current supporters to recruit additional supporters/communicate to their networks ▪ Communicate via email at least once per 4-6 weeks but no more than 2-3 times per month 	Ongoing	

Resident Education

Outcomes:

- Increase awareness of The COR, its momentum and opportunities
- Build trust and confidence in The COR vision and direction
- Increase public use of The COR

Activity	Audiences	Notes	Timeline	Responsibility
Resident publications <ul style="list-style-type: none"> ▪ Ramsey resident newsletter ▪ Anoka County newsletter 	<ul style="list-style-type: none"> ▪ Residents ▪ Local business leaders and developers 	<ul style="list-style-type: none"> ▪ Story and photos about the VA announcement, COR launch and amphitheater event ▪ Periodic updates on project progress, key announcements and milestones, etc. ▪ Incorporate key points when possible 	<p>Aug.</p> <p>Ongoing as progress permits</p>	
Events <ul style="list-style-type: none"> ▪ Distribute materials ▪ Collect email sign-ups ▪ Display banners 	<ul style="list-style-type: none"> ▪ Residents ▪ Local business leaders and developers 	<ul style="list-style-type: none"> ▪ Aug. 5 concert: Brief program/remarks to thank community leaders and provide update/overview of The COR; unveil brand ▪ Use as opportunity to tell the story of The COR ▪ Primary objectives: provide information, respond to questions and build email list 	<p>8/3: National Night Out (completed)</p> <p>8/5: Amphitheater Concert (completed)</p> <p>9/18 - 19: Happy Days</p> <p>Through Oct.: Farmers Market</p>	
Visioning/steering committee participants <ul style="list-style-type: none"> ▪ Letter – thank you and update on project; invite to sign-up on email list; urge recruitment of others to list ▪ Periodic project updates or additional input opportunities if available (beyond emails) 	<ul style="list-style-type: none"> ▪ Residents ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Participants are potentially more invested in project and may be/become opinion leaders so it's important to keep them engaged and provide more personal communication if possible ▪ Where appropriate, include in opinion leader outreach 	<p>Aug.</p> <p>Ongoing</p>	

Activity	Audiences	Notes	Timeline	Responsibility
New residents <ul style="list-style-type: none"> ▪ Letter or postcard — welcome to city; provide update on The COR; invite to sign-up on email list ▪ Meet with and provide materials to local real estate offices 	<ul style="list-style-type: none"> ▪ Residents 	<ul style="list-style-type: none"> ▪ Begin to establish The COR as a <u>key</u> reason to make Ramsey home ▪ Work with Realtors to distribute info. about The COR, link to coratramsey.com, and promote The COR in their own marketing 	Oct.	
Social networking/other <ul style="list-style-type: none"> ▪ Facebook updates, discussion starters, event invites ▪ Twitter updates ▪ Update Wikipedia entry/add COR info. 	<ul style="list-style-type: none"> ▪ Residents ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Facebook and Twitter can be effective for providing information, updates and attracting project followers. However, to be effective, it's critical to maintain these regularly. 	Ongoing	
Outreach through COR businesses <ul style="list-style-type: none"> ▪ Postcard/brochure leave behinds ▪ Table tents at local restaurants, coffee shops 	<ul style="list-style-type: none"> ▪ Residents 	<ul style="list-style-type: none"> ▪ Place information about The COR where residents gather. Include Web site address and promote email list ▪ Include postcard drop boxes 	Nov.	

Business Outreach and Partnerships

Outcomes:

- Increase awareness of The COR, its momentum and opportunities
- Broaden and strengthen business relationships to open doors for development
- Build trust and confidence in The COR vision and direction

Activity	Audiences	Notes	Timeline	Responsibility
PowerPoint presentation <ul style="list-style-type: none"> ▪ For business and professional audiences 	<ul style="list-style-type: none"> ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Provide overview and update of progress at The COR ▪ Reinforce The COR's strengths and opportunities ▪ For some audiences, use as opportunity to educate (e.g. why and how the city got involved, lessons learned, etc.) vs. a sales pitch ▪ Encourage email sign-ups or direct contact for more information 	Aug.	
Business presentations <ul style="list-style-type: none"> ▪ Schedule and conduct outreach presentations to business groups (e.g. chambers, Rotaries, tourism orgs.) 	<ul style="list-style-type: none"> ▪ Residents ▪ Business leaders and developers ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Distribute fact sheet or postcard (high-level info. that directs to Web site) ▪ Primarily informational; avoid too much of a sales pitch ▪ Collect email sign-ups/distribute contact info. for business opportunities 	Sept. – Nov.	
Newsletter/e-list articles <ul style="list-style-type: none"> ▪ Draft project updates for inclusion in org. newsletters/e-communications ▪ Conduct outreach to seek newsletter placement, widget link or other opportunities 	<ul style="list-style-type: none"> ▪ Business leaders and developers ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Develop 2 newsletter options (75-100 words, 150-250 words) ▪ Include outreach to local and national organizations ▪ Consider presentation or conference/trade show opportunities ▪ Stay connected: provide updates on progress when warranted 	Early Sept. Ongoing	
Economic development outreach/networking <ul style="list-style-type: none"> ▪ Bus Tour <i>ICSC</i> ▪ Submit news releases/project updates for online news ▪ Global Shopping Center Directory ▪ Additional networking opportunities 	<ul style="list-style-type: none"> ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Invite leaders to tour The COR. Begin at new COR restaurant/other location with the business PowerPoint presentation. Continue with bus tour to highlight project approach, opportunities and lessons learned. Incorporate Ramsey Star Express bus to highlight transit connections ▪ Tap into existing networks/memberships to connect with leaders and developers ▪ Consider opportunities to position Ramsey as a leader in visionary TOD design in MN (building reputation and trust will increase attention) 	Early Oct. Ongoing	

Activity	Audiences	Notes	Timeline	Responsibility
Economic development outreach/networking (cont'd.) <i>Economic Development Assn. of MN</i> <ul style="list-style-type: none"> ▪ Rooftop Networking Event ▪ Newsletter and/or web link ▪ Other info./networking opportunities 	<ul style="list-style-type: none"> ▪ Business leaders and developers 	<ul style="list-style-type: none"> ▪ Tap into existing networks and association memberships to connect with business leaders and developers ▪ Consider opportunities to position Ramsey as a leader in visionary TOD design in MN (building reputation and trust will ultimately increase attention) 	Ongoing	

Elected Official/Opinion Leader Education

Outcomes:

- Increase awareness of The COR, its momentum and opportunities
- Build trust and confidence in The COR vision and direction

Activity	Audiences	Notes	Timeline	Responsibility
Policymaker outreach <ul style="list-style-type: none"> ▪ Letter to county board, Metropolitan Council and regional state legislators and key candidates ▪ Periodic visits/presentations to provide project updates, negotiate future improvements ▪ Post-election letter to elected officials 	<ul style="list-style-type: none"> ▪ Elected officials 	<ul style="list-style-type: none"> ▪ Initial letter: Provide update on progress and thank policymakers for their support and actions to help make The COR succeed; insert one-page fact sheet ▪ Post-election letter: Congratulate elected officials; remind/update about The COR progress (incumbents) and introduce/update about The COR (to newly elected officials); set the stage for legislative action if needed 	Letter: Aug. Updates: Ongoing Post-election letter: Mid-Nov.	

Activity	Audiences	Notes	Timeline	Responsibility
Legislative session planning <ul style="list-style-type: none"> ▪ Goals for 2011 ▪ Outline outreach/communications plan 		<ul style="list-style-type: none"> ▪ Develop goals, strategies and outreach/education plan to seek 2011 legislation if necessary ▪ Engage The COR email list (i.e. local residents and businesses) to support legislation if necessary/appropriate 	Nov.	
Opinion leader outreach <ul style="list-style-type: none"> ▪ Develop/prioritize list of local and state opinion leaders ▪ Initiate relationships via face-to-face meeting ▪ Follow-up discussions, emails or letters as project progresses ▪ Engage in decision-making or other opportunities 	<ul style="list-style-type: none"> ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Build and maintain relationships that will help The COR succeed in business, local/state government and with the local community ▪ Ultimately, engagement may include media relations, development leads, public policy or other opportunities 	Sept. - Ongoing	
Engagement <ul style="list-style-type: none"> ▪ Events, presentations or other opportunities 	<ul style="list-style-type: none"> ▪ Elected officials ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Invite elected officials and opinion leaders, as appropriate, to participate in public events or announcements about The COR ▪ Thank elected officials and opinion leaders for their support and leadership at every opportunity 	Ongoing	

Media Relations

Outcomes:

- Increase awareness of The COR, its momentum and opportunities
- Broaden/strengthen business relationships to open doors for development
- Build trust and confidence in The COR vision and direction
- Increase public use of The COR

Activity	Audiences	Notes	Timeline	Responsibility
Events/Announcements <ul style="list-style-type: none"> ▪ Amphitheater concert ▪ Allina, VA ground-breakings ▪ New park opening ▪ Future COR announcements 	<ul style="list-style-type: none"> ▪ All audiences 	<ul style="list-style-type: none"> ▪ City-initiated events: incorporate brief program or remarks welcoming attendees to The COR, highlighting key points and building excitement about project momentum; distribute materials; collect emails ▪ Allina, VA or other groundbreakings: Seek inclusion of city representative to welcome new business and briefly highlight The COR 	Concert: 8/5 (completed) Allina: Aug. (completed) VA: Fall As scheduled	
News Releases <ul style="list-style-type: none"> ▪ Events/announcements ▪ Groundbreakings 	<ul style="list-style-type: none"> ▪ All audiences 	<ul style="list-style-type: none"> ▪ Groundbreakings or private company announcements: consider separate city news release or inclusion of city and COR info. in private company release ▪ Work with announcing organization to coordinate media response, The COR spokespeople and other information disseminated to media ▪ Distribute project news and updates to local and business media lists via email; make follow-up calls ▪ Post all releases to City of Ramsey and coratramsey.com Web sites 	Allina (completed) VA: Fall As appropriate	
Targeted media outreach <ul style="list-style-type: none"> ▪ Business columnists ▪ Specialty publications 	<ul style="list-style-type: none"> ▪ Businesses and developers 	<ul style="list-style-type: none"> ▪ Work with individual columnists and specialty/trade reporters to develop stories about The COR, development or other topics that appeal to their target audiences ▪ Communicate about Ramsey and The COR leadership and unique approach in the region/state 	Ongoing	
MPR sponsorship	<ul style="list-style-type: none"> ▪ Business leaders ▪ Opinion leaders 	<ul style="list-style-type: none"> ▪ Opportunity to improve name recognition of The COR and promote coratramsey.com 	Around fall announcement or ground breaking	