

**City of Ramsey**  
**Agenda**  
**Economic Development Authority (EDA)**  
**Thursday March 8, 2012**  
**7:30 am**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

1. **Call to Order**
2. **Approve Agenda**
3. **Approve Minutes**
  1. Approve the Following EDA Meeting Minutes:  
EDA meeting minutes dated February 9, 2012
4. **EDA Business**
  1. Approval of Contract for New Map of the City of Ramsey with Village Profile
  2. Consider EDA Participation in Sunwood Realignment Property Acquisition/Redevelopment
  3. Transit Improvement Area (TIA) Application
  4. Staff Update
  5. COR Update
5. **Member/Staff Input**
6. **Adjournment**

**Economic Development Authority (EDA)**

**3. 1.**

**Meeting Date:** 03/08/2012

**By:** JoAnn Shaw, Community Development

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**Title:**

Approve the Following EDA Meeting Minutes:

EDA meeting minutes dated February 9, 2012

**Background:**

n/a

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

Motion to approve the February 9, 2012 EDA meeting minutes.

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**Attachments**

02.09.12

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**Form Review**

**Inbox**  
Aaron Backman

Form Started By: JoAnn Shaw

**Reviewed By**  
Aaron Backman

Final Approval Date: 03/01/2012

**Date**  
03/01/2012 03:12 PM  
Started On: 03/01/2012 11:19 AM

**ECONOMIC DEVELOPMENT AUTHORITY  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The City of Ramsey Economic Development Authority (EDA) conducted an EDA meeting on Thursday, February 9, 2012, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Chairperson Chris Riley  
                          Member John LeTourneau  
                          Member Colin McGlone  
                          Member Wayne Skaff  
                          Member Jim Steffen  
                          Member Kristine Williams (arrived at 7:33 a.m.)  
                          Member Jeff Wise (left at 9:00 a.m.)

Members Absent:     None

Also Present:         Aaron Backman, Economic Development/Marketing Manager  
                          Kurt Ulrich, City Administrator  
                          Heidi Nelson, Deputy City Administrator/Community Development Director  
                          Councilmember Randy Backous (arrived at 8:10 a.m.)  
                          Economic Development Consultant Mike Mulrooney  
                          Scott Davy, General Manager of Comfort Suites (left at 8:40 a.m.)

**CALL TO ORDER**

Chairperson Riley called the Economic Development Authority meeting to order at 7:30 a.m.

**APPROVE AGENDA**

Motion by Member Skaff, seconded by Member LeTourneau, to approve the agenda as presented.

Motion carried. Voting Yes: Chairperson Riley, Members Skaff, LeTourneau, McGlone, and Wise.  
Voting No: None. Absent: Member Williams.

**APPROVE MINUTES**

Motion by Member LeTourneau, seconded by Member Skaff, to approve the January 12, 2012 minutes as presented.

Motion carried. Voting Yes: Chairperson Riley, Members LeTourneau, Skaff, McGlone, Steffen, and Wise. Voting No: None. Absent: Member Williams.

## **EDA BUSINESS**

### **Case #1      2012 Work Plan**

Economic Development/Marketing Manager Backman presented the Staff Report that gave an overview of the 2012 EDA Work Plan.

Economic Development/Marketing Manager Backman explained two new additions to the work plan: membership in the Minnesota Commercial Association of Realtors (MNCAR) Exchange and the Twin Cities Gateway Convention & Visitors Bureau (CVB).

Economic Development Consultant Mulrooney stated the most important part of MNCAR is the exchange of information regarding properties, etc.

Discussion ensued regarding membership in MNCAR.

Member Williams stated she has experience with MNCAR and it is an important resource and stated she thinks it is a good idea to become a member especially now that city economic development memberships are more common with MNCAR.

Member McGlone stated that with trying to understand the roles of the HRA and EDA, he sees items on the work plan as shown in the guidelines that seem to be outside of the EDA purview. He stated the public could get the idea that the EDA can do something it cannot do.

Chairperson Riley stated the board has struggled with this before and there does seem to be some overlap of responsibilities between the bodies. He stated there might be some language that needs to be clarified in the work plan. He stated the board's position is to make sure the City is as business friendly as possible.

Discussion ensued regarding if and where the 167<sup>th</sup>/Hwy 47 commercial node redevelopment and obtaining a zip code for Ramsey fit on the 2012 EDA Work Plan.

Motion by Member LeTourneau, seconded by Member Williams to approve the proposed 2012 Work Plan with a few tweaks in the language that were discussed in regards to the post office and code enforcement.

Motion carried. Voting Yes: Chairperson Riley. Members LeTourneau, Williams, Skaff, Steffen, and Wise. Voting No: Member McGlone. Abstain: None. Absent: None.

Economic Development/Marketing Manager Backman suggested moving Case #3 before Case #2 as Scott Davy, General Manager of Comfort Suites was present for that case and as it is part of the 2012 work plan.

**Case #3: Membership in Twin Cities Gateway CVB**

Economic Development/Marketing Manager Backman presented the Staff Report that updated the EDA on membership in the Twin Cities Gateway Convention and Visitors Bureau (CVB). Membership would bring more people into the community to stay at the hotel, to attend events like Game Fair, venues like the Links at North Fork and the Fountains of Ramsey, and to frequent area restaurants and businesses. Guests pay a 3% local option sales tax when staying at hotels within member cities. The CVB would receive the proceeds of the sales tax collected for marketing activities and the City would receive funds to be used for Happy Days and administrative costs.

Scott Davy, General Manager for Comfort Suites explained the hotel's relationship with the National Sports Center (NSC), how the CVB membership would benefit the hotel and any future hotels in Ramsey, as well as the area businesses and the City, and described the remodeling that has taken place in the hotel.

Discussion ensued regarding membership in the Twin Cities Gateway CVB.

Motion by Member LeTourneau, seconded by Member Skaff to recommend City Council consider joining the Twin Cities Gateway CVB.

**Further Discussion**

Economic Development/Marketing Manager Backman stated that there is a Twin Cities Gateway CVB Board of Directors that meets once every two months, and the City of Ramsey would have one member on the board.

Member LeTourneau asked if the board member could come from the community or if it needed to be City Staff.

Economic Development/Marketing Manager Backman stated the member could come from the community; it is typically a city staff person, elected official, or person representing a hotel.

Chairperson Riley clarified that staff time would not have to be used to fill the board position.

Motion carried. Voting Yes: Chairperson Riley. Members LeTourneau, Skaff, Steffen, Williams, and Wise. Voting No: Member McGlone. Abstain: None. Absent: None.

**Case #2: 2012 Marketing Plan**

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the components of the 2012 Marketing Plan.

Chairperson Riley stated he wants to make sure the EDA is not overlapping what the Development Team is doing here in the COR.

Member LeTourneau stated he does not see anything in the Marketing Plan that is in conflict with what is on the 2012 Work Plan.

Motion by Member LeTourneau, seconded by Member Williams to approve the 2012 Marketing Plan as proposed.

Motion carried. Voting Yes: Chairperson Riley. Members LeTourneau, Williams, Skaff, Steffen, and Wise. Voting No: Member McGlone. Abstain: None. Absent: None.

**Case #4: Buxton Prospect Update**

Economic Development/Marketing Manager Backman presented the staff report that updated the members on Buxton retail prospects. He stated that it was conveyed to him by one prospect that a major anchor would create more excitement for other retail to be located in the COR.

**Case #5: Update on Big Ben Project**

Economic Development/Marketing Manager Backman presented the Staff Report that updated the members on the Greater MSP request for possible site locations. He stated that the City made the first cut and a more in-depth submittal for each of two sites, the old Municipal Center and Connexus Energy Outlot A was sent by the February 3<sup>rd</sup> deadline.

**Case #6: Staff Update**

Economic Development/Marketing Manager Backman presented the Staff Report that discussed current leases on Highway #10. For the first time in six years all city-owned buildings on Highway #10 are fully leased.

Member Wise left the meeting at 9:00 a.m.

**Case #7: COR Update**

Deputy City Administrator/Community Development Director Nelson presented the Staff Report that discussed the activity in the COR.

**MEMBER/STAFF INPUT**

None.

**ADJOURNMENT**

Motion by Member Skaff, seconded by Member Steffen, to adjourn the meeting.

Motion carried. Voting Yes: Chairperson Riley, Members Skaff, Steffen, LeTourneau, McGlone, and Williams. Voting No: None. Absent: Member Wise.

The regular meeting of the Economic Development Authority adjourned at 9:20 a.m.

Respectfully submitted,

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Aaron Backman  
Economic Development/Marketing Manager

ATTEST:

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JoAnn Shaw  
Planning Division Secretary

**Economic Development Authority (EDA)**

**4. 1.**

**Meeting Date:** 03/08/2012

Submitted For: Aaron Backman

By: Aaron Backman, Administrative Services

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Title:

Approval of Contract for New Map of the City of Ramsey with Village Profile

Background:

The last time the City undertook a map with Village Profile was six years ago. The contract was signed in 2005 and the map was published in 2006. At the time the old Municipal Center was functioning, Ramsey Town Center was still promising, Grady's Ace Hardware operating, and Spectator's was offering food and drink. A lot has changed since then. As part of the 2012 Work Plan approved on February 9th, one of the EDA's priorities this year is to undertake an updated map of the City that will reflect the new developments that have occurred in The COR and elsewhere.

Attached please find attached the proposed contract with Village Profile, a company that has undertaken maps for over 1,400 communities nationally over the past 24 years. The publisher will provide 5,000 copies of the map at no charge to the City of Ramsey. Advertisers pay for the maps and are allocated maps as well. The City is responsible for reviewing the map in terms of the current street layouts, highlighted venues, etc. Village Profile has asked that we provide a cubicle with access to one landline telephone to make calls to local businesses. It is estimated that the Village Profile sales rep will need this for 3 to 4 weeks. Typically the sales rep is in one full day a week to set up appointments, and in and out the rest of the time. Additionally, the City agrees to circulate an introductory letter via e-mail, fax and conventional mail to its businesses announcing the map. The publisher will pay for any postage costs.

Since the last map was developed the company has expanded its electronic version of the map that will also be available for advertisers. This includes various wireless mobile versions of its community maps. Again, there is no charge to the City for the electronic versions that are increasingly being used by residents and visitors.

Observations:

Funding Source:

The two basic costs incurred by the EDA for the new City map would be letterhead required for the introductory letters and staff time to review the changes to the map. The EDA fund could be used to reimburse the letterhead and estimated telephone costs.

Staff Recommendation:

City Staff recommends moving forward with the Village Profile contract and requesting that the City permit the use of one office space and one landline telephone by Village Profile for an estimated four week period of time mutually agreed to by the City and the Publisher.

EDA Action:

Approve moving forward with the Village Profile contract and requesting that the City permit the use of one office space and one landline telephone by Village Profile for an estimated four week period of time mutually agreed to by the City and the Publisher.

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Attachments

Village Profile Contract

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Form Review

**Inbox**

Aaron Backman (Originator)

Form Started By: Aaron Backman

**Reviewed By**

Aaron Backman

Final Approval Date: 03/02/2012

**Date**

03/02/2012 09:16 AM

Started On: 03/02/2012 08:20 AM

Since 1988  
**VillageProfile.com**<sup>®</sup>  
Community Maps & Books, From Traditional to Digital<sup>™</sup>

Mailing Address: 33 N. Geneva Street, Elgin, Illinois 60120 Phone: (800) 600-0134 Fax: (847) 468-6802  
Internet Address: www.villageprofile.com

**COMMUNITY MAP PUBLISHING PROGRAM AUTHORIZATION AGREEMENT**

This Authorization Agreement ("Agreement") is entered into this \_\_\_\_\_ Day of \_\_\_\_\_, 2012 effective date between VILLAGE PROFILE.COM, INC., a corporation of the State of Illinois, with its place of business at 33 N. Geneva, Elgin, Illinois, 60120 ("PUBLISHER") and **THE CITY OF RAMSEY, STATE OF MINNESOTA ("CITY")**.

**RECITALS**

WHEREAS, the CITY is desirous of obtaining a professionally produced, turn-key Map (PUBLICATION), and WHEREAS, PUBLISHER is in the business of producing such professional, turn-key publications for CITIES and other local community development groups, NOW, THEREFORE, in consideration of the foregoing recitals and the covenants and conditions set forth in this Agreement, the parties agree as follows:

**1. LICENSE.** CITY, as LICENSOR, hereby grants to PUBLISHER, as LICENSEE, a license to use the name of LICENSOR in connection with the sale of advertising, preparation, and printing of the PUBLICATION as set forth herein in consideration of the royalties set forth herein. The PUBLISHER as LICENSEE shall own the legal copyright of the PUBLICATION and shall have final control over the editorial content, format and design of the PUBLICATION, subject to the limitations in Paragraph 4 herein. The PUBLISHERS copyrights and pending patent provides protection rights which will be enforced in the event any component of the Convergence Publishing Program® is replicated in print, or digitally online, or in mobile form without the express written consent of the PUBLISHER.

**2. FORMAT.** The PUBLISHER agrees to produce a street map PUBLICATION with the following specifications: The PUBLICATION shall contain general information and editorial content as directed by the CITY and outlined below: 1. Feature side of Map: Community Profile and photographs to appear as space allows. 2. Cover side of Map: Four color guaranteed. A detailed street map of the City shall appear detailing municipal boundaries, all primary, secondary, neighborhood roads and municipal landmarks. The PUBLICATION shall be printed on 70# enamel text paper stock in full color.

**3. QUANTITY TO BE PRINTED.** The PUBLISHER shall furnish the CITY, at no charge 5,000 copies of the Small Format Map, plus advertisers copies. Advertisers shall receive one copy of the PUBLICATION for every (\$20) twenty dollars in ad revenue. The PUBLISHER shall deliver CITY and advertiser copies to CITY for distribution.

**A. LOCAL PRINT POLICY:** CITY printing firms shall be given the opportunity to bid on the printing of the publication, subject to meeting PUBLISHER's quality standards and their bids must be less than PUBLISHER's current verifiable print cost including shipping to the CITY.

**4. QUALITY CONTROL.** The CITY shall have complete quality control over the contents of the PUBLICATION. The PUBLISHER shall submit to the CITY a complete proof prior to printing the PUBLICATION. The CITY shall be responsible for securing map data from city or county engineers, as well as editorial and photographic data as specified by PUBLISHER. In addition, CITY shall be responsible for reviewing and approving the Publication in a time table determined by PUBLISHER. The PUBLISHER reserves the right to assume full authority in procuring PUBLICATION data through its sources, in the event PUBLICATION data is not received from the CITY within ten (10) business days of data procurement receipt deadlines, to be established at beginning of start of sales.

**5. RESPONSIBILITY FOR CREATION AND PRODUCTION.** The PUBLISHER shall be completely responsible for advertising sales, cartography, creative design, layout, typesetting, makeup and printing of the PUBLICATION. It is further agreed that the PUBLISHERS graphic designer shall consult with the CITY in creating the cover graphics to CITY specifications.

**A. Mailings & Promotion:** The CITY hereby expressly grants the PUBLISHER its permission to solicit advertising space in the PUBLICATION from all businesses in the community area. At the beginning, mid point and final notice of the advertising sales campaign, the CITY agrees to circulate an introduction letter, via email blast, fax blast and conventional mail to its businesses announcing the PUBLICATION. The PUBLISHER shall prepare the initial announcement and mid-point and final announcement and the CITY may edit the letter prior to generating it via email blast, fax blast and conventional mail. The CITY shall provide the PUBLISHER, at no cost, with letterhead, envelopes, and labels necessary for the conventional mailing. The PUBLISHER shall pay the cost of postage for the mailing, and do the mailing from the PUBLISHERS office in Elgin, Illinois. The CITY agrees to encourage advertising support in its community and to publicize the intent, scope and distribution plan for the PUBLICATION through its normal channels of communication, that is newsletters, newspapers, local media, etc. The PUBLISHER shall provide a PUBLICATION announcement press release to the CITY to forward to all local media outlets.

**B. Advertising Sales, Billing and Collection Responsibility:** The PUBLISHER shall be solely responsible for the sale of advertising in the PUBLICATION. The CITY agrees to provide PUBLISHERS advertising sales representative with work space in the CITY's office and a telephone for calls to prospective advertisers. In addition, the CITY agrees to accept and record incoming messages for PUBLISHERS salesperson, to facilitate the efficiency of the sales campaign. It is expressly understood by and between the parties that the CITY is in no way responsible for the billing or collection of any PUBLICATION advertising. All financial matters between advertisers and the PUBLISHER shall be handled between the PUBLISHER and the individual advertisers.

**C. Delivery of Publication:** All critical dates shall be reflected in the production schedule. The production schedule shall be provided to the CITY upon the start of the project. Delays in receiving materials from the CITY shall result in a later delivery date, based on the number of week(s) that materials are delayed arriving in our offices. In the event approvals are not received within (30) thirty days of delivery of document proofs, the PUBLISHER reserves the right to publish the PUBLICATION as originally presented in proof form. Production of the PUBLICATION requires a minimum of 120 days from the conclusion of sales to delivery of the PUBLICATION. A revised production schedule will be provided in the event sales extend beyond the dates originally scheduled.

**6. EXPENSES OF CITY.** It is expressly understood that the CITY is not to be billed for any expense not enumerated in this Agreement except as to what it may specifically agree to in writing.

**7. INDEMNIFICATION AND AGREEMENT TO HOLD HARMLESS.** PUBLISHER executes this AGREEMENT in its capacity as an independent contractor and not as an agent of or for the CITY. Accordingly, PUBLISHER shall indemnify and hold the CITY harmless from any action arising from the content of the PUBLICATION or from the performance of the PUBLISHERS obligations under the terms of this AGREEMENT. This AGREEMENT shall not be construed to create a liability between third parties and the party not incurring the cost or expense. Accordingly, each party shall hold the other harmless for any and all claims or lawsuits for such costs and expenses brought by third parties against the party not incurring the expense.

**8. AGENCY.** The PUBLISHER agrees that it is not an agent or representative of LICENSOR, and PUBLISHER shall not represent itself as such to the public. The PUBLISHERS sales personnel shall at all times identify themselves as representatives of PUBLISHER. The PUBLISHER, as an independent publishing corporation, assumes full responsibility for the editorial, marketing, sales, and production of the PUBLICATION, and hold by virtue of this Agreement a license from LICENSOR to use its name only in reference to the sale, production, and promotion of the PUBLICATION, which is owned by PUBLISHER, and all revenue produced from the sale of advertising in the PUBLICATION belongs solely to PUBLISHER, subject to the limitations provided for in paragraph 6.

**9. NON-ASSIGNABILITY AND LIST PROPERTY.** The duties and obligations created hereunder may not be assigned without the express written consent of the parties.

**10. SCHEDULING.** Start of advertising sales for this project shall be mutually determined by the PUBLISHER and CITY. The project shall encompass a minimum of 7 months to complete, from start of sales.

**11. INTERNET PROGRAM.** In conjunction with the printed PUBLICATION, the PUBLISHER shall include all components of the Convergence Publishing Program® including a publication website, an interactive downloadable eBook, a Mobile Business Directory. A SmartPhone application publication website (includes both the iPhone and Android platforms) and a Local Business Search Directory featured within the online publication, all part of this PUBLISHING agreement outlined below.

**A. ONLINE PUBLICATION:** Within 60 days of delivery of the publication, the PUBLISHER shall convert the editorial and photographic elements of the publication into a community website to be contained within the Village Profile-Community Profile Network® portal on the Internet. The CITY and PUBLISHER shall provide reciprocal hyperlinks from their respective websites, upon activation of the CITY-Village Profile community website on the Community Profile Network®. The PUBLISHER shall maintain your online PUBLICATION website indefinitely on the Community Profile Network®, or until the current online publication is replaced with another Village Profile PUBLICATION. CITY Email address; \_\_\_\_\_ Internet address; \_\_\_\_\_

**B. BONUS INTERNET DISTRIBUTION.** Within 90 days of delivery of the publication, the PUBLISHER shall convert the PUBLICATION into a New View eBook™, which will be linked from your online publication website, for free download via the Internet.

**C. BUSINESS LOCATOR DIRECTORY.** Within 60 days of delivery of the publication, the PUBLISHER shall create an interactive business locator map directory within the community website, featuring participating advertisers print ads in conjunction with a locator map, locating their business.

**D. 24/7 MOBILE NETWORK.** Within 90 days of delivery of the publication, the PUBLISHER shall convert the PUBLICATION participating advertisers directory into the PUBLISHERS Community Business Network™ portal at vpmobile.us®, providing 24/7 access to your participating advertisers, including a business categorical directory listings and links to instant phone dial-up, websites and email addresses, all accessible via smart phones, web-enabled cell phones and other wireless devices.

**NEW ONLINE BENEFITS IN 2011!**

**E. SMARTPHONE APPLICATION:** Within 90 days of delivery of the publication, the PUBLISHER shall convert PUBLICATION elements into the Village Profile® SmartPhone application community portal, (includes both the iPhone and Android platforms), establishing a SmartPhone application publication page for the CITY, featuring CITY contact information, links to the publication editorial chapters, the CITY website, the publication participating advertisers business directory and App Showcase ads, with links to their business website.

**F. CONVERGENCE BUSINESS NETWORK®.** Within 90 days of delivery of the publication, the PUBLISHER shall convert the PUBLICATION advertisers into an online business directory hosted within the Convergence Business Network®, accessible from the online PUBLICATION website created for the CITY. Participating publication advertisers will be featured with an enhanced multi-media information window linked from the advertisers business directory listing. All participating advertisers will be provided a login password to a landing page that will enable them to manage uploads to their multi-media business listing information and access to our eMail Marketing System, that will provide them the ability to message their promotions in Text, Audio, Video and Coupon form to other participating advertisers in the business directory, for just 5¢ per email sent.

**G. LOCAL BUSINESS SEARCH DIRECTORY BENEFITS.** Village Profile online publications feature a Local Business Search Directory hosted by Local.com. Within 30 days of publication advertising sales close, all participating advertisers will receive a free business listing on Local.com national search directory. In addition, participating advertisers will be offered a premium listing for a monthly rate of \$39.95, that will guarantee top of local search page positioning on the Village Profile online publication search directory. The online publication search directory is exclusive to publication advertisers. The local search is determined by product relevance and radius from search location.

**H. Universal Business Listing (UBL) PUBLICATION SALES PROGRAM.** As part of a Village Profile® Publishing Agreement all CITY advertisers will be given an opportunity to purchase a UBL Identity Package at the published rates. As a courtesy to all participating advertisers, they will receive a discounted UBL rate and a free courtesy WebCard.

**12. DELAY OR CANCELLATION.** The PUBLISHER shall have the right to delay production and reschedule sales, or terminate this project if the CITY have in the last thirty (30) days prior to sales start, or during the sales process of this publication, sponsored or sold any display advertising in a competitive publication. In addition, the PUBLISHER shall have the right to invoke this contract clause due to catastrophic delays caused by fire, strikes, accidents, political or economic conditions, or other causes beyond the control of the PUBLISHER.

The above representations are the entire agreement of the CITY and PUBLISHER signatory to this Agreement.

Publishers Representative, Village Profile.com, Inc.  
Authorized Representative of **THE CITY OF RAMSEY, STATE OF MINNESOTA ("CITY")**,

By \_\_\_\_\_ Date \_\_\_\_\_

## Aaron Backman

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**From:** Michael Nugara [miken@villageprofilemail.com]  
**Sent:** Friday, February 17, 2012 12:21 PM  
**To:** Aaron Backman  
**Cc:** Alan Zahringer  
**Subject:** City of Ramsey, MN-VillageProfile.com, Inc. Map Contract  
**Attachments:** RamseyContract.pdf; ATT00001.txt

Aaron Backman  
City of Ramsey

Dear Aaron,

Attached is your proposed publishing Map Contract with VillageProfile.com., Inc.

Your contact Alan Zahringer will be following up with you shortly to answer any questions or concerns.

Upon approval and signature, please fax to 847-468-6801.

Thank you for the opportunity!

Sincerely,  
Michael D. Nugara  
Director of Business Operations  
VillageProfile.com, Inc.®  
800-600-0134, ext. 218  
[miken@villageprofilemail.com](mailto:miken@villageprofilemail.com)

Visit Communities Across America and Maximize Your Marketing Online by linking your Business website to your local Community at:  
<http://www.villageprofile.com>

Visit Colleges & Universities Across America at:  
<http://www.collegetownprofile.com>

iPhone App Download:  
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Learn about the Village Profile® exclusive Convergence Publishing Program® at:  
[http://www.villageprofilemedia.com/infomedia/vpt2d07/t2d\\_med.html](http://www.villageprofilemedia.com/infomedia/vpt2d07/t2d_med.html)

Become a fan of Village Profile(TM) on Facebook – <http://www.facebook.com/pages/Elgin-IL/Village-Profile/86031943270>

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Connect with Village Profile(TM) on LinkedIn – <http://www.linkedin.com/in/villageprofile>

Check out Village Profile(TM) videos on YouTube – <http://www.youtube.com/VillageProfileMedia>

**Meeting Date:** 03/08/2012

Submitted For: Aaron Backman

By: Aaron Backman, Administrative Services

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Title:

Consider EDA Participation in Sunwood Realignment Property Acquisition/Redevelopment

Background:

Improvement Project 12-20, Sunwood Drive Realignment, has been a key project on the Ramsey City Council agenda for the past six to eight months. Four major objectives of this project have been identified in various grant applications and in the progression of plans for the Sunwood Realignment; they are as follows:

- Increasing safety to the traveling public by increasing spacing between turning movements on Armstrong Boulevard, the rail road tracks, and US10
- Making progress toward the completion of the TH 10 interchange at Armstrong Boulevard by completing this segment of the project (similar to the Bunker/Armstrong segment and Riverdale segment)
- Improving access conditions to the COR and the new Ramsey Station on the Northstar Commuter Rail by providing a signalized access on Armstrong Boulevard at its final location after the Armstrong Interchange is constructed
- Expanding the infrastructure in the COR to create salable lots in westerly portion of the project

Additionally, this project was listed as the top priority in the transportation section of the City Council's 2012 strategic goals and involved land acquisition on the west side of Armstrong Boulevard.

Council and HRA actions in progressing this project include the authorization of a feasibility study in June of 2011 and ordering of plans and specifications in January of 2012. Grant applications have been submitted to both the Metropolitan Council and MNDot for funding of this key transportation improvement. Staff was notified on Thursday, February 23rd that \$500,000 in funding was awarded to this project by MNDot as a part of the Local Road Improvement Program (LRIP). Awards for the Metropolitan Council TOD grants will be known by May of 2012. Staff would like to review with Council this evening the proposed financing plan for the Sunwood Realignment project, a spreadsheet is attached for Council reference.

At its December 13, 2011 regular meeting, the HRA authorized appraisals on three parcels west of Armstrong Boulevard. Appraisals have been completed on the three parcels and negotiations are underway with the various property owners (NDS Properties, LLC; USCO Corporation; M & W Holding Company, LLC).

Staff has held numerous meetings with WSB (design engineer) to discuss the potential access and alignment issues with regard to the Sunwood Realignment as a preliminary phase of the Armstrong Interchange. With the widening of the road and a new signalized intersection at what is roughly 147th Avenue, the City will likely require the taking of property on the west side of the road (See attached map showing the three phases of improvements to Armstrong Blvd.). The outcome of the acquisition discussion may influence the final design of each project.

The estimated costs for undertaking Sunwood Drive Realignment are approximately \$5,350,000. This includes \$3.1 million for road construction and about \$2.35 million for land acquisition. City staff have met and considered various options for funding the total project (See attached funding scenarios). Several of the funding sources are solid and committed (the Anoka County \$1.7 million, LRIP Grant \$500,000, TIF District 2 \$500,000). The \$1.25 million TOD Met Council Grant is currently being considered. The City Council is seeking input from the EDA regarding the use of existing EDA funds that could be used for the Sunwood Realignment Project. An amount of \$900,000 was discussed at the February 28th City Council meeting. The EDA will need to consider other potential uses of the Fund and what level it feels is appropriate to spend. Other City funding sources that could be tapped for Sunwood Realignment are Water Main and Storm Sewer Improvement funds (roughly \$400,000).

Observations:

Funding Source:

The Ramsey EDA has the ability to buy and sell property. The EDA has the authority to redevelop property (See attached EDA-HRA comparison). The EDA Fund can be utilized to acquire land and/or buildings. The current balance in the fund is approximately \$1.2 million. This fund is used for EDA operations, professional services, grants and loans to businesses, and to replenish the City's RLF Program. Based upon current obligations, the EDA Fund could be used for land acquisition along Armstrong Boulevard as part of the Sunwood Realignment Project.

Staff Recommendation:

Given current financial obligations, City staff recommends the EDA consider financial participation in the land acquisition piece of the proposed Sunwood Realignment Project. It is recommended that this participation not exceed 50% of the current available fund balance (or \$600,000), that the EDA funds be used specifically for the largest possible portion of the land located of the corner lot at 8020 147th Avenue NW and that is owned by NDS Properties, LLC, that the EDA reserves the right to demolish any structure currently on site to make the site shovel-ready, and that any sale proceeds from said land be used to replenish the EDA Fund.

EDA recognizes that this property investment may be a long-term hold depending on funding for the Armstrong Interchange and retail development on the east side of Armstrong Blvd.

EDA Action:

The Ramsey EDA recommends to the City Council that EDA funds are utilized in the land acquisition piece of the proposed Sunwood Realignment Project. It is recommended that this participation not exceed 50% of the current available fund balance (or \$600,000), that the EDA funds be used specifically for the largest possible portion of the land located of the corner lot at 8020 147th Avenue NW and that is owned by NDS Properties, LLC, that the EDA reserves the right to demolish any structure currently on site to make the site shovel-ready, and that any sale proceeds from said land be used to replenish the EDA Fund.

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Attachments

[Sunwood Drive - Ph. 2 Map](#)

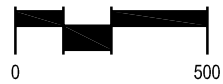
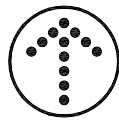
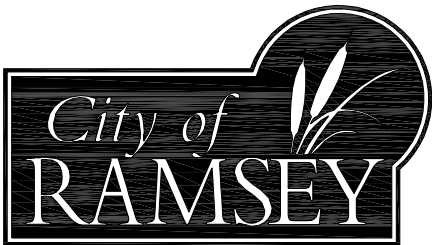
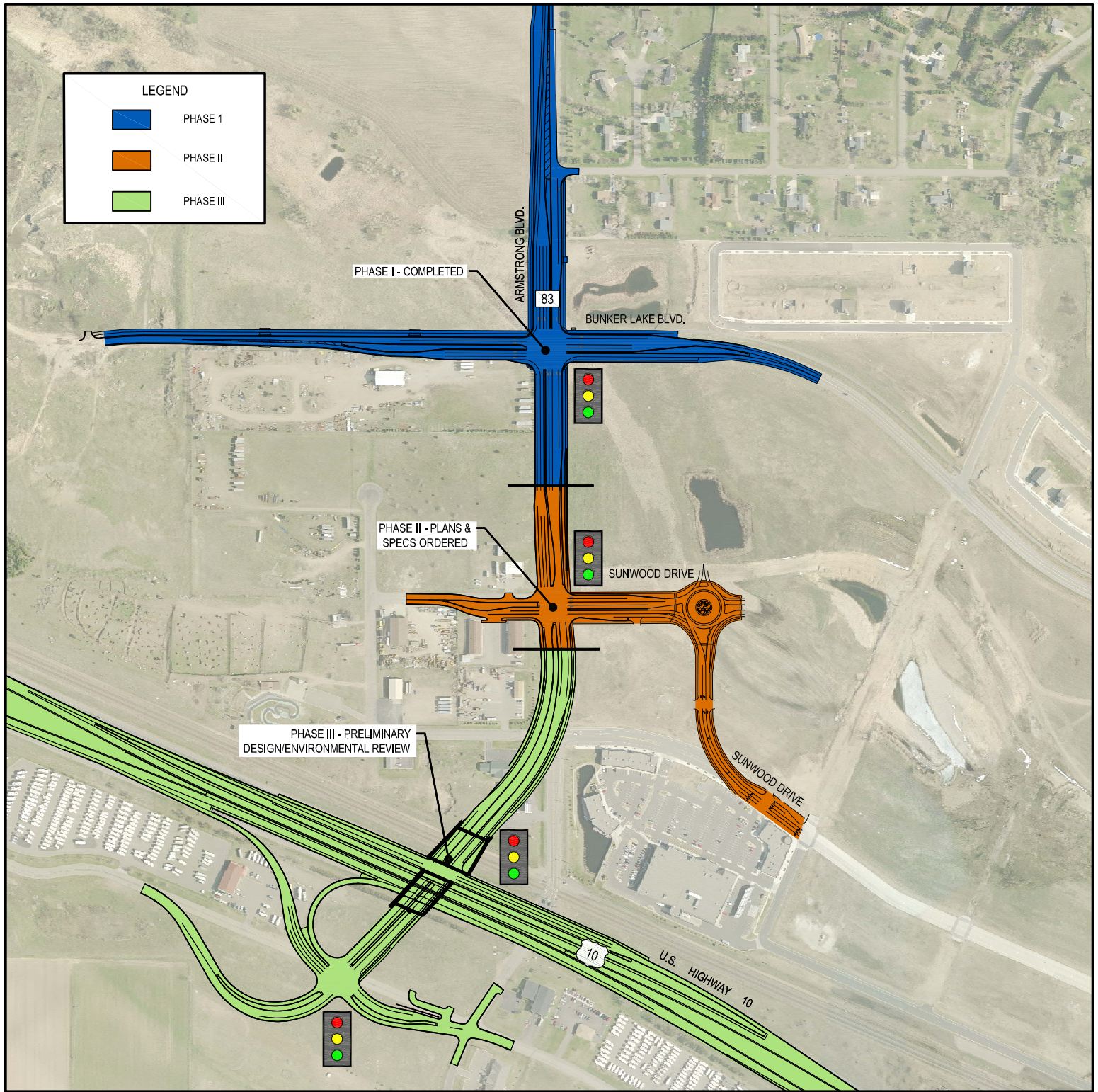
[Sunwood Drive Financing](#)

[EDA-HRA Powers](#)

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Form Review

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Heidi Nelson	Heidi Nelson	03/02/2012 01:07 PM
Aaron Backman (Originator)	Aaron Backman	03/02/2012 01:08 PM
Form Started By: Aaron Backman		Started On: 03/02/2012 09:22 AM
Final Approval Date: 03/02/2012		



**L A N D F O R M**

From Site to Finish

# ARMSTRONG INTERCHANGE



**Sunwood Drive Realignment Financing Options:** Project Cost estimated at \$5.1M - \$5.6M (use \$5.35M for example)

Funding Summary:

Total Project Costs:	\$ 5,350,000
Anoka County	\$ (1,700,000)
Net City Funding	\$ 3,650,000

TOTAL Project Cost Financing:

**SCENARIO 1: With Grant Funding**

Anoka County	\$ 1,700,000
TOD Met Council Grant	\$ 1,250,000
LRIP Grant	\$ 500,000
TIF 2	\$ 500,000
EDA - Not to Exceed	\$ 900,000
Excess Rail Funding	\$ 500,000
	<u>\$ 5,350,000</u>

**SCENARIO 2: Without TOD Met Council Grant Funding**

Anoka County	\$ 1,700,000
Equipment Revolving Fund	\$ 1,250,000 (Capital Equipment Certificates would be issued to offset capital equip purchases)
LRIP Grant	\$ 500,000
TIF 2	\$ 500,000
EDA - Not to Exceed	\$ 900,000
If EDA is not \$900,000 would use land proceeds (\$400,000 available per policy)	
Excess Rail Funding	\$ 500,000
	<u>\$ 5,350,000</u>

## COMPARISON OF HRA AND EDA ENTITIES IN MINNESOTA

Cities have authority to aid and cooperate in the planning, construction, or operation of economic development, redevelopment and affordable housing projects. These can be done through various government organizations. The predominant method of delivering and administering housing and redevelopment programs in Minnesota is through a legal public entity, accountable to city government. Since 1947 a city in Minnesota may establish this public agency, often a Housing and Redevelopment Authority (HRA) (MN Stat. 460.001 to 469.047), of which there are more than 230 in Minnesota. An HRA is a public corporation with power to undertake certain types of housing and redevelopment or renewal activities. While state legislation conveys authority for HRAs in each City, it is up to the City Council to formally establish an HRA before it can do business and use its powers. In addition to carrying out redevelopment efforts, HRAs are often the affordable housing entity that provides decent and safe rental housing for eligible low and moderate income families, the elderly and persons with disabilities. HRA activities can lead to reinvestment in commercial neighborhoods through acquisition, demolition and rehabilitation.

In 1986 the Minnesota Legislative passed legislation (MN Stat. 469.090 to 469.1082) authorizing cities to establish formal Economic Development Authorities (EDAs) to promote local economic growth. An EDA is a legal entity created by a City to facilitate a well-rounded development program by taking advantage of various powers granted to other development entities, including port authorities and HRAs. By combining these powers, community leaders are able to create flexible business assistance and development programs. EDAs are allowed to buy and sell property, make loans and grants to businesses, provide loan guarantees and to sell bonds, subject to various limitations and conditions.

### **Housing Redevelopment Authorities**

HRAs have two missions: to identify, eliminate and prevent the emergence of blight; and to facilitate development of housing affordable to low and moderate income persons. A blighted area is one with buildings and areas that are detrimental to the health, safety and welfare of the community because of dilapidation, obsolescence, and certain other factors. The HRA may then provide for improvements or redevelopment of these areas through a redevelopment plan. Regarding, affordable housing, the HRA determines what income limits are “low and moderate” (though many state and federal programs also set limits). HRAs may then take any action to facilitate, or even construct and own, housing for income-eligible persons. The area of

### **Economic Development Authorities**

The overall purpose of an EDA is to promote economic development, using some specific powers granted to EDAs (some of which are similar to port authority powers), as well as all the powers of an HRA and of a city under the municipal development district statute. EDAs may exercise powers in an “economic development district”, or may create redevelopment projects or housing development projects (acting as an HRA) or development districts (acting as a city). In other words, an EDA can act as an HRA as well as use broader powers to stimulate economic development that is not directly related to either blight or affordable housing.

operation of a city HRA is the corporate limits of the City.

**Governing Body:**

Activities are controlled by a board of commissioners. An HRA consists of five commissioners who are residents of the city. The Mayor appoints and the Council approves the members who serve five-year, staggered terms. City Councilmembers often serve on the HRA. The entire membership of an HRA may consist of councilmembers. The City Council must approve broad “redevelopment plans” for projects, but otherwise most HRA activities do not require council approval (unless that is required by some other statute, such as approval of TIF Plans under the TIF Act).

An HRA is a separate political subdivision; it is not just part of the City. The HRA does have the power to levy a tax (with a specified limit), which is separate from the City tax levy, though the City Council must approve that levy.

**Activities:**

1. May establish a redevelopment project for the elimination and prevention of blighted areas.
2. Acquire real or personal property for activities related to projects. May sell its lands and properties to private or public parties.
3. May provide for the administration of a commercial building loan program to preserve small-sized buildings in its district.
4. May sell real or personal property, including the use of eminent domain, for project-related purposes (though 2006 reform severely limits this power).
5. May act as federal government agent in carrying out provisions of Municipal Housing and Redevelopment Act.
6. May exercise the powers granted to

**Governing Body:**

EDA is created through an enabling resolution written and approved by City Council. The City Council can choose to serve as the EDA Board of Commissioners or create a board composed of a cross-section of the community. If non-council members sit on the Board, the size must be 3, 5, or 7 Commissioners appointed by the Mayor with the approval of City Council. If the Board has 3 members, at least one must be a City Council member; if the Board has 5 or 7 members, at least 2 must be City Council members. Board members serve for six-year terms, or their term as Councilmembers if they are on the City Council.

The City Council may control the activities of the EDA by limiting its powers under the enabling resolution and through the annual approval of the EDA budget.

**Activities:**

1. Acquire property for creation of economic development districts.
2. Sell or lease land whether by private or public means.
3. Carry out EDA law to develop and improve land within the district. The EDA may make any necessary arrangements to make land suitable for development.
4. Exercise eminent domain (subject to severe limits of 2006 reform).
5. Enter into contracts for the purpose of economic development.
6. Purchase all materials needed to carry out development.
7. May make loans to a business, a for-profit or nonprofit organization, or an individual. The loan must be for an authorized purpose (e.g., carry out economic development).

- redevelopment agencies under Minn. Stat. §§469.152 to 469.1651
7. Provide relocation payments and assistance in accordance with federal guidelines.
  8. May make loans to carry out redevelopment or affordable housing mission.
  9. May issue revenue bonds secured by specified revenues; may issue bonds secured by City's full faith and credit (and without election) only for certain HRA-owned affordable rental housing projects, with City Council approval and subject to certain limits.
  10. May become member or shareholder in LLP, LLC or corporation for purpose of carrying out housing and housing development projects.
  11. May levy tax for redevelopment or affordable housing programs, with Council approval, and not to exceed .0185 percent of market value in the City. This tax is outside City levy limits.
  12. May employ staff and an executive director.
  8. Engage in research to determine factors of specified development projects.
  9. May be a limited partner in a partnership whose purpose is consistent with the EDA's purpose.
  10. May invest in certain small businesses by providing equity and venture capital, subject to certain limits.
  11. May employ staff and an executive director.
  12. May request the City to levy tax for the EDA, not to exceed .01812 percent of market value in the City; this tax is *within* City levy limits (if any apply).
  13. EDA may also use its HRA powers, and levy the HRA tax for redevelopment and housing purposes, as described under the HRA summary; again, with Council approval. This tax is outside City levy limits.
  14. May issue revenue bonds secured by specified revenues. May issue GO bonds secured by City full faith and credit only with election, and with Council approval.

**Economic Development Authority (EDA)**

**4.3.**

**Meeting Date:** 03/08/2012

Submitted For: Aaron Backman

By: Aaron Backman, Administrative Services

Title:

Transit Improvement Area (TIA) Application

Background:

Transit Improvement Areas (TIAs) are specially designated tracts of land near transit stations that support bus rapid transit, light rail transit or commuter rail and have the potential to increase ridership and stimulate new commercial and residential development. Designated TIAs must encompass a half-mile radius around a transit station. Cities, counties and joint power boards are eligible to apply for TIA status.

When TIA funding from the State of Minnesota becomes available, designated TIAs may apply for loans to help pay for commercial, residential and mixed-use development projects that involve one or more modes of public transit, increase ridership, and provide for safe, pedestrian-friendly use.

There are currently 54 approved designated TIAs in the State of Minnesota. DEED has invited communities to submit new applications for Transit Improvement Areas in 2012.

Observations:

Funding Source:

N/A

Staff Recommendation:

Staff recommends that the EDA formally support the City Council's resolution in favor of the TIA Application.

EDA Action:

EDA can formally support the City Council's resolution in favor of the TIA Application.

**Attachments**

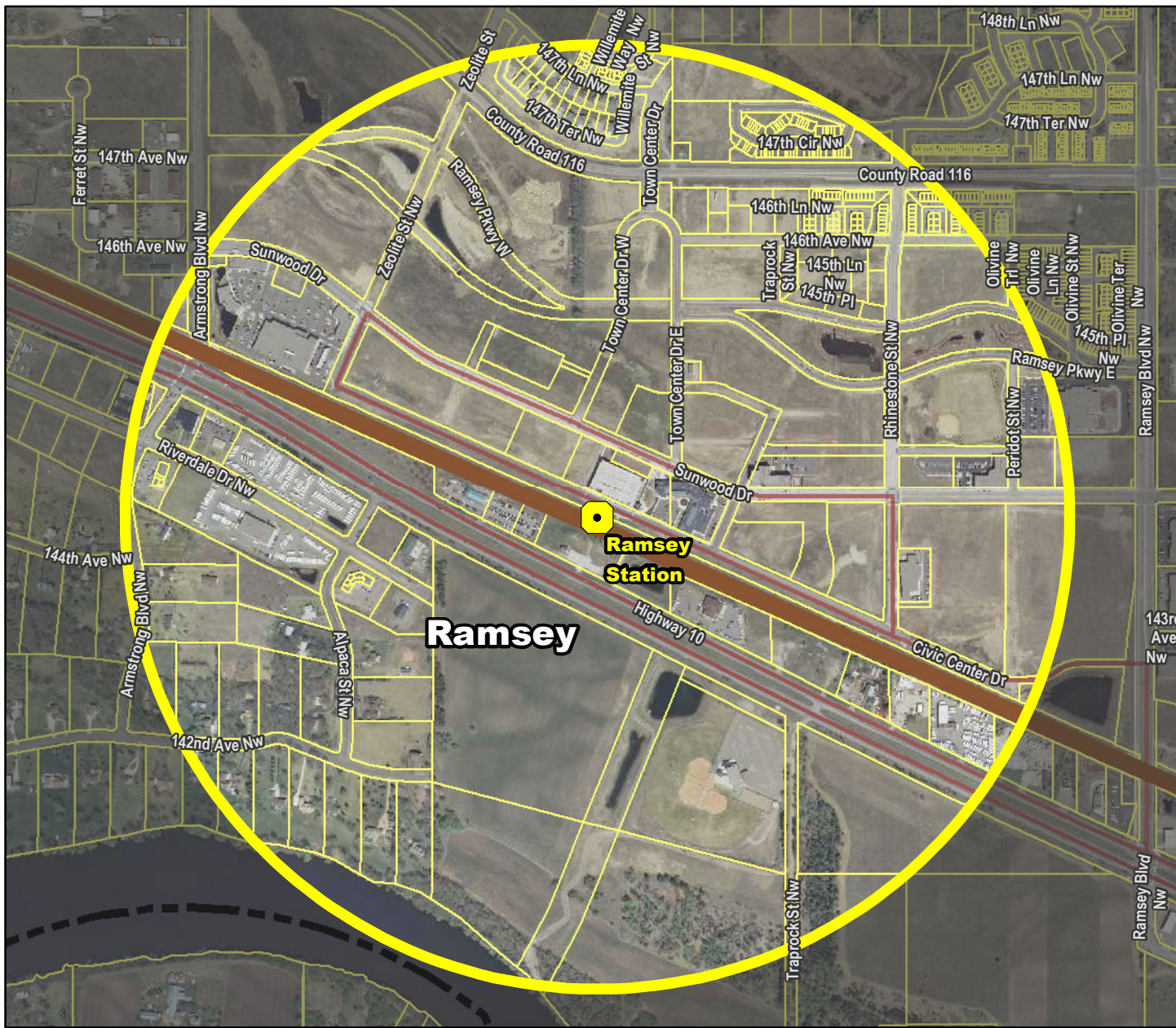
[Ramsey TIA Map](#)












**Form Review**

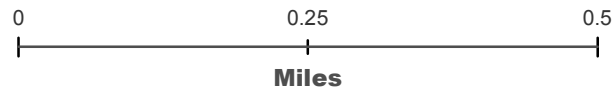
<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Aaron Backman (Originator)	Aaron Backman	03/02/2012 02:18 PM
Form Started By: Aaron Backman		Started On: 03/02/2012 12:05 PM
	Final Approval Date: 03/02/2012	

# Ramsey Station (Planned)

## Northstar Commuter Rail

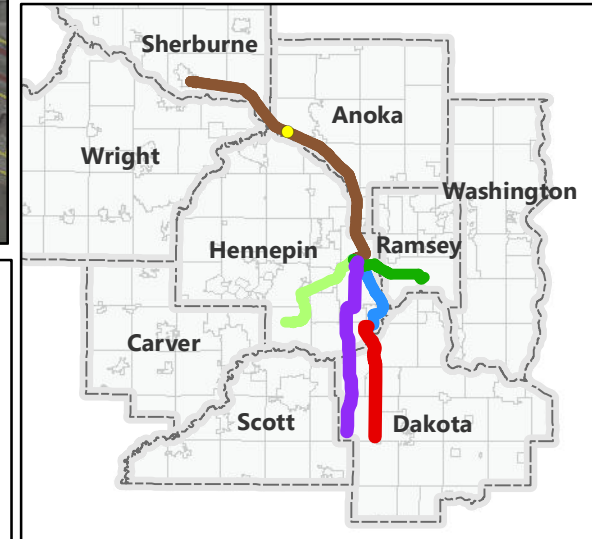


-  **TIA**  
(Transit Improvement Area)
-  **Transit Station**
-  **Hiawatha LRT Alignment**
-  **Northstar Commuter Rail**
-  **Cedar Avenue BRT Alignment**
-  **I-35W BRT Alignment**
-  **Central Corridor LRT Planned Alignment**
-  **Southwest LRT Planned Alignment**
-  **High Frequency Bus Routes**
-  **Transit Bus Route**
-  **Parcel Boundary**



**3 Transit Routes within a half mile of station:**

- 856
- 887
- 888



**Economic Development Authority (EDA)**

**4. 4.**

**Meeting Date:** 03/08/2012

**By:** JoAnn Shaw, Community Development

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**Title:**

Staff Update

**Background:**

A staff update will be provided at the meeting on the following items:

Discussion with USPS Regarding Zip Code

Big Ben Project

Twin Cities Gateway CVB Update

EDAM Day at the Capital Event

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

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**Form Review**

**Inbox**  
Aaron Backman

**Reviewed By**  
Aaron Backman

**Date**  
03/02/2012 12:19 PM  
Started On: 03/01/2012 11:23 AM

Form Started By: JoAnn Shaw

Final Approval Date: 03/02/2012

**Economic Development Authority (EDA)**

**4. 5.**

**Meeting Date:** 03/08/2012

**By:** JoAnn Shaw, Community Development

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**Title:**

COR Update

**Background:**

The COR update will be presented at the meeting.

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

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**Form Review**

**Inbox**  
Aaron Backman

**Reviewed By**  
Aaron Backman

**Date**  
03/01/2012 02:03 PM  
Started On: 03/01/2012 11:21 AM

Form Started By: JoAnn Shaw

Final Approval Date: 03/01/2012