

**City of Ramsey**  
**Agenda**  
**Economic Development Authority (EDA)**  
**Thursday April 12, 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 March 8, 2012
- 4. EDA Business**
  1. 2012 EDA Work Plan
  2. Staff Update
- 5. Member/Staff Input**
- 6. Adjournment**

**Economic Development Authority (EDA)**

**3. 1.**

**Meeting Date:** 04/12/2012

**By:** JoAnn Shaw, Community Development

**Title:**

Approve the Following EDA Meeting Minutes:

EDA meeting minutes dated March 8, 2012

**Background:**

n/a

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

Motion to approve the March 8, 2012 EDA minutes

**Attachments**

03/08/12

**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Aaron Backman	Jo Thieling	04/04/2012 04:01 PM
Kurt Ulrich	Kurt Ulrich	04/05/2012 10:04 AM
Form Started By: JoAnn Shaw		Started On: 04/04/2012 03:48 PM
Final Approval Date: 04/05/2012		

**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, March 8, 2012, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Chairperson Chris Riley  
                          Member Colin McGlone  
                          Member Wayne Skaff  
                          Member Kristine Williams  
                          Member Jeff Wise (left at 7:45 a.m.)  
                          Alternate Member Randy Backous (arrived at 7:47 a.m.)

Members Absent:     Member John LeTourneau  
                          Member Jim Steffen

Also Present:         Aaron Backman, Economic Development/Marketing Manager  
                          Kurt Ulrich, City Administrator  
                          Heidi Nelson, Deputy City Administrator/Community Development Director  
                          Brian Olson, Director of Public Works

**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 McGlone, to approve the agenda moving Case #3 before Case #2.

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

**APPROVE MINUTES**

Motion by Member McGlone, seconded by Member Skaff, to approve the February 9, 2012 minutes as presented.

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

## **EDA BUSINESS**

### **Case #1 Approval of Contract for New Map of the City of Ramsey with Village Profile**

Economic Development/Marketing Manager Backman presented the Staff Report discussing the map Village Profile would create for the City of Ramsey. The publisher would provide 5,000 maps of the City of Ramsey at no charge to the City. Advertisers pay for the maps. Village Profile has asked to use a telephone line in the Municipal Center. It would be used by a sales representative for three to four weeks to set up appointments with businesses.

City Administrator Ulrich stated his concerns on how the firm would represent the City, since they are using a City phone line.

Economic Development/Marketing Manager Backman stated when calling they identify themselves as an independent contractor and not an agent of the City and state they are acting as publisher.

Motion by Member McGlone, seconded by Member Williams to 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.

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

### **Case #3: Transit Improvement Area (TIA) Application**

Economic Development/Marketing Manager Backman presented the Staff Report that discussed the Transit Improvement Area (TIA) application. The City is seeking to designate a one-half mile area around the new NorthStar rail station as the TIA.

Motion by Member McGlone, seconded by Member Skaff to support the City Council's resolution in favor of the TIA application submitted to the MN Department of Employment & Economic Development on March 2, 2012.

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

Member Wise left the meeting at 7:45 a.m.

### **Case #2: Consider EDA Participation in Sunwood Realignment Property Acquisition/Redevelopment**

Economic Development/Marketing Manager Backman presented the Staff Report that discussed Improvement Project 12-20, Sunwood Drive Realignment and the financing of the project.

Public Works Director Olson stated Phase I of this project was a \$3.8 million dollar project that serviced utilities to the future site of Legacy Christian Academy and signalized the intersection at Bunker Lake Blvd. and Armstrong Blvd. Phase II will have a cost of \$5.35 million dollars because of road construction and land acquisition. This project reduces what will have to be done for the proposed Highway 10 interchange at Armstrong Boulevard.

Public Works Director Olson described the highway project south of Highway 10 on Riverdale Drive, including the Traprock Street access.

Chairperson Riley stated his concern that the perception might be that the Sunwood Drive project was done wrong and that it would have to be upgraded again in a couple years.

Economic Development/Marketing Manager Backman stated that in the mid 1990's when the first infrastructure was installed Sunwood Drive was servicing an area intended to be high density throughout and not big box retail. The vision of the COR has evolved over time.

Deputy City Administrator/Community Development Director Nelson stated that the Sunwood project is multifaceted; it has a distinct relationship to Highway 10 and Armstrong Blvd. interchange. Sunwood and Armstrong is not signalized and a dangerous intersection, and there is a high volume of traffic on Armstrong. The Sunwood and Armstrong intersection cannot be signalized because there is not enough stacking room between the train tracks and the intersection. It needs to move to the north to be functional. From an HRA development perspective it readies the land on the west side of Armstrong, and it demonstrates to the real estate community what the plans are.

Member Backous stated his concern on the amount of funds the EDA has been asked to contribute.

Discussion ensued regarding the funding of the Sunwood Drive Realignment project and the EDA's financial participation. Discussion included the amount of funds that should be used, and if the EDA should take title of the land or use the land as collateral on a loan.

Motion by Member McGlone, seconded by Member Williams to recommend EDA funds be utilized in the land acquisition piece of the proposed Sunwood Realignment Project; that participation does not exceed \$600,000, that the EDA funds be used specifically for the largest possible portion of the land located at 8020 147<sup>th</sup> Avenue NW and 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.

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

**Case #4: Staff Update**

Economic Development/Marketing Manager Backman presented the Staff Report that updated the members on discussion with USPS regarding a zip code, Big Ben Project, Twin Cities Gateway CVB and EDAM Day at the Capital event.

**Case #5: COR Update**

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

**MEMBER/STAFF INPUT**

Deputy City Administrator/Community Development Director Nelson has resigned to take the City Manager position for the City of Wayzata, and Economic Development/Marketing Manager Backman has resigned to take the position of EDA Executive Director for the City of Windom.

**ADJOURNMENT**

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

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

The regular meeting of the Economic Development Authority adjourned at 9:13 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:** 04/12/2012

**By:** JoAnn Shaw, Community Development

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**Title:**

2012 EDA Work Plan

**Background:**

In light of recent Staff changes, the City Administrator would like to review the 2012 EDA Work Plan and how to move forward from here. The 2012 Work Plan is attached for your review.

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

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**Attachments**

2012 EDA Work Plan

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**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Aaron Backman	Jo Thieling	04/04/2012 04:01 PM
Kurt Ulrich	Kurt Ulrich	04/05/2012 10:04 AM
Form Started By: JoAnn Shaw		Started On: 04/04/2012 03:08 PM
	Final Approval Date: 04/05/2012	

## **2012 WORK PLAN FOR THE RAMSEY ECONOMIC DEVELOPMENT AUTHORITY**

The 2012 Work Plan for the Ramsey EDA outlines existing guidelines for economic development policies, and priority focus areas delineating the highest and the next highest priorities for the current year.

### **Guidelines for the 2012 Work Plan for the Ramsey EDA:**

- Work to sustain moderate growth or recovery of industrial, commercial, retail, and housing activities in the City.
- Target family-wage to high salary employment opportunities in a variety of industries.
- Continue to target businesses in specific industries, including medical, precision manufacturing, aerospace, and other high tech fields.
- Encourage the retention and growth of existing local firms.
- Endeavor to seek a positive business environment, quality growth and land use.
- Consider and make recommendations to the City Council regarding the streamlining of City regulations that impact development.
- Continue to respond to specific requests for assistance from local companies.
- Use infrastructure investment to attract new firms and for development of designated areas.
- Maximize private, local, state, and federal funding for projects.

### **Priority Focus Areas for 2012:**

#### **Highest Priorities**

- Communicate with existing Ramsey businesses through the Ramsey Resident newsletter, Business Network meeting, Business Appreciation Day, and Business Expo.
- Expand, retain and create new employment in the City's existing industrial parks.
- Research and encourage the City to join the Twin Cities Gateway Convention & Visitors Bureau (CVB) in order to promote the Comfort Suites Hotel and the community's events (e.g. Happy Days and Game Fair) and venues (e.g. Fountains of Ramsey).
- Support the work of the Development Management (DM) Team to bring potential developers, retailers and office users to sites in the Center of Ramsey (COR); and provide regular updates about the COR to the EDA.
- Review the financial obligations and resources of the City's TIF districts and submit modifications as necessary.
- Consider joining the Minnesota Commercial Association of Realtors (MNCAR) Exchange. This would provide access to the Exchange's commercial property database and the ability to list Ramsey properties on the Exchange.

### **Moderately High Priorities**

- Continue to promote multiple modes of transportation, including supporting the efforts to obtain funding for the Armstrong Interchange.
- Continue to follow-up on the results of the Retail Site Assessment of Ramsey's Customer Profile undertaken by Buxton in 2008.
- Consider and make recommendations to the City Council regarding the redevelopment of 167<sup>th</sup> Ave//Hwy 47 commercial node, including potential land acquisition of available property, the design of infrastructure, the potential creation of a TIF District, and the encouragement of residential development to support retail and other commercial ventures.
- Pursue a separate Zip Code with the U.S. Postal Service for the City of Ramsey.
- Develop long-term marketing strategy to improve area businesses and to attract new businesses.
- Actively contact and work with prospects concerning the possibility of a second grocery store for Ramsey.
- Consider the feasibility of a Medical-related or Biotech Business incubator in the City of Ramsey. This could include working with Genesis Business Centers, UEL or other entities.

### **Medium Priorities**

- Develop a plan to recapitalize the Ramsey Revolving Loan Fund.
- Move forward with new Village Profile map of the City of Ramsey.
- Continue to work with Al Pearson regarding the sale of his property north of Hwy 10 and to the west of Puma Street and Legacy Christian Academy.
- Work with other City Departments to submit an application to DEED to seek the designation of the area near the transit station as a Transit Improvement Area (TIA).
- Support efforts by EDAM and other statewide organizations to seek funding for Brownfields Redevelopment and for TIA Loan Programs.
- Consider the establishment of new industrial/business park in the City of Ramsey. This could include doing a site evaluation of the industrial area south of LCA or south of Highway 10.

**Economic Development Authority (EDA)**

**4. 2.**

**Meeting Date:** 04/12/2012

**By:** JoAnn Shaw, Community Development

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**Title:**

Staff Update

**Background:**

Please see attached article regarding 30th Anniversary of B & B Carpet.

**Observations:**

**Funding Source:**

**Staff Recommendation:**

**EDA Action:**

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**Attachments**

**News Article**

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**Form Review**

**Inbox**

Kurt Ulrich

Form Started By: JoAnn Shaw

**Reviewed By**

Kurt Ulrich

**Date**

04/05/2012 04:27 PM

Started On: 04/05/2012 04:01 PM

Final Approval Date: 04/05/2012

## Ramsey business celebrates golden anniversary

By **Tammy Sakry** on March 29, 2012 at 7:00 am

B&B Carpet One is celebrating its golden anniversary.



B&B Carpet One owners Bob (left) Mike and Jeff Deiley (seated) have spent a lifetime providing good service. The company is celebrating its 50th anniversary this year. Photo by Tammy Sakry

While its customers can celebrate with 50 percent off until April 15, the three owners celebrated by looking back.

Although located in Ramsey, the business was started in 1962 by the parents of the current owners, Mike, Bob and Jeff Deiley.

Their grandfather worked as an installer and their father, Bill, started the business as a way to better himself, Mike Deiley said.

The business began in the family garage with the boys lending a hand sorting tiles and organizing the products.

“We were born and raised in the business,” said Mike Deiley.

In 1963, the business moved from the garage to a storefront in Anoka.

Their father handled installation, while mom Kathy handled sales and design work.

Bob Deiley, who specializes in carpet installation, said he started working with his father at the age of 14 installing carpet.

Mike Deiley, the youngest, worked closely with his mother, who also did the estimates and bidding of projects.

Over the years, the B&B Carpet store moved to a number of Anoka locations.

When Bill and Kathy Deiley were ready to retire, the three brother bought the business in the mid-1990s.

In 1997, B&B Carpet joined the Carpet One cooperative.

Carpet One, which has approximately 1,500 to 2,000 members, offered B&B more buying power, said Bob Deiley.

While the family specialized in installation, Carpet One helped B&B help with marketing and displays, he said.

In 2000, the brothers moved the business to Highway 10 in Ramsey.

During the 50 years, B&B products have changed.

The business used to carry paint, wallpaper and curtains, Mike Deiley said.

After moving, it specialized more in flooring, tiles and counter tops, he said.

“We found a niche as a specialty store in flooring,” Bob Deiley said.

Advances in the industry have created some durable products which are easier to install, said Jeff Deiley, who began working in the family business when he was 11 and specializes in tile installation.

“We do more in glass and the designers are doing more fancy stuff (with) tile,” he said.

There is also more loose laid products on the market for the self-installers, Mike Deiley said.

And more exotic woods like Bolivian Rosewood, Jeff Deiley said.

There is also a larger market for green, renewable products, Bob Deiley said.

B&B Carpet One carries several green product lines and recycles its padding.

The way installations are done has also changed.

Before installing tile or carpet, the installers use a HEPA filtered vacuum and other treatments, Jeff Deiley said.

During its 50 years in business, B&B Carpet One has earned more than 30 awards for its service.

Floor covering is a big purchase and customers can spend more than three hours in the store working with the designers, Mike Deiley said.

The koi pond in the store is relaxing and the sales staff are helpful and knowledgeable, he said.

“It is a good experience from start to finish,” Bob Deiley said.

And when problems do come up, customers will be getting help from the owners, Mike Deiley said.

**Tammy Sakry is at  
tammy.sakry@ecm-inc.com**