

City of Ramsey
Agenda
Housing and Redevelopment Authority (HRA)
Work Session
Tuesday April 19, 2011
Immediately following City Council Work Session
Lake Itasca Room, 7550 Sunwood Drive NW

1. **Call to Order**
2. **Roll Call**
3. **Citizen Input**
4. **Approve Agenda**
5. **Approve Minutes**
6. **HRA Business**
 1. Update on Financing for The Residence at the COR - Flaherty and Collins
 2. Discuss Northstar Corridor Transit-Oriented Development Tour
7. **Committee Reports**
8. **Executive Director's Report**
9. **Commissioner Input**
10. **Adjournment**

HRA Work Session

Item #: 6. 1.

Date: 04/19/2011

By: Heidi Nelson
Administrative Services

Information

Title:

Update on Financing for The Residence at the COR - Flaherty and Collins

Background:

Mr. David Flaherty of Flaherty and Collins will be present for the HRA worksession on Tuesday evening to discuss the status of financing for The Residence at the COR.

Recommendation:

No HRA action required.

Funding Source:

No action requested on this item, any required funding will be discussed and considered at a future regular meeting.

Council Action:

No HRA action required.

Form Review

Inbox

Heidi Nelson (Originator)

Form Started By: Heidi Nelson

Final Approval Date: 04/14/2011

Reviewed By

Heidi Nelson

Date

04/14/2011 03:02 PM

Started On: 04/14/2011 02:39 PM

Date: 04/19/2011

By: Heidi Nelson
Administrative Services

Information

Title:

Discuss Northstar Corridor Transit-Oriented Development Tour

Background:

The Northstar Corridor Development Authority (NCDA) is hosting a Transit Oriented Development Tour of the Northstar Station sites for developers and brokers on Thursday, May 5th. The tour will depart from the 5th Street Garage downtown via a coach bus and visit the existing station sites as well as the future Ramsey station site. Staff has been working with the staff from Sherburne County to prepare and submit marketing materials for The COR at Ramsey and the Ramsey Station.

Each of the tour sites will be allowed to have one staff representative on the tour bus. Additional city representatives will be needed at the station site for the presentation when the coach bus arrives. There will be a reception at the Friendly Buffalo in Big Lake following the tour, where the City can have an additional three representatives.

Additionally, sponsorship opportunities are available. Staff is recommending that the HRA consider The COR at Ramsey be a sponsor of the event.

Staff would like to discuss the plan for the marketing materials and sponsorship for the tour as well as representatives that will be interested and available to be present at the site and the reception in Big Lake.

Notification:

None required.

Recommendation:

Provide direction to staff with regard to representatives at the site and the reception, sponsorship and marketing materials for the event.

Funding Source:

2011 HRA Marketing Budget.

Council Action:

Provide direction to staff with regard to representatives at the site and the reception, sponsorship and marketing materials for the event.

Attachments

Event Postcard

Participation Memo

Sponsorship Email

Form Review

Inbox

Heidi Nelson (Originator)

Form Started By: Heidi Nelson

Final Approval Date: 04/14/2011

Reviewed By

Heidi Nelson

Date

04/14/2011 03:02 PM

Started On: 04/14/2011 01:14 PM

Make the connection!

Northstar Corridor Transit-Oriented Development Tour

Thursday, May 5, 12:14 pm – 5:54 pm



To Big Lake



**DRAWING FOR
TWINS TICKETS!**

*Box lunches on Board
Bring a colleague*





Northstar Corridor – Transit Oriented Development Tour

- 12:14 pm** Board the Northstar Commuter Coach Bus at 5th Street Transit Center (one block east of Target Field).
Box lunches provided
- 12:15 – 3:46 pm** Information sharing & tour
- 3:47 – 4:55 pm** Reception & **drawing for Twins Tickets** at the Friendly Buffalo in Big Lake
- 5:06 pm** Depart Big Lake Station area on the Northstar Commuter Rail
- 5:54 pm** Arrive at the Target Field Station Area (1 block from 5th Street Transit Center)



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Elk River, Minnesota 55330-4600

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**Tour Northstar Station Areas –
Connect with Development Opportunities**

**The Interchange (Minneapolis), Fridley,
Coon Rapids, Anoka, Elk River, Big Lake**

*Space is limited. RSVP to Mary Jo Robish at
Mary.Robish@co.sherburne.mn.us or 763-241-2701*

Economic Development Services

April 11, 2011

To: Northstar Transit Oriented Development Tour Participants

Fm: Janna King

RE: City Participation in Northstar TOD tour - Thursday May 5, 2011

To create a great experience for the developers and brokers who participate in the tour, while managing the logistics of the bus and train schedule and the capacity of the bus (49 passengers), it's important to set some clear parameters for city participation. After all – it's the brokers and developers that we really want sitting on that tour bus!

On board the bus

One staff member from each city is invited to ride the bus. Guests will board the **Northstar Commuter Coach at the the 5th Street Transit Center** (one block east of Target field) at 12:14 pm. As part of the host delegation, please **plan to arrive 11:50 am**. Several of you will be deployed with signs – since way finding in the area is tricky. Others will help with sign-in, greeting, nametags, box lunches, beverages, notebooks, etc.

The bus will have a microphone. You can take some drive time on the way to your community to orient participants to your community and your section of the notebook. That will provide some context as they approach the station area. You are welcome to have other staff or elected officials meet the group at the station area. If the weather is good, we may step off the bus and you can use the time allocated to your station area (20 minutes for existing station areas). On the tour last year, Big Lake mounted a graphic of the station area plan on a foam core board and did a presentation on the platform – that was effective...but is weather dependent.

Reception - Friendly Buffalo (6722 198th Ave NW Big Lake)

The reception is scheduled for **3:47 – 4:55 pm**. Each community is invited to have 3 participants at the reception. This may be a combination of staff and elected officials. **Please provide the names to Leslie Dingmann** at 763.263.2107 or lpchmi@ci.big-lake.mn.us **no later than noon on Monday May 2** so she can coordinate the headcount for the reception and work with the City of Fridley regarding nametags. Please plan to have the **participants who are not riding the bus arrive around 3:35** to get nametags and set up your community's easel & board(s). You may have one easel and multiple boards. City and county officials will be given drink tickets for non-alcoholic beverages. There will be appetizers, an opportunity to network, and guests can participate in the drawing for Twins tickets.

Bus tour participants (guests and 1 staff member per city) will be given a "go" card and depart Big Lake on the Northstar train at 5:06 pm, arriving at Target Field Station Area at 5:54 pm. (one block from the 5th St. Transit Center). The time on the train is an opportunity for continued conversation with the developers and brokers. Additional staff or elected who choose to ride the train, will need to take care of their train fare.

Christina Anderson

From: Christina Anderson
Sent: Tuesday, April 05, 2011 7:58 AM
To: 'Aaron Tag'; 'Annie Deckert'; 'Brian Smalkoski'; 'C Braun'; 'Cathryn Hanson'; 'Cathy Mehelich'; Donna Primus; 'J Jones'; 'Janna King'; 'Jeremy Barnhart'; 'Jim Thares'; 'kalars'; 'Kelli Neu'; 'Leslie Dingmann'; Luci Botzek; Lynn Waytashek; 'Marc Nevinski'; 'Matt Brown'; 'Matt Glaesman'; 'Nick Z'; 'P Bolin'; 'Patrick Connoy'; 'S H'; 'Scott Johnson'; 'Tim Yantos'
Subject: TOD Tour Sponsorship Information

Below is the sponsorship information for the TOD Tour.

- We hope each City is able to secure one to two sponsors.
- **The deadline for securing sponsors is April 22nd.**
- Please email Tricia Skodje, Big Lake Chamber of Commerce President, @ blchamber@sherbte.net once you have secured sponsor(s). This will help us keep track of whose payment has been received.
- Checks can be addressed to: Big Lake Chamber of Commerce (designated for Northstar TOD tour)
- Mailing address for sponsor payment is: Big Lake Chamber of Commerce, 160 Lake Street N./PO Box 241, Big Lake, MN 55309

There are two sponsorship levels to choose from. Below are the levels and details to pass on to the sponsor you are contacting:

\$200 sponsorship

- 2 participants at the reception
- Recognition at the front of the notebook
- Recognition at the reception (sign, nametag and introduction)
- Electronic copy of notebook contents

\$300 sponsorship

- 3 participants at the reception – includes developers & city/county officials from Northstar station communities
- Recognition at the front of the notebook
- Recognition at the reception (sign, nametag and introduction)
- 1 participant on the tour, notebook and electronic copy of notebook contents