

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday July 12, 2012
7:30 am
Lake Itasca Room, 7550 Sunwood Drive NW

1. **Call to Order**
2. **Approve Agenda**
3. **Approve Minutes**
 1. Approve EDA Meeting Minutes Dated June 14, 2012
4. **EDA Business**
 1. Business Retention Program Introduction
 2. Review Website Updates
 3. Introduce/Adopt Business Spotlight Article Policy
 4. Selection of September/October Business Spotlight Article Business
 5. Business Appreciation Golf Tournament Update
 6. Selection of the 2012 Ramsey Business of the Year
 7. Ramsey EDA Business Networking Breakfast Event Update
5. **Member/Staff Input**
6. **Adjournment**

Economic Development Authority (EDA)

3. 1.

Meeting Date: 07/12/2012

By: Jo Thieling, Administrative Services

Title:

Approve EDA Meeting Minutes Dated June 14, 2012

Background:

Attached are the June 14, 2012 meeting minutes for approval.

Observations:

Funding Source:

Staff Recommendation:

EDA Action:

Motion to approve the June 14, 2012 EDA Meeting Minutes.

Attachments

June 14, 2012 EDA Meeting Minutes

Form Review

Inbox

Kurt Ulrich

Reviewed By

Jo Thieling

Form Started By: Jo Thieling

Date

07/05/2012 06:18 PM

Started On: 07/05/2012 06:15 PM

Final Approval Date: 07/05/2012

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

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, June 14, 2012, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Chris Riley
 Member John LeTourneau
 Member Colin McGlone
 Member Jim Steffen
 Member Kristine Williams

Members Absent: Member Wayne Skaff
 Member Jeff Wise

Also Present: Kurtis Ulrich, City Administrator
 Patrick Brama, Administrative Analyst
 Tim Gladhill, Senior Planner
 Mike Mulrooney, ACG

1. CALL TO ORDER

Chairperson Riley called the Economic Development Authority meeting to order at 7:34 a.m.

2. APPROVE AGENDA

Motion by Member LeTourneau, seconded by Member Steffen, to approve the agenda.

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

3. APPROVE MINUTES

3.01: Approve Meeting Minutes Dated May 10, 2012

Motion by Member Steffen, seconded by Member LeTourneau, to approve the May 10, 2012, minutes as presented.

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

4. EDA BUSINESS

4.01: Review Contract for Services with ACG

City Administrator Ulrich presented the staff report and indicated they have relied heavily on Mr. Mike Mulrooney, ACG, to assist with critical components such as business retention and future business opportunities. He recommended to continue services on an hourly basis.

Mr. Mulrooney gave a brief summary of the projects he has worked on for the City of Ramsey and his involvement with the business retention and expansion program in the City. He additionally defined the retainer as a more extensive approach rather than hourly, which is reacting to inquiries coming into the City. Mr. Mulrooney indicated he is the follow up person once a prospect comes into the City and explained currently there are six fairly solid prospects but the difficulty is the City is rapidly running out of sites that can accommodate. He provided a few examples of these prospects.

Member McGlone expressed concern of hiring a consultant without an RFP.

City Administrator Ulrich stated he will have the budget schedule for the next work session and will provide status regarding a permanent hire for 2013. He added in the interim, with things in flux, a consultant is a good stopgap to have on an hourly basis.

Motion by Member LeTourneau, seconded by Member Williams, to recommend to City Council to continue a per hour charge compensation structure for services from ACG until the monthly cost of services approaches the retainer amount (\$3,750 per month); at which time staff shall bring back this item for EDA consideration.

Further discussion: Member Steffen requested City Administrator Ulrich advise when an amount reaches close to the retainer in any given month.

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

4.02: EDA Budget Discussion

City Administrator Ulrich presented the staff report and requested input on moving some staffing costs over to HRA, which would not affect staff capacity. Input is also requested on reserves. He added he can bring back a more formal budget to the July meeting.

The consensus of the EDA was that the position should be added and filled.

Discussion ensued regarding what is the proper amount or target reserve. The reserve is not just cash flow but operational for projects and for economic development opportunities. It was suggested to have a policy to document a clear function. The recommendation was to review historical reserves, annual activity, and how that compares to history as well as to balance and possible future behavior.

City Administrator Ulrich advised he could bring back numbers and a purpose statement for consideration.

4.03: Discussion of 167th Avenue and Highway 47 Commercial Node

Management Analyst Brama presented the staff report regarding the proposed sale of the property at 6013 167th Avenue.

Chair Riley questioned how the City can help facilitate the node. This node is commercial but there has not recently been any commerce.

Discussion ensued regarding the node and possible options to assist this underutilized area. It was noted that this node has always been seen as a retail node and all work so far has been toward that use. It was suggested that perhaps rezoning is in order.

Member LeTourneau stated they have done a number of exercises earlier this year trying to push energy in that direction. He suggested they bring it back to Council to look at possibly returning it to active status.

Member McGlone questioned the best place to put energy, along the highway or in an area like this. He added the market dictates where people make purchases and they have pretty well indicated they are not interested in shopping in this node.

Chair Riley suggested that perhaps the best measure is either outside buyers or outside investors.

City Administrator Ulrich stated the normal market process is that someone looking at it will consider renovations. New owners usually bring new investment.

Informational; no action required.

4.04: Golf Tournament Update

Management Analyst Brama provided an update of the 2012 Golf Tournament. He noted the date change from August 14th to the 21st, which has been approved. He requested input on the seven give away options and a review of the budget.

Chair Riley indicated the budget is the same as every year.

The consensus of the EDA was that the budget was appropriate.

Member McGlone stated he advocated for leaving the decision in staff's hands, for them to get the best deals.

Management Analyst Brama stated if there are further suggestions, to contact him otherwise he will bring forward recommendations at the next meeting.

Management Analyst Brama presented a list of previous nominees as well as largest employers for the City of Ramsey for potential Business of the Year. Selection criteria were reviewed. He requested input on the current nominee list and requested suggestions of any not on the list.

Discussion ensued regarding potential nominees and their contributions to the City. Five employers were eventually chosen and background information was requested on each for further review.

The consensus of the EDA was after receiving the information, members will use the matrix to rate each. Management Analyst Brama will tabulate and present at the next meeting.

4.05: Business Appreciation Breakfast Event

Management Analyst Brama presented an update of the Business Appreciation Breakfast Event. He requested input on date selection and suggestions for a keynote speaker.

Chair Riley stated the event needs to be titled "Business Networking Event." He noted the format has gone well historically.

Discussion ensued regarding a proposed 2012 date. Historical event dates were noted.

The consensus of the EDA was to hold the event the early to mid part of November.

Chair Riley explained that for the last few years, the keynote speaker has been at the State level and thought this year should be different.

Discussion ensued regarding past speakers and their topics. Several areas of consideration were contemplated. Businesses and individuals who have historically come to the event were noted. The question asked was what the speaker can bring collectively to everyone.

The consensus of the EDA was to have a private-type speaker since historically they have been government related.

Management Analyst Brama indicated he would provide a list for review and discussion.

5. MEMBER / STAFF UPDATE

The EDA reviewed the Staff Update.

6. ADJOURNMENT

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

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

The regular meeting of the Economic Development Authority adjourned at 9:03 a.m.

Respectfully submitted,

Kurtis G. Ulrich
City Administrator

ATTEST:

JoAnn Shaw
Planning Division Secretary

Draft by Cheryl Felix
TimeSaver Off Site Secretarial, Inc.

Economic Development Authority (EDA)

4. 1.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Business Retention Program Introduction

Background:

Staff would like to both introduce the concept and begin discussing the development of a business retention program for the City of Ramsey. To help kick off this effort, Karen Skepper from Anoka County will be presenting a business retention program used by the County called *Economic Gardening*.

Observations:

At the conclusion of the presentation by Ms. Skepper, staff would like to briefly introduce the many tools/strategies used in business retention programs:

- Surveys
- Meetings with local businesses
- Community events (fostering pride/networking within local economy)
- Publications (promoting businesses/fostering pride in local economy)
- Removing local obstacles (i.e. legal/physical/social)
- Reduce the cost of doing business
- Improve/enhance markets for business
- Enhance infrastructure used by businesses

NOTE: The purpose of this list is to introduce some of the common strategies targeted to assist the retention and expansion of local businesses.

Funding Source:

Will be determined in subsequent discussions.

Staff Recommendation:

Provide staff with preliminary feedback to foster the initial development of a business retention and expansion program.

EDA Action:

Provide staff with preliminary feedback to foster the initial development of a business retention and expansion program.

Attachments

[Economic Gardening](#)

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/05/2012 11:09 AM
Started On: 07/04/2012 10:14 AM

Form Started By: Patrick Brama

Final Approval Date: 07/05/2012



Economic Gardening

An entrepreneur-oriented approach to economic prosperity

It may seem ironic in today's global economy, but place has become more important than ever. Natural resources, low-cost labor and tax incentives used to be key drivers to regional prosperity. Today, however, the ability to support innovative companies and entrepreneurs is also a critical component to economic growth.

"We're living in a period of exponential economic change, which means economic developers and community leaders must serve businesses differently," says Mark Lange, executive director of the Edward Lowe Foundation in Cassopolis, Mich. "That's where economic gardening

comes in — and why it takes a neutral third party like the foundation to get involved and be a catalyst for change."

Economic gardening takes an entrepreneurial approach to job creation. Sometimes referred to as a "homegrown" or "inside-out" strategy, economic gardening focuses on helping existing growth-oriented companies become larger.

"We're not saying that attraction and recruitment activities should be discontinued, but they've been overemphasized, due partly to competitive and political pressures," Lange says. "A balanced approach is the key to building effective programs and

strategies."

Economic gardening helps establish an entrepreneurial culture within communities and sets itself apart from other economic-development strategies by its target audience, tools and timing of services.

For example, traditional economic-development programs offer tax incentives, workforce development services and infrastructure improvements to attract and retain companies that may be considering relocation — strategies that emphasize movement rather than growth.

At the other end of the spectrum, there are a variety of small-business-

development organizations that serve startups and small businesses by providing assistance with operations and management issues such as business-plan review, cash-flow analysis and succession planning.

In contrast, economic gardening deals with growth-oriented companies and strategic issues like penetrating new markets, refining business models, developing teams and embracing new leadership roles. Economic gardening provides information and decision-making assistance to companies that are transitioning from small to large, with services customized to meet the just-in-time needs of this audience.

Communities currently nurture their economies through recruitment, workforce development and small-business development. “But there is a fourth dimension we need to add,” Lange says. “Growth-company development is the missing piece, which is why the Edward Lowe Foundation is an advocate for economic gardening.”

Second-stage benefits

Some of the greatest returns of economic gardening come from working with second-stage entrepreneurs — companies that have advanced beyond the startup stage with the intent and potential for additional growth. (Second-stagers typically have 10 to 99 employees and generate about \$1 million to \$50 million in annual revenue, depending on their industry.)

Many people associate second stage with gazelles (companies with extremely high growth). Although gazelles pass through second stage, which makes it a good place to find them, they’re only part of the story. Second stage also includes: 1) companies with potential for high growth and 2) companies generating steady growth that may be less dramatic than gazelles but remains impressive.

This growth orientation is a critical



distinction that separates growth companies from other types of small businesses.

For example, some individuals may be self-employed because they like being their own boss, but job creation isn’t part of their game plan. Then there are small businesses that provide jobs in a community, but their growth is somewhat restricted by the local trading area they serve.

In contrast, second-stage entrepreneurs are significant job creators because of their focus on growth. And because they often have national or global markets, they bring outside dollars into the community.

“It’s time we treat growth-oriented entrepreneurs differently than small businesses — giving them their own place in the overall scheme of economic development,” says Lange. “The foundation can play an important role by helping community organizations collaborate more effectively to serve this audience.”

According to Doug Tatum, author of “No Man’s Land,” entrepreneurs face four key challenges as their companies transition from small to big:

- Market adjustments.
- Outgrowing early management teams and their role as founders.

- Scaling business models to handle growth.
- Understanding capital requirements.

“It’s hard for entrepreneurs to resolve these issues on their own — or even identify them accurately,” says Dino Signore, manager of program development at the Edward Lowe Foundation. “For one thing, moving from Stage 1 to Stage 2 brings on an entirely new set of challenges. Entrepreneurs face more responsibilities, and everything becomes magnified. Their core competencies become stronger, but so do their weaknesses.”

Making things even more difficult, changes in markets, management, business model and money are interrelated, Signore continues. “Being out of sync in one area can cause you to be out of sync in others.”

These conditions manifest themselves in a variety of ways. Some common symptoms: not being able to fulfill commitments to customers; quality problems become more

pressing; and decisions become increasingly complex and no longer intuitive. In addition, reporting systems no longer provide good information, and founders feel they're no longer able to lead every aspect of the business.

To help entrepreneurs resolve growing pains, economic-gardening organizations employ a variety of techniques. These fall into two broad categories: decision making and information.

Making better decisions

Entrepreneurs need help with strategy, identifying what they're good at and finding a sustainable competitive advantage.

They also need to shift their leadership role as the company grows, build a strong management team, create a clear vision, and then communicate it consistently.

This is where temperament tools can help. Understanding temperament (personality preferences, such as extroversion and introversion or how people process information), can help entrepreneurs recruit high-performance teams that balance their own inherent strengths and weaknesses. Being aware of temperament can also ensure employees are in positions that enable them to play to their strengths.

Sophisticated information

Economic-gardening specialists can also provide valuable information by using business-intelligence tools that smaller or younger companies either can't afford or don't know about. For example:

- Sophisticated databases can identify market trends, potential partners or competitors and unknown resources often buried deep inside industry information.
- Geographic information systems can track customer expenditures, psychographics and demographics and then create color-shaded, density maps that profile customers or show gaps in market coverage.

- Search engine optimization tools can raise visibility in search engine results and increase traffic on websites.

- Social media monitoring applications can track websites, blogs and online communities to see what people are saying about companies and products — and reveal important market influencers.

"Yet it's important to note that these tools aren't a panacea to entrepreneurs' problems," Lange says.

Businesses are biological entities, where there is constant flux due to employees, customers, markets and economic conditions, he explains. Applying mechanical rules (where the same process always yields the same output) won't work. Instead, economic-gardening specialists leverage these tools to find new ideas and approaches.

"What's more, economic-gardening tools are constantly changing," Lange adds. "The ones generating today's breakthroughs will become either

updated or outdated quickly."

The tools and techniques described here highlight the "one-to-one" approach in economic gardening and set the stage for an ongoing relationship between a support organization and individual companies.

Another important aspect of economic gardening is connectivity (a "one-to-many" approach), which uses peer-to-peer networks, recognition events, just-in-time workshops and discussion groups to attract growth entrepreneurs and serve their immediate, pressing needs.

"Activities like these are critical to launching and maintaining an overall economic-gardening strategy," says Lange. "They nurture the culture and connectivity that is so important to growing regional economies."

To learn more about the Edward Lowe Foundation, visit www.edwardlowe.org or call 800-232-5693.

Working with entrepreneurs

The need for speed



Economic-gardening specialists function much like an outsourced team of experts. Their goal is not to dictate or implement solutions, but to help CEOs identify issues that might be hindering growth — and point them to new tools, business concepts and information to make better decisions.

"Economic gardening is about applying just-in-time, high-end expertise rather than counseling," says Steve Quello, founder of CEO Nexus in Winter Park, Fla., and an economic-gardening expert. "Entrepreneurs know more about their companies than anyone else. Give them a better view of the big picture, and they can make adjustments themselves."

One challenge is getting up to speed with entrepreneurs.

During initial meetings, considerable time is spent discussing an entrepreneur's background, company structure, goals and growth issues. Then, as economic-gardening specialists learn more about each company, they become more efficient at delivering actionable information. It's a back-and-forth, ongoing relationship.

To gain trust and truly make a difference, economic-gardening organizations must act like the entrepreneurs they serve.

"That means being nimble and nonbureaucratic," Quello explains. "Entrepreneurs need answers in hours or days, not weeks or months."



A closer look at helping growth companies

In November 2008 the Edward Lowe Foundation hosted an economic-gardening workshop led by Chris Gibbons, director of business and industry affairs for Littleton, Colo., who pioneered the concept of economic gardening in the late 1980s. Assisting Gibbons was the JumpStart team (experts in different economic-gardening disciplines who work on projects outside of Littleton). The three-day event focused on helping second-stage entrepreneurs from different industries. Below is a quick look at challenges faced by two participants.

For Victor Santos, CEO of NaturePlex LLC, strategy was a key issue.

Based in Memphis, Tenn., NaturePlex produces nutritional supplements, medicated creams and other health-related products for dollar discount stores. The JumpStart team helped Santos realize that while NaturePlex is in a commodity market, the company has established a niche of higher-margin, natural products that it can expand to bolster growth and profits.

With that in mind, Santos is launching a line of all-natural, EPA-approved

Using the Keirsey Temperament Sorter, Santos and Gibbons determined the manager was an “artisan” (liking freedom and movement) while a “guardian” (who has a preference for details and deadlines) was better suited to his assigned responsibilities.

In response, Santos diverted some of the manager’s tasks to others, allowing the manager to play to his strengths. Santos also brought in a computer programmer to design a software application that improves communications between the firm’s production and sales departments.

With many employees contributing information, the application makes it easy to see where NaturePlex is — and where it needs to be, Santos says. “It contains all the small details that can get overlooked when communicating with someone verbally or even through e-mail.” The payoff: fewer meetings and less confusion.

Since working with Gibbons and the JumpStart team, things have improved substantially at NaturePlex. “I didn’t change my core strategy, but I’m refining it,” Santos says.

PlayStation or Xbox console.

McAlindon was initially trying to find game developers in alpha-stage development and convince them to include Switchblade in their products.

The JumpStart team began researching blogs, portals and other community sites looking for concentrated groups of people that influence a market. Instead of game developers, the team recommended that McAlindon target end-users by setting up competitions between gamers who use keyboards and gamers who use controllers.

“In the gaming world, it appears to be about bragging rights,” Gibbons says, noting that opinions run hot and heavy in online blogs — peppered with plenty of four-letter words — as to whether a keyboard or controller provides the superior gaming experience.

In response, Blue Orb has begun to host local keyboard-controller competitions and is working on an “arena” on its website for virtual contests.

McAlindon says the local competitions are already accelerating visibility for

Blue Orb and expects sales to increase. “We can see momentum building and hear people say, ‘Wow, Switchblade Pro is a great way to play games.’”

McAlindon says the economic-gardening program differed from other types of

business assistance he has received — with speed being a key hallmark. For example, when McAlindon found a Web developer to help build Blue Orb’s online arena, he asked the JumpStart team if there were other firms he should investigate.

“They got back to me the same day saying, ‘Here are two other companies, but the one you found appears to be best, and here’s why,’” McAlindon says.

“Could I have done this research?” he asks. “Perhaps, but it would have taken me two days or longer. They got back to me within a few hours, which was a huge benefit.”

“I like the specificity of the JumpStart team’s reports. It’s one thing to suggest viral marketing on Web sites. That’s very different than saying: Here’s the link, here’s what they do, and here’s a contact for you.”

— Pete McAlindon

biopesticides. Santos is also using sampling to increase sales for high-margin items, such as including trial-size portions of vitamin E cream with antifungal foot ointment.

Another concern for Santos: Although talented and hard-working, one of his managers was not detail-oriented, which was causing production problems.

“Temperament is a slotting problem,” Gibbons explains. “Every job has certain requirements, and every temperament has certain strengths and weaknesses, depending on the situation. The idea is to match the strengths of your employees to their job requirements.”

Temperament was also an eye-opener, Santos adds: “I knew something was off, but I thought it was a matter of me not communicating, which proved not to be the case. After meeting with Chris, it was like a bolt of lightning hit me.”

For Pete McAlindon, another program participant, mining social media provided new insights into business development.

CEO of Blue Orb in Maitland, Fla., McAlindon is targeting the online gaming industry. His company’s Switchblade software maps the functions of a mouse and keyboard into a controller (joystick) that allows people to play online games on their computers as if they were using a

Economic Development Authority (EDA)

4. 2.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Review Website Updates

Background:

Staff would like to review a number of updates to the City website relevant to the EDA. Staff will walk the EDA through these changes at the EDA meeting.

Observations:

Included below is a summary of the website updates.

ECONOMIC DEVELOPMENT RESOURCES: <http://www.ci.ramsey.mn.us/economic-development>

Changes:

- Creation of icon/direct link on homepage: <http://www.ci.ramsey.mn.us/>
- Creation of linked page that displays city owned land (including downloadable property profiles) http://www.ci.ramsey.mn.us/available_city_land
- Creation of linked City profile
- Creation of linked leasable space opportunities (three separate local vendors highlighted)
- Updated linked business list
- Updated text/formatting

ECONOMIC DEVELOPMENT AUTHORITY (EDA):

<http://www.ci.ramsey.mn.us/economic-development-authority>

Changes:

- Updated text/formatting/sections
- New information on annual events
- New information on publications
- New link back to the Economic Development Resources Page

Funding Source:

Normal Administrative Staff work duties.

Staff Recommendation:

NA

EDA Action:

Update only, no action necessary.

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/05/2012 11:08 AM
Started On: 07/03/2012 08:55 PM

Form Started By: Patrick Brama

Final Approval Date: 07/05/2012

Economic Development Authority (EDA)

4.3.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Introduce/Adopt Business Spotlight Article Policy

Background:

The Ramsey Resident is a community newsletter providing general public information about the City of Ramsey and the local community. This publication is produced by the City of Ramsey and is mailed to nearly 10,000 households.

The Ramsey Resident Business Spotlight article gives local businesses an opportunity to showcase their organization to the community. The intent of the article is to give general background/history of a business, identify what services/products they provide, showcase what is unique about their business and to highlight anything else important for the community to know about their organization.

Up until now, there has been no policy to guide how a business spotlight business is selected. Staff would like to introduce/propose a policy that would empower the EDA to select *Business Spotlight Article* featured businesses.

Observations:

In summary, this policy empowers the EDA to select a business for the *Business Spotlight Article* by means of a popular vote at the EDA meeting prior to publication. Staff will populate a working list that the EDA will vote from. The EDA may add additional businesses to this list if they wish. Businesses will not be allowed to be featured more than one time in five years; and to be eligible, businesses must be located in Ramsey.

Attached to this case is the proposed policy and a both list of previously selected businesses and nominees for future *Business Spotlight Article* featured businesses.

Funding Source:

Part of the normal work duties of Administrative Staff.

Staff Recommendation:

Discuss, amend and approve the proposed Business Spotlight Article Policy

EDA Action:

Approve the proposed Business Spotlight Article Policy

Attachments

Nominees and History

Policy

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/05/2012 11:01 AM

Form Started By: Patrick Brama

Started On: 07/03/2012 07:03 PM

Final Approval Date: 07/05/2012

BUSINESS SPOTLIGHT ARTICLE NOMINEES

WORKING LIST

1. Allina Medical Clinic
2. Links at Northfork
3. MultiSource Manufacturing
4. Zero Zone
5. RM Golf Carts
6. Jimmy Johns
7. Hanson Building Materials
8. Life Fitness
9. Bolten & Menk
10. Do All Printing

DRAFT

PAST RAMSEY BUSINESS SPOTLIGHT ARTICLES

2012

November/December	
September/October	
July/August	Trottbrook Financial
May/June	Sun Watersports
March/April	Connexus Energy
<u>January/February</u>	<u>NAU Country Insurance</u>

2011

November/December	Vision Ease Lens
September/October	Anderson Dahlen
July/August	Access America Transport
May/June	El Gato con Botas
March/April	RJM Enterprises
<u>January/February</u>	<u>Paradise Roasters</u>

2010

November/December	Rum River Hills Golf Club
September/October	Village Bank
July/August	Weikel Law Firm
May/June	Acapulco
March/April	Green Valley Greenhouse
<u>January/February</u>	<u>GMI</u>

2009

November/December	Bertolas and Pekula, LLC
September/October	Coborns
July/August	Cabinetry Concepts
May/June	Sign Zone
March/April	Learning Lodge and Cubby's Deli
<u>January/February</u>	<u>Mark and LuAnn Brozak Print Shop</u>

2008

November/December	Panther Precision Machine
September/October	Anderson Dahlen
July/August	Vision Ease Lens
May/June	Diamond Graphics, Inc
March/April	Minnesota Waterjet

RAMSEY RESIDENT BUSINESS SPOTLIGHT POLICY

DRAFT

RAMSEY RESIDENT BACKGROUND:

The Ramsey Resident is a community newsletter providing general public information about the City of Ramsey and the local community. This publication is produced by the City of Ramsey and is mailed to nearly 10,000 households.

BUSINESS SPOTLIGHT:

The Ramsey Resident Business Spotlight article gives local businesses an opportunity to showcase their organization to the community. The intent of the article is to give general background/history of a business, identify what services/products they provide, showcase what is unique about their business and to highlight anything else important for the community to know about their organization.

SELECTION:

- Businesses are selected for the Spotlight article by the Ramsey Economic Development Authority (EDA) by means of a popular vote
- Ramsey City Staff shall keep an inventory of businesses interested in participating in the Spotlight article
- Voting for the business to be showcased in the upcoming Spotlight article shall take place at the EDA meeting prior to the next publication of the Ramsey Resident
- Businesses may not be selected more than one time in five years
- Businesses must be located in the City of Ramsey

ARTICLE SPECIFICATIONS:

- Articles shall be written by the featured business and will be edited by the City
- Articles shall be no more than 250 words
- Every image added to the article shall reduce the article length by 50 words

Economic Development Authority (EDA)

4. 4.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Selection of September/October Business Spotlight Article Business

Background:

The EDA is empowered with selecting businesses to be featured in the Business Spotlight Article published in the Ramsey Resident.

The purpose of this case is to select the September/October featured business.

Observations:

Attached to this case is a list of past featured businesses and a list of nominees. Please note, additional nominee recommendations from the EDA are welcome. Selection will be made by popular vote.

Funding Source:

NA

Staff Recommendation:

Select the September/October Business Spotlight Article featured business.

EDA Action:

Select the September/October Business Spotlight Article featured business.

Attachments

Nominees and History

Form Review

Inbox

Kurt Ulrich

Reviewed By

Kurt Ulrich

Date

07/05/2012 11:08 AM

Form Started By: Patrick Brama

Started On: 07/03/2012 08:24 PM

Final Approval Date: 07/05/2012

BUSINESS SPOTLIGHT ARTICLE NOMINEES

WORKING LIST

1. Allina Medical Clinic
2. Links at Northfork
3. MultiSource Manufacturing
4. Zero Zone
5. RM Golf Carts
6. Jimmy Johns
7. Hanson Building Materials
8. Life Fitness
9. Bolten & Menk
10. Do All Printing

DRAFT

PAST RAMSEY BUSINESS SPOTLIGHT ARTICLES

2012

November/December	
September/October	
July/August	Trottbrook Financial
May/June	Sun Watersports
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<u>January/February</u>	<u>NAU Country Insurance</u>

2011

November/December	Vision Ease Lens
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<u>January/February</u>	<u>Paradise Roasters</u>

2010

November/December	Rum River Hills Golf Club
September/October	Village Bank
July/August	Weikel Law Firm
May/June	Acapulco
March/April	Green Valley Greenhouse
<u>January/February</u>	<u>GMI</u>

2009

November/December	Bertolas and Pekula, LLC
September/October	Coborns
July/August	Cabinetry Concepts
May/June	Sign Zone
March/April	Learning Lodge and Cubby's Deli
<u>January/February</u>	<u>Mark and LuAnn Brozak Print Shop</u>

2008

November/December	Panther Precision Machine
September/October	Anderson Dahlen
July/August	Vision Ease Lens
May/June	Diamond Graphics, Inc
March/April	Minnesota Waterjet

Economic Development Authority (EDA)

4. 5.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Business Appreciation Golf Tournament Update

Background:

Staff would like to provide an update on the 2012 Business Appreciation Golf Tournament Update.

Observations:

Overall, planning/coordination of the 2012 EDA Business Appreciation Golf Tournament is going according to plan. Below is an update of specific golf tournament tasks:

- **Food Services:** Booked through Wells Catering. Down payment has been made. Same menu will be provided as in 2011.
- **Golf Services:** Booked through The Links at Northfork. Same golf services and amenities will be provided as in 2011. Tee-off at 12:00, dinner at 5:30.
- **Give Aways:** Mulligan Cooler with golf tees and golf balls selected through Ace Sales of Ramsey.
- **Registration:** 45 of 150 registrations. Email and letter invite has been sent to Ramsey businesses. A reminder email will be sent in mid July.
- **Anoka Area Chamber of Commerce:** staff has submitted an article highlighting the Ramsey EDA golf tournament for the upcoming Anoka Area Chamber of Commerce newsletter.
- **Photography Services:** staff will be contacting the same photography provider as in 2011 in the coming weeks.
- **Update of Sponsorship Signs:** staff will be updating the hole sponsorship signs in late July.

Funding Source:

EDA Business Unit, Account: 9230.6249

Staff Recommendation:

This is an update, NA.

EDA Action:

This is an update, No action is necessary.

Attachments

Invite

Cover Letter

Budget

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date

07/05/2012 09:32 AM

Form Started By: Patrick Brama

Started On: 07/03/2012 05:32 PM

Final Approval Date: 07/05/2012

City of Ramsey Business Appreciation Event



2011 Business of the Year



Schedule of Events

10:30 a.m. ~ 11:45 a.m.
Golf Registration

10:45 a.m.
Driving Range Opens

12:00 p.m. ~ 5:00 p.m.
Tournament

5:00 p.m. ~ 5:30 p.m.
Social Reception

5:30 p.m. ~ 6:30 p.m.
Dinner, Awards, Prizes

Registration

Please submit this form by August 6th

Business Name: _____

Contact Person: _____

Contact Email: _____

Contact Address: _____

Contact Phone: _____

Participants (four per hole, 2 per cart)

1. _____

2. _____

3. _____

4. _____

Full Day Participation: \$95.00 x _____ = _____
(Golf, Dinner, Games, Prizes)

Dinner Only: \$33.00 x _____ = _____

Hole Sponsor: \$125.00 x _____ = _____

Total Amount Enclosed: \$ _____

Make checks payable to: City of Ramsey
7550 Sunwood Drive NW, Ramsey, MN 55303
If you have any questions about the Event, please contact
Patrick Brama 763-433-9903
pbrama@ci.ramsey.mn.us

18 Hole Best Ball Scramble Golf Tournament & Business Appreciation Event

Cost: \$95 / person or \$380 per foursome

- ◆ 18 holes of golf
- ◆ 2 carts per foursome
- ◆ Dinner
- ◆ Games and Prizes

Games and Prizes:

The 2012 Business Appreciation Day Golf Event will include a wide variety of games and prizes at the holes and following the event.

Business of the Year Award:

A Ramsey business will be presented with the Business of the Year Award following dinner.

Registration:

*Entry into the golf event will be limited to the first 144 people that send their registration in along with the applicable fees. **Singles, twosomes and foursomes are all encouraged.***

Hole Sponsor Opportunities

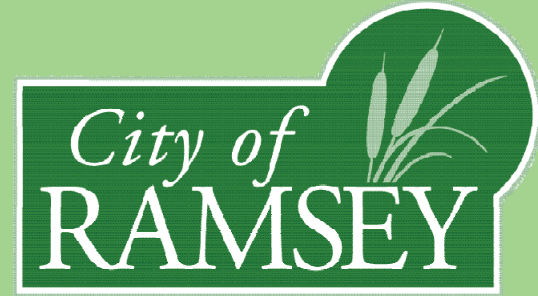
Businesses are encouraged to sponsor a hole. Hole sponsorship cost is \$125.00. The City will provide a professional sign with the business name at the assigned hole. Hole sponsor may provide promotional literature in the "goody bag," which is given to each participant. The promotional pieces or literature must be provided to Patrick Brama by August 6, 2012. Hole sponsors can also set up a game or informational table at the assigned hole at no additional cost. Staffing at the sponsored hole is the responsibility of the business.

Presort Standard
U.S. Postage
PAID
Anoka, MN 55303
Permit No. 131



City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

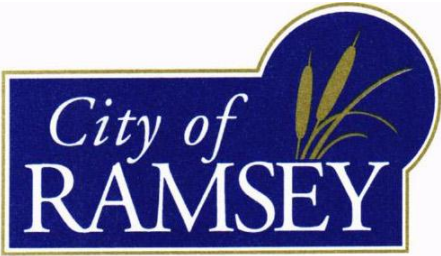
**Business Appreciation Day
Tuesday, August 21, 2012
Don't wait, register today!**



**August 21, 2012
12:00 Shotgun Start**

***The Links at Northfork
9333 Alpine Drive
Ramsey, MN 55303***

BUSINESS APPRECIATION DAY 2012



7550 Sunwood Drive NW • Ramsey, Minnesota 55303
City Hall: 763-427-1410 • Fax: 763-427-5543
www.cityoframsey.com

June 13, 2012

Dear Sir or Madam:

The City of Ramsey would like to extend an invite to your business to participate in the 2012 EDA Business Appreciation Golf Tournament, taking place on Tuesday, August 21.

The annual EDA Business Appreciation Golf Tournament is an opportunity for the local businesses to spend an afternoon together playing golf at The Links at Northfork, enjoy a few laughs with friends and share a hearty meal from Wells Catering.

Similar to years past, door prizes will be given to every golfer. Donated prizes from local businesses will be given out to participants at the conclusion of the tournament, a number of golfing contests and drawings will take place and the 2012 Ramsey Business of the Year Award will be presented.

Enclosed with this mailing is more information on the 2012 Business Appreciation Golf Tournament, including a registration form. Please note, registration is on a first come first serve basis, with Wednesday, August 1 being the final deadline.

If your business is interested, opportunities exist for sponsorship of a hole(s), independent contests and/or donation of raffle prizes.

We appreciate your consideration and look forward to hearing from you soon! Please contact Patrick Brama with questions: 763-433-9903 or pbrama@ci.ramsey.mn.us

Best Regards,

Christopher Riley

Christopher Riley
EDA President



2012 Projected Budget

REVENUES	Cost	#	Total
Hole Sponsors	\$ 125.00	18 \$	2,250.00
Golf/Dinner Fees	\$ 95.00	144 \$	13,680.00
Dinner Only Fees	\$ 33.00	16 \$	528.00
Total Revenues		\$	16,458.00

EXPENSES			
Golf Registrations	\$ 60.00	144 \$	8,640.00
Dinner (Golf)	\$ 36.87	160 \$	5,899.50
Promo Item (TBD)	\$ 20.00	150 \$	3,000.00
Plaque / Hall of Fame	\$ 70.00	1 \$	70.00
BOY Banner/Signs (DoAll)	\$ 225.00	1 \$	225.00
Flowers	\$ 15.00	18 \$	270.00
Photography	\$ 5.00	144 \$	720.00
Signs	\$ 35.00	5 \$	175.00
Invites	\$ 400.00	1 \$	400.00
Door Prizes, etc.	\$ 700.00	1 \$	700.00
Misc. Expenses	\$ 100.00	1 \$	100.00
Total Expenses		\$	20,199.50

Business Appreciation Event Net Balance \$ **(3,741.50)**

NOTES:

3,500 Budgeted in 2012, 4,500 Budgeted in 2011

There are sufficient funds available in the EDA account to cover up to \$4,750 (in 2012)

For every golfer registered, we receive \$5 to spend at The Links Pro Shop.

Economic Development Authority (EDA)

4. 6.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Selection of the 2012 Ramsey Business of the Year

Background:

Annually, the EDA is charged with selecting the City of Ramsey Business of the Year. The purpose of this case is to select the 2012 Ramsey Business of the Year.

Observations:

Staff will be compiling input from EDA members (rankings of the original 14 nominees) over the next week and will present the top five businesses at the EDA meeting. The EDA will choose a business of the year based on a popular vote.

Funding Source:

NA

Staff Recommendation:

Select the 2012 Ramsey Business of the Year.

EDA Action:

Select the 2012 Ramsey Business of the Year.

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/05/2012 10:59 AM
Started On: 07/03/2012 08:35 PM

Form Started By: Patrick Brama

Final Approval Date: 07/05/2012

Economic Development Authority (EDA)

4. 7.

Meeting Date: 07/12/2012

Submitted For: Patrick Brama

By: Patrick Brama, Administrative Services

Title:

Ramsey EDA Business Networking Breakfast Event Update

Background:

Staff would like to provide an update of the 2012 Ramsey EDA Business Networking Breakfast Event.

Observations:

Staff is beginning planning/coordination of the 2012 Ramsey EDA Business Networking Breakfast Event. Below are updates on individual tasks:

- **Event Date:** Staff is proposing Thursday November 29
- **Location:** Ramsey Municipal Center, Alexander Ramsey Room
- **Keynote Speaker:** Staff has developed a preliminary list of options (see attached). Staff would like input/direction of the EDA to move further. One important item to discuss is the budget as it will have a direct effect on who will be available for keynote speaker. NOTE: in 2011 the EDA did not pay for the keynote speaker; and, funding was not allocated in the 2012 EDA budget as a keynote speaker. Staff recommends the EDA consider local/regional business leaders as options. For example, Allina Medical Clinic.
- **Food Services:** Wells catering served breakfast in 2012. Staff will be reviewing last years budget and bring back options to the EDA at the August meeting.
- **Marketing:** After a keynote speaker is secured, staff will develop a flyer for distribution. This will likely take place in early September.

Funding Source:

EDA Business Unit, Account: 9230.6249

Staff Recommendation:

This is an update, NA

EDA Action:

This is an update, no action is necessary.

Attachments

Preliminary Options

Form Review

Inbox
Kurt Ulrich

Reviewed By
Kurt Ulrich

Date
07/05/2012 09:41 AM
Started On: 07/03/2012 06:09 PM

Form Started By: Patrick Brama

Final Approval Date: 07/05/2012

OPTION: 1

Bob Prentice- Mr Attitude



Price: 750

"Attitudes for Excellence!"

I will use squeaky clean humor and powerful stories in this 45- 60-minute keynote that is designed to ?Wake Up? the sleeping giant and the potential in the people who attend this meeting. The attendees will learn, discover, and hear about powerful leadership tools, motivational resources and life enhancing ideas that will help each person achieve greater happiness, and incredible success in both their personal and professional lives. I will be using personal stories, principles, and attitudes that I have applied and utilized in living my life. Those that attend see and discover how they can do the very same thing. The session participants will laugh, learn, and make more effective life decisions as a result of participating in this special life-changing event.

Key Themes Included:

- * Negatives into Positives
- * Personal Motivation
- * Leadership Principles
- * Business Attitudes

OPTION: 2

Rik Roberts, Listen, Laugh, Learn

I have a very fun motivational speech titled "Don't Barney Fife Your Way Through Life" - The Mayberry Method.

The speech uses a mix of current events and examples from the Andy Griffith Show to help drive the points home. I touch on:

- Delegating Authority (Deputizing Others)
- Dealing with Distractions (Nip it in the Bud)
- Thoughtful Leadership (Keep your bullet in your pocket)



The overall theme is geared towards increasing your productivity by eliminating obstacles and picking a good team around you.

It's a fun upbeat speech that is easy to relate to and remember. I can even appear at one point as Barney Fife in uniform to make it more memorable. The speech can range from 30-60 minutes. I believe the best speeches hit the mark at 45 minutes max.

My bid for this event is \$1800 but I can be a little flexible if budget dictates.

Option 3

Gary Berg

Presentations: Attitude, Focus, Humor in the Workplace

Gary Berg is a successful business owner, coach, former college administrator, and really regular guy. His presentation **“Simple Truths in the Workplace and in Life”** challenges all who listen to try to look at their lives more closely and challenge themselves to be better at what they do.



Gary has been described as the human reminder of those things in life that are important. Gary’s talk makes people think and also laugh as they look at everyday situations and try to be the best they can be in both their work and personal lives. If you are looking for an affordable speaker to come to your event, motivate people, make them laugh, but also really make them think, have Gary Berg bring his Simple Truths talk to your next event.

Fee/Information: \$1,500 complete

Option 4

Rena Shields

Presentations: Vision, Mission, Goals, Strategic Planning, Business-Related Topics

In a time when our national debt tops thirteen trillion dollars, the dot-com bubble burst, sub-prime mortgages led to a Wall Street crisis, and we are *Waiting for Superman* to fix our schools (as depicted in the popular movie by Director Davis Guggenheim), she knows that the Enron guys were probably not *The Smartest Guys in the Room* (Bethany McLean, 2004).



Rena Shields was lucky to grow up in a family that valued hard work and common sense – and common sense is indeed a value that she will bring to your event. With her impressive and extensive experience as a business educator, business owner and consultant, Rena will deliver presentations that inspire all with her common-sense approach to setting your vision and getting you to successfully accomplish your goals.

Fee/Information: \$1,750 complete

Option 5

C. Willi Myles

Presentations: Teamwork, Customer Service, Humor in the Workplace, Student Success

C. Willi Myles is a national touring comedian with over 1,000 shows in 49 states & 3 countries. He is also the CEO of his own company. In his keynote addresses and workshops based on teambuilding, humor in the workplace, and student success, Willi applies his experience training in the hospitality industry and coaching athletics to bring his message home. Myles received Disney's highest customer service and leadership honor – "Train the Trainer" the Disney Way! His training and leadership skills have been used by national hotel chains including the Sheraton and Radisson companies.



Fee/Information: \$2,500 complete

Option 6

Aaron Cross

Presentations: Motivation, Focus, Overcoming Adversity

When Aaron Cross traded his 10-speed for a four-wheeler, it wasn't an all-terrain vehicle — it was a wheelchair. According to his friends, the chair is a character-builder that allows him to push himself to the limits. One year after his accident that paralyzed him, Aaron began participating in national and international wheelchair sporting events. Aaron has pushed, crawled, shot, and even puked his way to what most people would call their limits. Aaron Cross is here to say, by focusing on your target, limits are only in your mind's eye.



Fee/Information: \$2,000 complete

Option 7

Dan Tideman

Presentation: Creative Problem Solving

Dan Tideman draws on 30 years of experience as an award-winning architect, business owner, and community volunteer as he brings you *"Plan to Build Better Decisions"*, which can be presented as a keynote address, workshop, or breakout session. Whether it's a staffing issue, how to best spend your scarce resources, or who to market to, Dan will show you how to apply this systematic approach and creative problem-solving skills to the issues your organization faces.



A registered architect in 5 states, Dan Tideman has worked for a broad range of clients, including governmental, institutional, non-profit, and for-profit entities.

Fee/Information: \$1,000 complete

Option 8

Allina Medical Clinic

Staff has contacted Allina medical clinic to see if they would be interested in speaking at this event. Details unknown, costs unknown.

Option 9

Perspective of Ramsey Businesses

Contact 2-3 local business owners/CEOs/Presidents and have them take different topics selected by the EDA and in addition tell their story/background as a Ramsey business.

Details unknown, costs unknown