

CC Work Session

2. 3.

Meeting Date: 02/05/2013**By:** Colleen Lasher, Administrative Services**Title:**

Discussion Regarding the Economic Development Manager Position

Background:

At the January 22, 2013 Personnel Committee meeting, the Committee recommended that the City Council motion to approve a resolution directing staff to conduct a recruitment for an Economic Development Manager. The City Council will take action on the recommendation at the February 12, 2013 Council meeting.

In anticipation of this direction and in an effort to be immediately prepared to begin the recruitment following the February 12, 2013 meeting, staff is seeking the City Council's input on finalizing the position description, especially with regard to HRA related duties.

Development Services Manager/Alternate HRA Executive Director Tim Gladhill will be present to discuss ways the Community Development Staff will assist the Economic Development Manager with housing related duties.

Traditionally, the Community Development Department has provided support to the HRA in terms of bringing forward requests from housing developers for assistance, seeking feedback from the community on housing issues, and generally seeking to maintain and improve the quality of the City's housing stock. In addition, the Community Development Department often serves as a primary City contact for current and potential residents for identifying housing related assistance programs available in the area.

Management Analyst Patrick Brama will also be on hand to present information on the Business Retention and Expansion (BRE) Program -- 2012 Executive Report. The BRE program is expected to be an ongoing City economic development effort under the new position. The report is of interest now, as it identifies potential priority areas for the City to consider.

Attachments:

- 1) Business Retention and Expansion Program -- 2012 Executive Report.
- 2) Personnel Committee draft minutes -- documenting the Committee's desire to include HRA duties within the Economic Development Manager's role.
- 3) EDA minutes reviewing position description.

Notification:**Observations/Alternatives:**

- 1) To accept the staff recommendation below with the addition of directing staff to supplement the Economic Development Manager's HRA duties/time commitments, on an as needed basis, with any available internal/external HRA resources, based upon the Development Services Manager's discussion.
- 2) Alternatively, the City Council may direct staff to involve the Economic Development Manager with HRA duties up to but excluding serving as the HRA Executive Director; with the City Administrator or the Development Services Manager serving as the HRA Executive Director. This option does not consolidate the economic development role for the City, which staff believes would be desirable. This option may be viable if all economic development duties are removed from the HRA.
- 3) Or, to direct staff to remove all HRA related duties from this position, redistribute the HRA portion of the funding for the Economic Development Manager's position, and look to other internal/external resources to address HRA related needs. With the current duties and holdings of the HRA, staff believes it is important to have this position assigned to the HRA.

Recommendation:

Staff recommends that the Economic Development Manager position be responsible for HRA related duties, including serving as the HRA Executive Director. If implemented, the combined role will create clarity for the City's internal and external customers and serve to streamline both functions.

Funding Source:

Not applicable at this time.

Council Action:

Consensus to move forward with recruitment of the Economic Development Manager position based upon the above staff recommendation.

Attachments

- PC Draft Minutes 01-22-13
- Draft Job Description
- Bus. Ret. and Exp. Report
- EDA Minutes 01-2013
- Needs Analysis

Form Review

Inbox	Reviewed By	Date
Kurt Ulrich	Kurt Ulrich	01/31/2013 12:22 PM
Colleen Lasher (Originator)	Colleen Lasher	01/31/2013 01:00 PM
Kurt Ulrich	Kurt Ulrich	01/31/2013 02:24 PM
Form Started By: Colleen Lasher		Started On: 01/29/2013 03:59 PM
Final Approval Date: 01/31/2013		

**PERSONNEL COMMITTEE
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The Personnel Committee conducted a regular meeting on Tuesday, January 22, 2013, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Jason Tossey
 Councilmember Randy Backous
 Councilmember Mark Kuzma

Also Present: City Administrator Kurtis Ulrich
 Human Resources Manager Colleen Lasher
 Fire Chief Dean Kapler
 Police Chief James Way
 Public Works Superintendent Grant Riemer
 Development Services Manager Timothy Gladhill
 Management Analyst Patrick Brama
 Interim Engineer Shane Nelson
 Mayor Sarah Strommen (Alternate)
 Councilmember David Elvig
 Councilmember John LeTourneau
 Councilmember Chris Riley

1. CALL TO ORDER

Councilmember Tossey called the regular meeting of the Personnel Committee to order at 5:01 p.m.

2. CITIZEN INPUT

There was none.

3. APPROVE AGENDA

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to approve the agenda as submitted.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

4. COMMITTEE BUSINESS

4.01: Consider a Resolution to Select a Chairperson and Alternate Chairperson for the Personnel Committee

Councilmember Tossey called for nominations for Personnel Committee Chairperson.

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to recommend the City Council adopt the Resolution Appointing Councilmember Tossey as 2013 Personnel Committee Chairperson.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

Chairperson Tossey called for nominations for Personnel Committee Alternate Chairperson.

Motion by Chairperson Tossey, seconded by Councilmember Backous, to recommend the City Council adopt the Resolution Appointing Councilmember Backous as 2013 Personnel Committee Alternate Chairperson.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

4.02: Consider a Resolution to Accept a Paid-on-Call Firefighter's Resignation

Human Resources Manager Lasher reviewed the staff report and recommendation of Fire Chief Kapler to accept the resignation of Cory Helgoe and recruit for this position upon the next regular Firefighter recruitment.

Motion by Councilmember Kuzma, seconded by Chairperson Tossey, to recommend that the City Council adopt the Resolution confirming the recommendation of the Personnel Committee to accept paid-on-call Firefighter Cory Helgoe's resignation and to recruit for this position upon the next regular Firefighter recruitment.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Kuzma and Backous.
Voting No: None.

4.03: Consider 2013 Fire Officer Selections

Fire Chief Kapler reviewed the staff report and recommendation for 2013 Fire Officer selections, noting the terms are staggered to assure Fire Department stability and firefighter opportunity. He explained why one position for Lieutenant 3 will remain vacant at this time. It was noted that while there is a financial impact, there is not a budget impact.

Councilmember Backous requested additional detail on the role of the Captain Lieutenant.

Fire Chief Kapler explained there are administrative responsibilities, requiring monthly reports, in addition to command responsibilities. An educational requirement was added several years ago, which he thinks also shows the gauge of the firefighter's desire for the position.

Councilmember Kuzma asked who acts as command when a call is received.

Fire Chief Kapler explained the Chief Officers, when available, respond. In addition, they rotate through positions to create a duty officer response with the goal of getting them into a command position, which has worked out well.

Councilmember Backous asked who is assuming the duties of the Lieutenant 3 position.

Fire Chief Kapler stated the first meeting of the officers was held several weeks ago and those duties were divided amongst others. He stated it is his goal to recruit for that position this year.

Chairperson Tossey asked if the educational requirement is on the firefighter's own time.

Fire Chief Kapler explained the Fire Department pays for the class but it is on the firefighter's own time.

Human Resources Manager Lasher asked if the Personnel Committee would be open, in the interest of staff time, to not have the case come back for additional consideration once Fire Chief Kapler identifies a Lieutenant 3 in consultation with the City Administrator.

Councilmember Backous asked if the case would be considered as a Council Consent Agenda item.

Human Resources Manager Lasher answered in the affirmative.

The consensus of the Personnel Committee was that the case would not have to come back for additional consideration.

Motion by Councilmember Kuzma, seconded by Chairperson Tossey, to recommend that the City Council accept Fire Chief Kapler's recommendation for 2013 Fire Officer Selections.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Kuzma and Backous. Voting No: None.

4.04: Consider a Resolution to Approve the 2013 Non-Union Health Insurance Contributions and Non-Union Cost of Living Adjustments

Human Resources Manager Lasher reviewed the staff report and options for 2013 health and life insurance and cost of living adjustment for the City's 21 non-union employees.

Councilmember Backous asked what are the numbers for each health option.

Human Resources Manager Lasher stated this is the second year in a row with zero enrollment in the 100% co-pay plan. The City's options are locked on that plan to promote more consumer driven health care choices. She advised that of employees enrolled in the single plan, about 75% take the highest deductible option of \$4,000. The City covers the cheapest single premium in

full. Human Resources Manager Lasher advised a handful of employees take the \$1,500 deductible but for employees not claiming single (employee plus spouse/children/family) the \$2,500 plan is popular.

Councilmember Backous stated it is supported by the employee because each gets a contribution of almost \$2,000 into their Health Reimbursement Account (HRA).

Human Resources Manager Lasher explained the amount of HRA contribution is a City decision and had been based on the deductibles and indexed each year. Ramsey has been with an HRA for six years.

Councilmember Backous asked whether employees understand an HRA is the City's money, not like a Health Savings Account (HSA) where the funds go with the employee.

Human Resources Manager Lasher clarified the money going into the HRA is the employee's money, even though not an HSA.

Councilmember Backous explained HRAs are more of an accounting entry and the funds stay with the employer so that aspect needs to be discussed.

Chairperson Tossey noted an HSA is a savings account so it is employee funded. An HRA involves reimbursement of the employee's expenses, once submitted.

Councilmember Backous stated he is 100% against offering the ability to opt out because they are voluntary benefits. If the employee does not take the benefit, he would oppose paying them.

Councilmember Kuzma asked whether there is a savings to the City when employees opt out.

Human Resources Manager Lasher explained it would be an estimate because the City does not know what an employee will decide to do, but she believed it would be a savings to the City of \$2,200.

Chairperson Tossey stated he had been approached by a retired police officer about this matter and asked if there is a penalty if each spouse has insurance.

Councilmember Backous explained that type of restriction probably involved a coordination of benefits clause written into the insurance plan.

Councilmember Kuzma stated it is a benefit if you are an employee and if the employee does not want the benefit, he would not oppose them receiving a cash check if it results in a savings to the City.

Human Resources Manager Lasher advised the City has these rates as long as it stays with LOGIS because it will remain in the large group. It would only be a consideration if the City decides to leave LOGIS and less than 50 people are covered.

Councilmember Backous felt offering an opt out could endanger the City's ability to get group rates and philosophically he found it wrong to pay people for not taking a voluntary benefit. He noted if it saves the City money, those funds can be better used elsewhere.

City Administrator Ulrich noted another option is to not offer a cash benefit but a contribution to the HSA or different coverage such as deferred compensation.

Councilmember Backous stated another option is to offer more life insurance.

City Administrator Ulrich stated the City needs to be careful if LOGIS changes and an employee is penalized if they opt out.

Chairperson Tossey asked how the employee would have an HRA if not accepting the benefits. He stated he does not want to jeopardize the City's future coverage or impact the employee's coverage, but he would support an opt out if it is cheaper for the City in the long run.

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to recommend that the City Council adopt the Resolution to increase the non-union wage scale by one percent.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma. Voting No: None.

Motion by Councilmember Backous, seconded by Chairperson Tossey, to recommend that the City Council adopt Resolution #13-01-XXX to approve the non-union City's health insurance contributions as detailed in the staff report.

Further discussion: Councilmember Backous pointed out that the City's health insurance plan is a "very rich plan" and a good benefit to employees. It is not a typical type of plan and he would like employees to be aware of that fact. Human Resources Manager Lasher stated her understanding that this rate structure, among municipalities, is common and that the private sector is completely different. Councilmember Backous stated he supports the plan since the City needs to compete for municipal employees.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma. Voting No: None.

Chairperson Tossey asked the Committee to next discuss the option to waive health insurance in exchange for a cash benefit (opt out). He asked if this needs to be decided tonight.

Human Resources Manager Lasher explained it does not need to be acted on tonight but in order to make this change, it would be a mid-year election/policy change. She stated she has consulted with the City's benefit broker in case employees want to make this qualified status change. Human Resources Manager Lasher noted that many employees have spouses with benefit years renewing February 1 so their spouses are now in open enrollment, which would be the best time to allow them to take advantage. Otherwise, employees cannot take advantage until 2014 unless there is a status change.

Councilmember Backous pointed out that if the spouse's employer's coverage changes significantly, a status change is allowed. He asked if the City has noticed any problem by not offering a cash payment in lieu of benefits.

Human Resources Manager Lasher advised that employees have wanted this option for a long time and in some cases, depending on their spouse's plan, there is either first dollar coverage or there is not. With the police officer who wanted this benefit, it was because if the officer stayed on the City's plan, he was forced to meet the \$4,000 deductible before his spouse's plan would pick up anything.

Councilmember Backus stated the City cannot control the benefit their spouse receives.

Chairperson Tossey indicated the City has 12 employees already grandfathered in that get \$290 and asked how many more employees there will be.

Human Resources Manager Lasher advised that one more is currently waiving but does not get the benefit. In administration, she knows of three more.

Councilmember Backous noted the opt out results in the City paying the spouse's premiums and puts that risk on someone else. In addition, it takes the employee out of the City's pool, possibly hurting the City's status and rates.

Councilmember Kuzma stated he favors offering the opt out with the caveat that the employees agree to come back if the City faces financial detriments as a result of offering credit in lieu of coverage.

Human Resources Manager Lasher noted the City is locked in through the end of 2016.

Chairperson Tossey stated the City could try this alternative and if there is an impact, change it.

Councilmember Backous cautioned the Committee that from a benefits standpoint, it is easy to give things but difficult to take them away.

Chairperson Tossey stated he would support allowing the opt out with the added language suggested by Councilmember Kuzma.

Motion by Councilmember Kuzma, seconded by Chairperson Tossey, to recommend that the City Council adopt the Resolution to offer the option to waive health insurance in exchange for a cash benefit conditioned on the employee agreeing to come back if the City faces financial detriments as a result of offering credit in lieu of coverage.

Further discussion: Human Resources Manager Lasher advised that a few employees take the benefit only for VEBA since it is \$130/month.

Motion carried. Voting Yes: Chairperson Tossey and Councilmember Kuzma. Voting No: Councilmember Backous.

4.05: Consider a Resolution to Address Building Maintenance Staffing Needs

Human Resources Manager Lasher reviewed the staff report and recommendation to approve hiring Jeff Strelow as a regular part-time building maintenance worker, at Step 1 of the 2012 wage scale of \$15.99 per hour for 20 hours per week; with the option to work up to 30 hours per week, as determined by the Public Works Superintendent and approved by the City Administrator. All other personnel policies would apply and Mr. Strelow would be subject to a six-month probation.

Councilmember Backous asked what the City could do without as far as building maintenance tasks, such as not vacuuming as often.

Public Works Superintendent Riemer explained the main focus is coverage to offer to the public, not the activities, since someone needs to be in the building if meeting room spaces are in use.

Councilmember Backous asked about the City's policy to use City Hall meeting space.

Public Works Superintendent Riemer stated the City charges \$75 for the Lake Itasca Room if a resident and \$100 if not a resident. If after hours or on a weekend, there is an additional \$54/hour charge plus the rental rate.

Councilmember Backous asked how those rental rates compare to the City's maintenance expense.

City Administrator Ulrich noted the rental fee is waived for non-profits and community groups, which comprises a large percentage of the users.

Councilmember Backous stated if the non-profits/community groups are not within Ramsey, he felt the City should reconsider whether the rental fee should be waived.

Human Resources Manager Lasher answered the member's questions related to the salary and benefits that had been factored into the cost.

Councilmember Backous asked where rental revenues are deposited.

City Administrator Ulrich advised rental revenues go into the General Fund.

Councilmember Backous suggested rental revenues be used to fund building maintenance staffing needs.

Chairperson Tossey agreed since this position was not considered in the 2013 budget and will be a regular employee position. He stated he would like to know the rental revenues received when City Hall rooms are rented.

Councilmember Backous stated if the rental rates need to be adjusted, that can be considered.

Chairperson Tossey stated he cannot support this case until the Personnel Committee has more information on rental revenues.

With regard to reducing maintenance services, Police Chief Way noted a lot of people track into and out of the City Hall each day and if the flooring is not vacuumed regularly, the wear and tear on the carpet will be incredible. He noted if the maintenance staff is here, they are working on those tasks.

Chairperson Tossey indicated if this employee position is approved, he wants all rental fee revenue to go towards this expenditure.

City Administrator Ulrich asked whether staff should look at the rental rate fees in addition to the Rental Policy.

The Personnel Committee indicated in the affirmative, noting that report should be presented to the City Council.

Chairperson Tossey stated consideration of this item will be tabled until additional information is available.

4.06: Consider a Resolution to Recruit for an Economic Development Manager

Human Resources Manager Lasher reviewed the staff report, findings of the needs analysis, and recommendation to slightly restructure this position from Economic Development & Marketing Manager to Economic Development Manager to allow focus on economic development. Human Resources Manager Lasher recommended staff be authorized to begin the recruitment process for this position, noting funding is included in the 2013 budget.

Chairperson Tossey asked if this person would also be the new HRA Executive Director.

City Administrator Ulrich stated that is not necessarily part of this consideration but is a possibility since it would be 60% funded from that source.

Chairperson Tossey stated he would like the City Administrator to be focused on administration, not HRA/EDA activities. He stated this position was budgeted in 2013 but he wants to assure it includes HRA activities.

City Administrator Ulrich stated HRA is not currently in the job description, but it could be added since it is anticipated the position will work with the HRA. He stated the skills will include technical, real estate and development, and ability to negotiate and close real estate deals.

Chairperson Tossey noted the EDA paid some salary for the former HRA Executive Director and while he would like the HRA to be “gone,” in the mean time he wants to assure this position can take over that role. That was his intention when he supported including it in the 2013 budget.

Councilmember Backous asked if the City is being realistic in expecting to attract an employee with development and real estate abilities at a salary of \$67,000 (\$32/hour) plus 30% for benefits.

Human Resources Manager Lasher stated that is a great question. She noted the recommendation is Step 1 of the wage scale, which is competitive, but in order to retain Mr. Backman, he was hired at Step 3.

Chairperson Tossey asked Mayor Strommen for comment.

Mayor Strommen shared the concern that at this salary, the City may not be able to recruit an employee with this level of experience, assuming they may take on HRA Executive Director and Development Manager responsibilities.

Human Resources Manager Lasher stated it is based on the market but she would have the option, if desired, to advertise the position with a full salary range to generate more interest.

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to recommend that the City Council adopt the Resolution authorizing staff to begin a recruitment process for an Economic Development Manager and advertise the full salary range to generate more interest.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

4.07: Consider a Resolution Regarding a Leave of Absence (Portions of this discussion were closed to the public)

Human Resources Manager Lasher reviewed the staff report. She advised that under Minnesota Statutes, the meeting can move into closed session to discuss personnel issues. She indicated the closed session discussion will relate to reauthorization of a leave of absence. The closed session will be tape recorded and that tape will be maintained for a period of eight years.

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to move to closed session to discuss personnel issues.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

The Personnel Committee meeting moved into a closed session at 6:03 p.m.

The Personnel Committee reconvened in open session at 6:14 p.m.

Motion by Councilmember Backous, seconded by Chairperson Tossey, to recommend that the City Council adopt the Resolution approving an additional leave of absence through May 31, 2013; the maximum amount of leave time allowed per the City's Leave of Absence Policy.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Backous and Kuzma.
Voting No: None.

4.08: Consider a Resolution to Authorize Staff to Recruit for a Replacement Patrol Officer Position from the Recent Patrol Officer Recruitment File

Human Resources Manager Lasher reviewed the staff report and recommendation to authorize staff to recruit for a Patrol Officer from the recent Patrol Officer recruitment file in order to fill the position left vacant by the officer on an extended leave of absence.

Motion by Councilmember Kuzma, seconded by Chairperson Tossey, to recommend that the City Council adopt the Resolution to authorize staff to recruit for a Patrol Officer from the recent Patrol Officer recruitment file at this time.

Motion carried. Voting Yes: Chairperson Tossey, Councilmembers Kuzma and Backous.
Voting No: None.

COMMITTEE INPUT

None.

ADJOURNMENT

Motion by Councilmember Backous, seconded by Councilmember Kuzma, to close the regular meeting of the Personnel Committee.

Motion carried.

The regular meeting of the Personnel Committee adjourned at 6:18 p.m.

Respectfully submitted,

Colleen Lasher
Human Resources Manager

ATTEST:

Jo Ann M. Thieling
City Clerk

Drafted by Carla Wirth
TimeSaver Off Site Secretarial, Inc.

CITY OF RAMSEY POSITION ANALYSIS

POSITION TITLE: Economic Development Manager

DEPARTMENT: Administrative Services

POSITION TITLE OF IMMEDIATE SUPERVISOR: City Administrator

FLSA STATUS: Exempt

PRIMARY OBJECTIVE OF POSITION: This position works under the general direction of the City Administrator while collaborating with other City staff, including but not limited to staff responsible for supporting the role of economic development and its strategic initiatives.

This position manages all aspects of the City's economic development and redevelopment activities by designing and implementing economic development plans, programs, and services for both commercial and industrial businesses via a variety of complex and routine professional, technical and administrative functions.

RESPONSIBILITIES:

- A) Economic Development Authority (EDA) Manager
- B) Housing and Redevelopment Authority (HRA) Executive Director (For Discussion)**
- C) Economic Development Events
- D) Business Retention and Relationship Management
- E) Real Estate and Development Transactions
- F) TIF and Job Creation Reporting/Tracking
- G) Right of Way Acquisition Program Management (Met Council RALF Program)
- H) Communications and General Information
- I) Perform a wide range of other tasks (within the ability and resources of the Economic Development Manager) at the verbal or written direction of the City Administrator/

TASKS RELATED TO RESPONSIBILITIES:

- A) Economic Development Authority (EDA) Manager
 - Provide professional and technical advice and support the work of the EDA
 - Prepare monthly EDA agendas & cases, and follow-up on direction given
 - Oversee administration of the EDA Website
 - Update listings as brokers provide new information, verify listings periodically, update MNPRO site and listing information as needed
 - Develop annual work plan and goals
 - Perform cash flow analysis for prospective businesses locating in the City
 - Work with Economic Development Consultant on business contracts and prepare business relocation proposals for businesses including use of financial assistance and other incentives
 - Plan and coordinate various annual community EDA events and act on initiatives

established

- Review of blighted properties for possible purchase from willing sellers for redevelopment
Develop strategies for working with other appropriate commissions and task forces

B) Housing and Redevelopment Authority (HRA) Executive Director (For Discussion)

C) Economic Development Events

- Coordinate ongoing COR (downtown development) meetings with potential developers, retailers, and office users for sites in the COR as a part of the Development Management Team
- Coordinate economic development and promotional activities aimed at attracting new development and investments
- Prepare business update article for the Chamber (twice annually)
- Write Business Spotlight articles by selecting a business, interviewing the business owners and promoting the business in the Ramsey Resident newsletter.
- Coordinate Business Spotlight for QCTV airing with video visits to a selected Ramsey business
- (moved to D)Develop short and long range economic development and redevelopment plans
- Coordinate Business Expo (Annually in the Spring)
- Coordinate Business Appreciation Day (Annually the third Tuesday in August)
- Coordinate Business Networking Meeting (Annually in the Fall)
- Coordinate activities with other City staff , agencies, local groups and others as needed

D) Business Retention and Relationship Management

- Develop and maintain Business Expansion and Retention Program via regular contact with business owners while possessing the background knowledge and understanding of each business in order to demonstrate a sincere appreciation for the business
- Develop and/or revise and manage economic development incentive programs for recruitment, expansion, and retention of industry and commerce projects
- Manage established and emerging projects
- Coordinate infrastructure needs for economic development projects and manage financing of improvement phase of project
- Identify methods to assistance local businesses remain solvent, identify opportunities to partner or collaborate and provide analysis for business expansion
- Develop retention tools, programs, strategies, and financing to retain and expand current businesses and develop, grow, and attract new businesses to the City
- Attend local business networking meetings to provide updates on development and opportunities in the city
- Negotiate and implement development agreements for new and redevelopment projects including coordination of business subsidy requirements, property acquisition, relocation efforts, site preparation, and related actions.

E) Real Estate and Development Transactions

- Negotiate and secure property purchases for the purposes of economic development and redevelopment, including coordinating and representing the City at real estate closings
- Provide business knowledge of available public and private business financing resources including local bank financing, small business administration loan programs, state assistance, and other funding sources
- Understand key real estate terms to foster communications with developers and retailers
- Recognize the roles and responsibilities of others in the development process

F) TIF and Job Creation Reporting/Tracking

- Coordinate and complete annual business subsidy reports to the State of Minnesota
- Maintain COR TIF District and manage resources for districts set to decertify in next five years
- Manage escrow accounts for past industrial projects
- Prepare MBAF reporting (due annually April 1) on job creation from subsidies awarded

G) Right of Way Acquisition Program Management (Met Council RALF Program)

- Coordinate appraisal process on RALF projects
- Oversee Property Management of RALF properties
- Manage lease agreements activities, as well as maintain property files
- Develop and maintain a comprehensive inventory database of available buildings, land, and sites in the community for economic development purposes

H) Communications and General Information

- Collaborate with City communications staff to maximize economic development communications and marketing efforts
- Respond to requests for information for economic development or redevelopment purposes by preparing data sheets, coordinates site plans, GIS maps
- Respond to citizen inquiries about local economic development activities and opportunities
- Respond to general inquiries such as answering property tax related questions and running tax and TIF estimates for industrial projects
- Prepare and maintain information on utilities, taxes, zoning, transportation, community services, financing tools, etc.
- Monitor local, state and federal legislation and regulations relating to economic development
- Utilize Starlite System through Anoka County to obtain property information
- Update and verify Current Business List to serve as a contact list for the Business Expo and the Business Appreciation day event
- Develop and research economic development trends and present recommendations to the City Administrator, EDA, and the City Council
- Prepare and present cases for projects to City Council as needed
- Gather, interpret, and prepare data for studies, reports and recommendations

- Assist in the application and submission of grants and other outside funding opportunities to further the economic development goals of the City

I . . Perform a wide range of other tasks (within the ability and resources of the Economic Development Manager) at the verbal or written direction of the City Administrator.

KNOWLEDGE, SKILLS AND ABILITIES

- (A) Knowledge of business retention programs and economic development and redevelopment principles
- (B) Knowledge of municipal zoning and infrastructure and planning programs and processes
- (C) Knowledge of public relations programs/initiatives related to economic development
- (D) Considerable knowledge of tax increment financing law and TIF district administration and the Minnesota property tax system
- (E) Knowledge of real estate and development transactions
- (F) Ability to communicate effectively orally and in writing with architects, contractors, developers, owners, supervisors, employees, EDA, City Council, and the general public
- (G) Ability to establish effective working relationships
- (H) Ability to perform work and manage projects in a timely and thorough manner
- (I) Ability to demonstrate initiative and excellent problem solving skills
- (J) Ability to effectively handle a wide variety of city projects and problems in an effective and professional manner
- (K) Ability to maintain a positive image of the city through effective handling of problems and sound coordination of multi-department programs
- (L) Ability to anticipate communication needs of public, Council and staff and effectively act to meet those needs
- (M) Skill in the operation of job-related equipment
- (N) Ability to develop a project management schedule for carrying out assigned tasks and meet the schedule in a timely manner.

MINIMUM QUALIFICATIONS

- At least 18 years of age
- Bachelor's degree in Urban Planning, Land Use Planning, , Public Administration, or a closely related field
- Progressively responsible project management experience
- Municipal planning/development experience
- Five years professional experience in the private/public sector with leading/managing development and marketing initiatives within a community or experience relating to economic development
- Proficiency using computers – word processing, spreadsheet programs, GIS
- Excellent written and verbal communication skills
- Valid unrestricted class D state driver's license with a good driving record

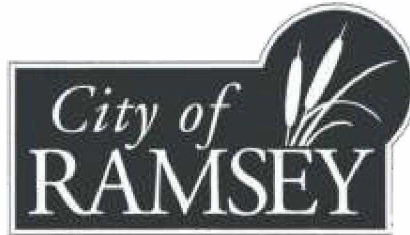
DESIRABLE QUALIFICATIONS

- Private sector development experience

- Masters degree in Urban Planning or closely related field
- National Development Council-Economic Dev. Finance Professional Certification

	Very Important (Mandatory - you must do it to perform job)	Important (Usually required for the job but not mandatory)	Slightly Important (Sometimes needed to perform job)	Not Important (Do not need it to perform job)
Physical Activities:				
1. Standing	X			
2. Sitting	X			
3. Walking			X	
4. Lifting			X	
5. Pushing/Pulling			X	
6. Carrying			X	
7. Climbing				X
8. Kneeling (bending leg at knee and resting on knee)				X
9. Crawling (moving about on hands and knees)				X
10. Crouching (bending at knees)			X	
11. Bending at waist			X	
12. Reaching (extending hands and arms in any direction)		X		
13. Handling objects (grasping, turning or otherwise using hands or hand)	X			
14. Repetitive hand motion	X			
15. Use of arm muscles over extended periods			X	
16. Use of leg muscles over extended periods			X	

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|--|---------------|---------------|-------|---------------------------------------|
| | _____ | | | |
| 17. Overhead work (over shoulder height) | _____ | _____ | _____ | _____ X _____ |
| 18. Stationary desk or bench work with neck bent forward | _____ X _____ | _____ | _____ | _____ |
| 19. Driving City vehicle or personal vehicle? | | _____ X _____ | Yes | Driving is an occasional requirement. |



BUSINESS RETENTION & EXPANSION PROGRAM

2012 EXECUTIVE REPORT

Prepared for:
Ramsey Economic Development Authority (EDA)
January 21, 2013

INTRODUCTION

The Ramsey Economic Development Authority (EDA) is responsible for directing business retention, expansion and recruitment efforts in the City of Ramsey. In 2012, the EDA identified business retention as a priority for the City of Ramsey, and subsequently directed Staff to develop and implement a business retention and expansion program.

The purpose of this report is to **(1)** outline the 2012 Ramsey business retention and expansion program structure **(2)** present and review program results and findings.

In summary, the 2012 Ramsey business retention and expansion program was very successful. A number of strong relationships were established (or repaired), various business concerns were addressed and a number of prospect expansion leads were identified.

PROGRAM STRUCTURE

Why does the City have a retention and expansion program?

Businesses pay a large portion of local property taxes, provide full time permanent jobs (with benefits), create wealth, support local nonprofit organizations and raise the standard of living for Ramsey residents. Therefore, businesses play a crucial role in the success of the City of Ramsey. A properly executed business retention and expansion program is a critical component of retaining and expanding businesses located in Ramsey.

Outcomes of a successful businesses retention and expansion program include: establishing strong relationships, developing an open line of communication, expressing appreciation and most importantly creating trust. A business that trusts and respects the City of Ramsey is significantly more likely to remain located (or consider expansion) in Ramsey than a business that does not have trust or respect for the City.

What is a business retention and expansion program?

A business retention and expansion program is a systematic method of developing and maintaining relationships with businesses located in the City of Ramsey. Once every two years, the City of Ramsey visits with representatives of local businesses; known as a business visit. Typically, visits included 1-2 Staff members and 1-3 business representatives. Business representatives are provided with an opportunity to express concerns or questions they have regarding the City, Staff conducts an informal interview (see Appendix A), both parties review newsworthy items and most visits end with a tour of a businesses' operations.

Commonly, business visits result in:

- An improved relationship between the City and a particular business
- A list of inquiries and suggestions a business may have regarding the City
- The City attaining valuable business data
- Identification of prospect expansion leads

RESULTS & FINDINGS

What businesses were included in the 2012 business retention and expansion program?

Up until 2012, the City of Ramsey had not implemented a regular systematic business retention and expansion program. Therefore, a number of businesses visited, were either being contacted for the first time or have not been visited for a number of years. Staff identified 55 target businesses to launch this program. Businesses were selected based on location, size and industry.

From October 2012 to January 2013, Staff conducted 24 business visits; see below. The remaining 31 businesses will be targeted for the next round of business visits (2013).

2012 BUSINESS VISITS CONDUCTED		
DATE	COMPANY	CONTACT
10/1/2012	RJM and General Paper	Jim Lundeen
11/1/2012	Minnesota Tool and Die Works	Keith Sherer
11/1/2012	American Print & Digital	Jason Farrell
11/7/2012	Summit Aerospace Supply, Inc.	Michelle Koch
11/7/2012	RV World	Darren Mann
11/15/2012	Anderson Dahlen	Tom Knoll
11/15/2012	Panther Precision Manufacturing	Tom Olson
11/15/2012	Allina Medical Clinic	Becky Forsell
11/15/2012	Class C Components	Bruce Gorecki
11/19/2012	Command Tooling Systems	Julie Pawlowski
11/21/2012	Ace Solid Waste	Mike Berkopec
11/21/2012	B&F Fastener	Loren O'Brien
11/21/2012	Matrix Tool & Design INC	Dennis Young
11/26/2012	GMI, INC	Richard Powell
11/27/2012	Comfort Suites of Ramsey	Scott Davy
11/29/2012	Bolton & Menk, INC.	Kevin Bittner
12/13/2012	Heritage Millwork	Pat Menth
1/2/2013	MMI Precision Manufacturing	Shawn Martin
1/9/2013	Superior Striping	Tom Frederick
1/10/2013	Life Fitness	Frank Nogle
1/10/2013	Arrow Components Corp	Larry DeForrest
1/10/2013	Lake Region RV	Dale Borstad
1/11/2013	Diamond Graphics	Don Patterson
1/15/2013	Depot Star	Mark Korin

What are the results?

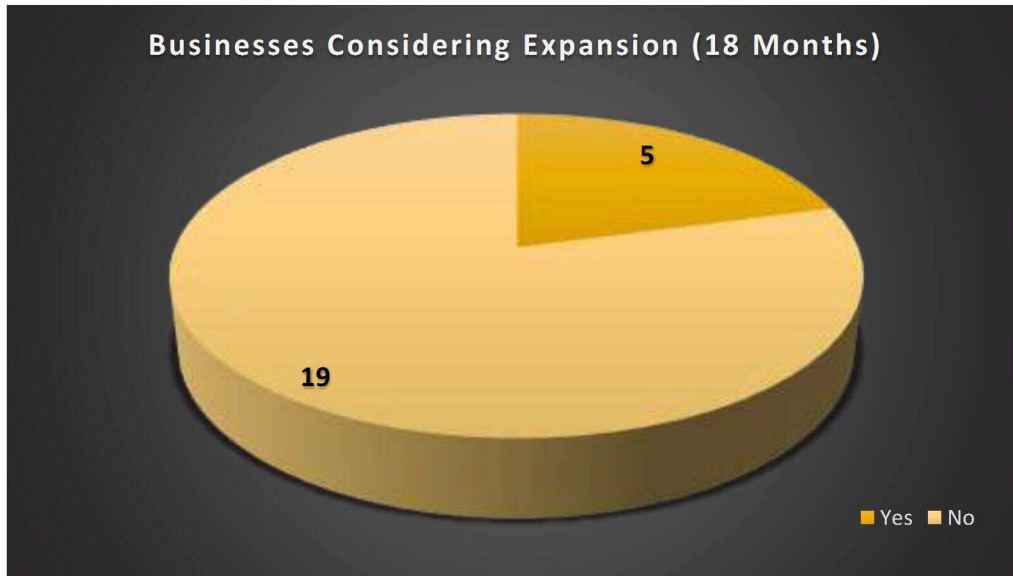
A number findings and leads resulted from the 2012 business retention and expansion program. Please note information has been presented in aggregate. A number of businesses have asked to remain anonymous; therefore specific information from specific businesses remains confidential. Additionally, not all 24 businesses answered every question proposed by Staff. Therefore, sample sizes are different for each findings category. Findings categories are listed below:

Findings: Categories

1. Considering expansion
2. Number of employees
3. Facility
 - Size
 - Ownership
4. Sales
5. Outlook
6. Ramsey
 - When did you locate
 - Where did you relocate from
 - Why locate in Ramsey
7. Markets served
8. Ramsey weaknesses, suggestions for improvement

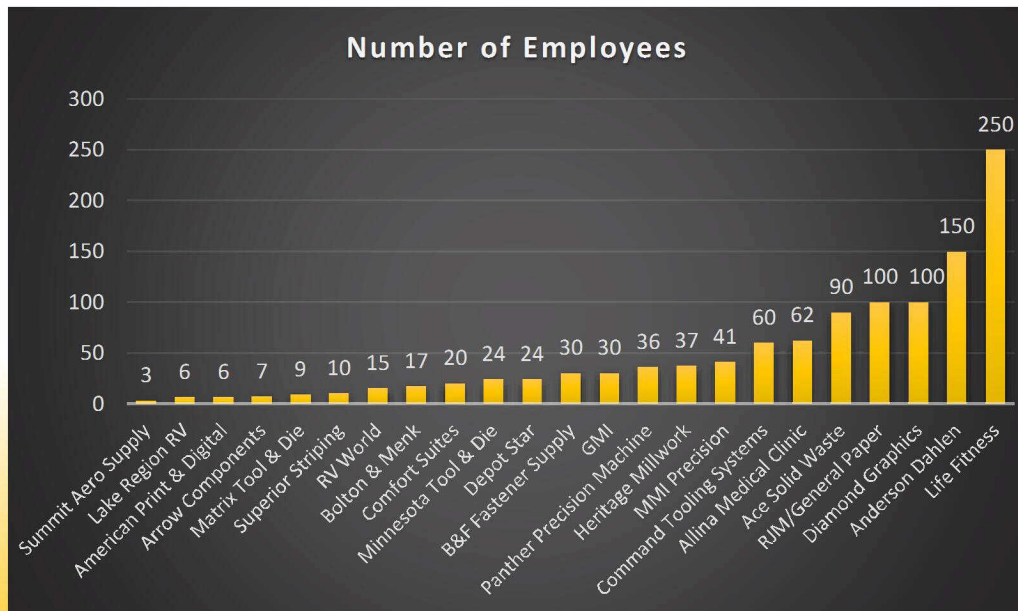
1. BUSINESSES CONSIDERING EXPANSION

Businesses that have expressed interested in expanding in the next 18 months are identified below. Staff is working with prospect businesses today. As updates are available, they will be provided through the EDA.



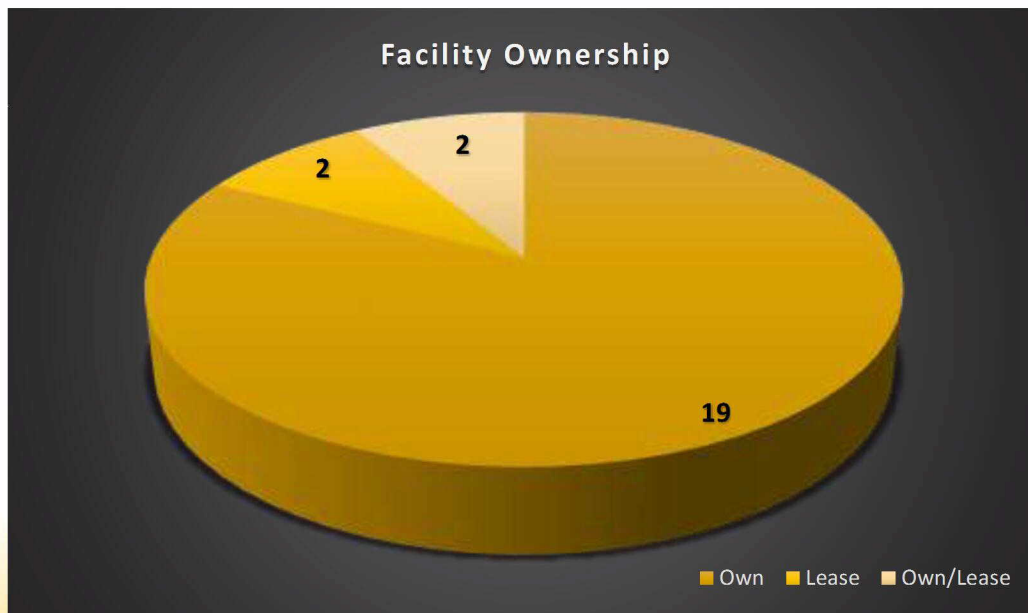
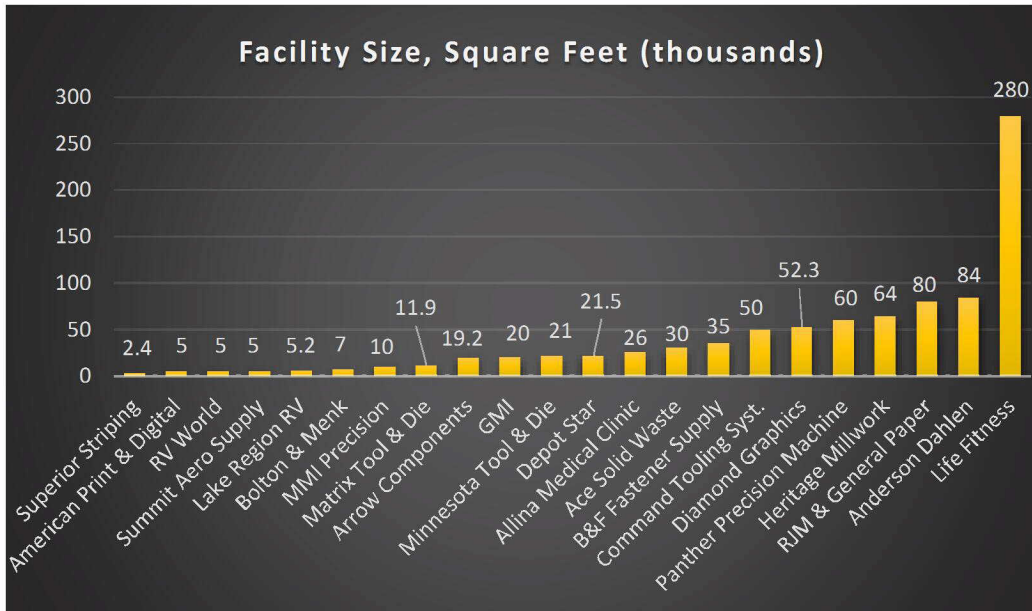
2. NUMBER OF EMPLOYEES

Each business was asked how many people they employ. Without drilling down into detail, below are the results (full time). NOTE: a number of employers expressed they have seasonal employees. In aggregate, businesses employ about 150 seasonal employees.



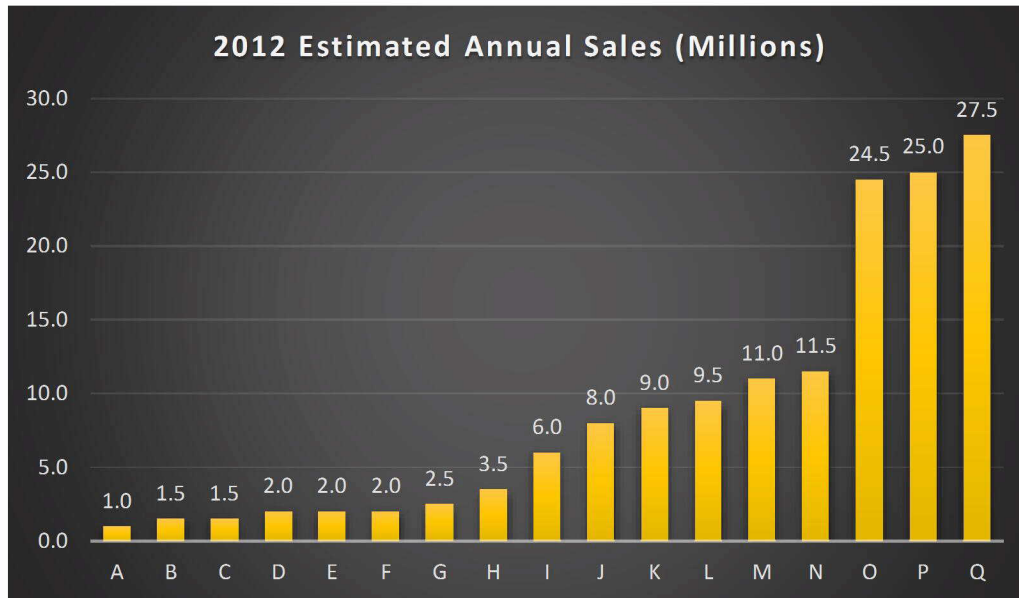
3. FACILITY SIZE & OWNERSHIP

Businesses reported the size of their facility (square feet); and whether they owned or leased their facility.



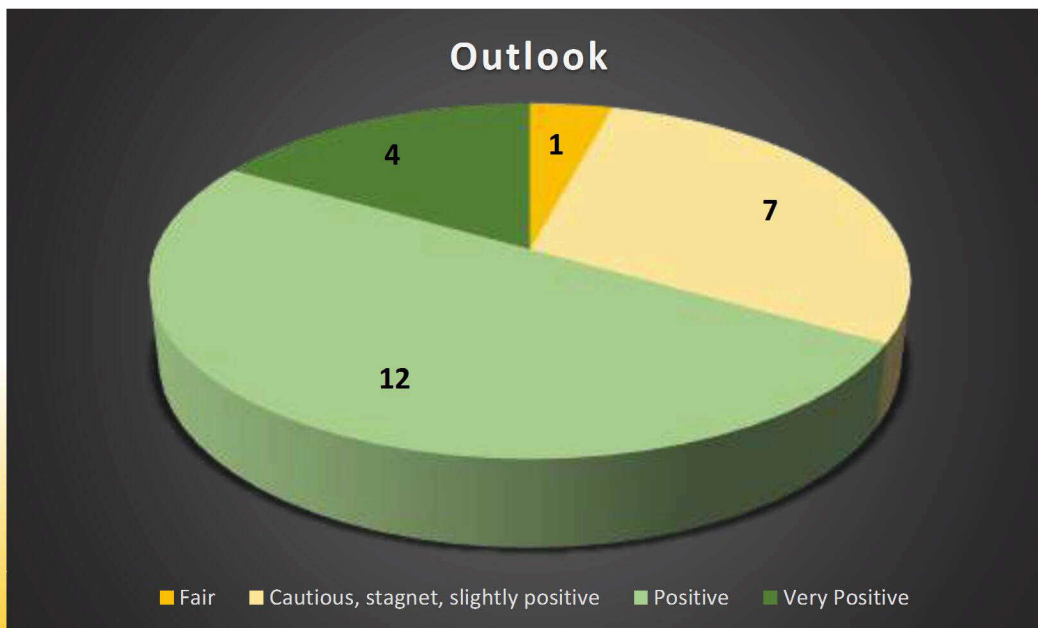
4. ESTIMATED ANNUAL SALES, 2012 GROSS

Businesses reported their 2012 annual gross sales. Listed below are the results. NOTE: this information is confidential to many businesses. Therefore, some businesses did not respond and a number of businesses asked to remain anonymous.



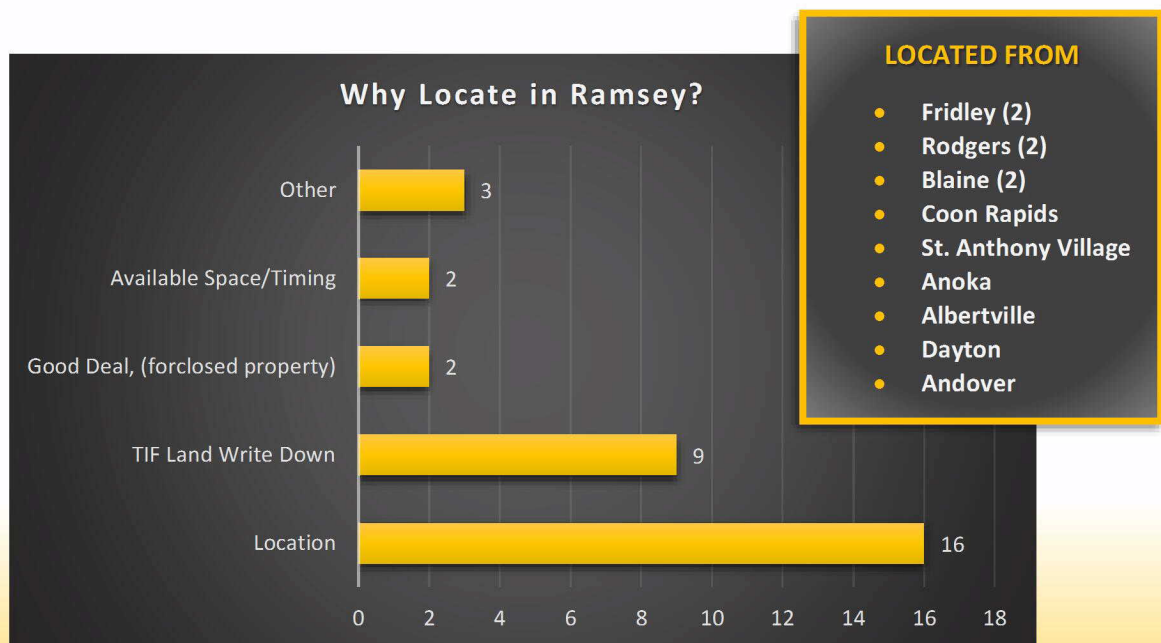
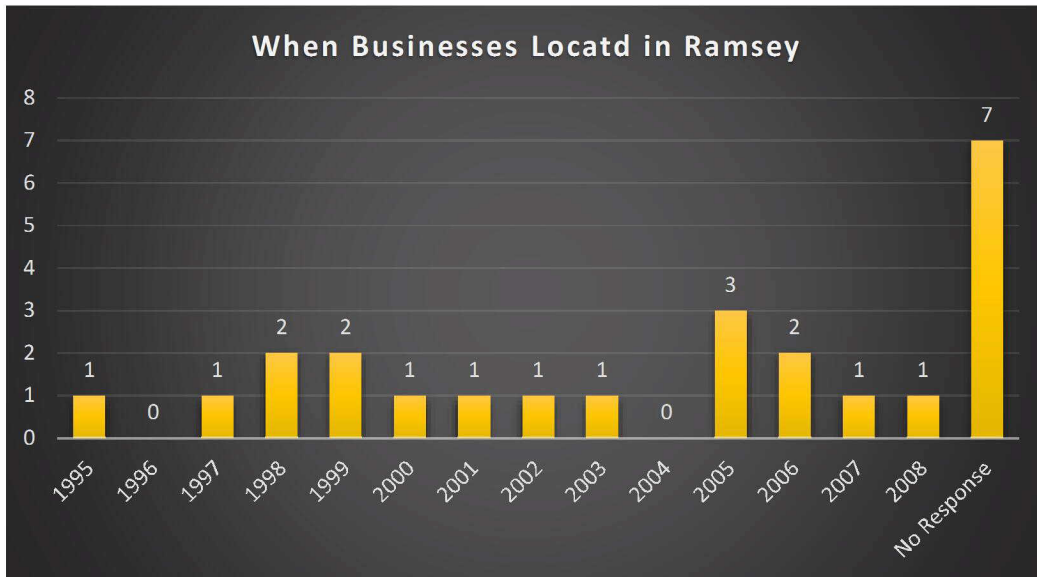
5. OUTLOOK

Businesses were asked what their outlook was; meaning, how do they anticipate the next 2-3 years to go, as far as sales growth. Below are the results.



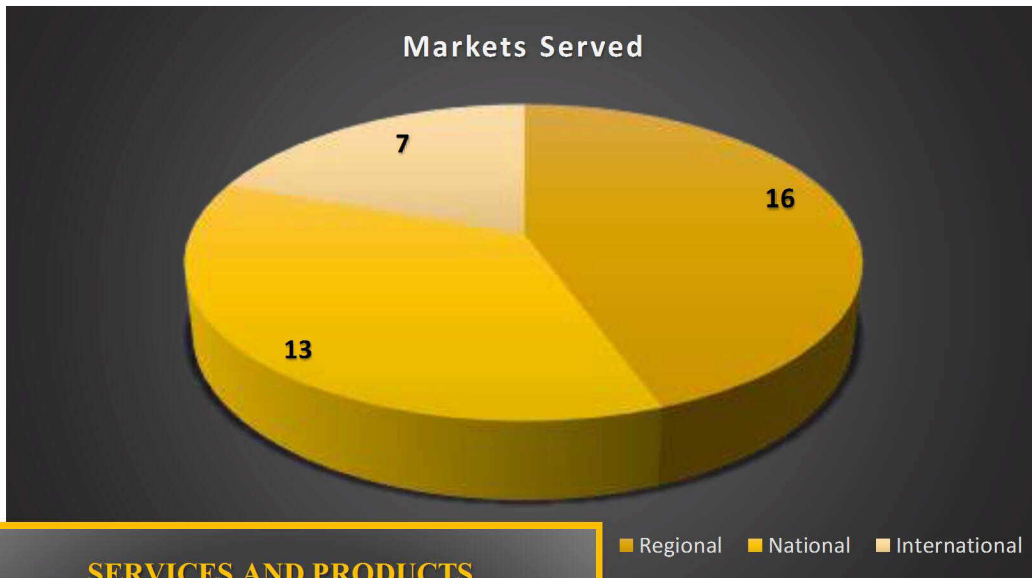
6. RAMSEY: WHEN, WHERE FROM, WHY?

Businesses were asked: when did they locate in Ramsey, where did they locate from and why are they located in the City of Ramsey. Results are listed below.



7. MARKETS SERVED

Businesses were asked what markets they served. Regional is considered Minnesota plus the eastern Dakotas, western Wisconsin and northern Iowa. National is U.S. only. International is anywhere outside the U.S. Many businesses serve more than one market (more answers than sample size). Results displayed below.

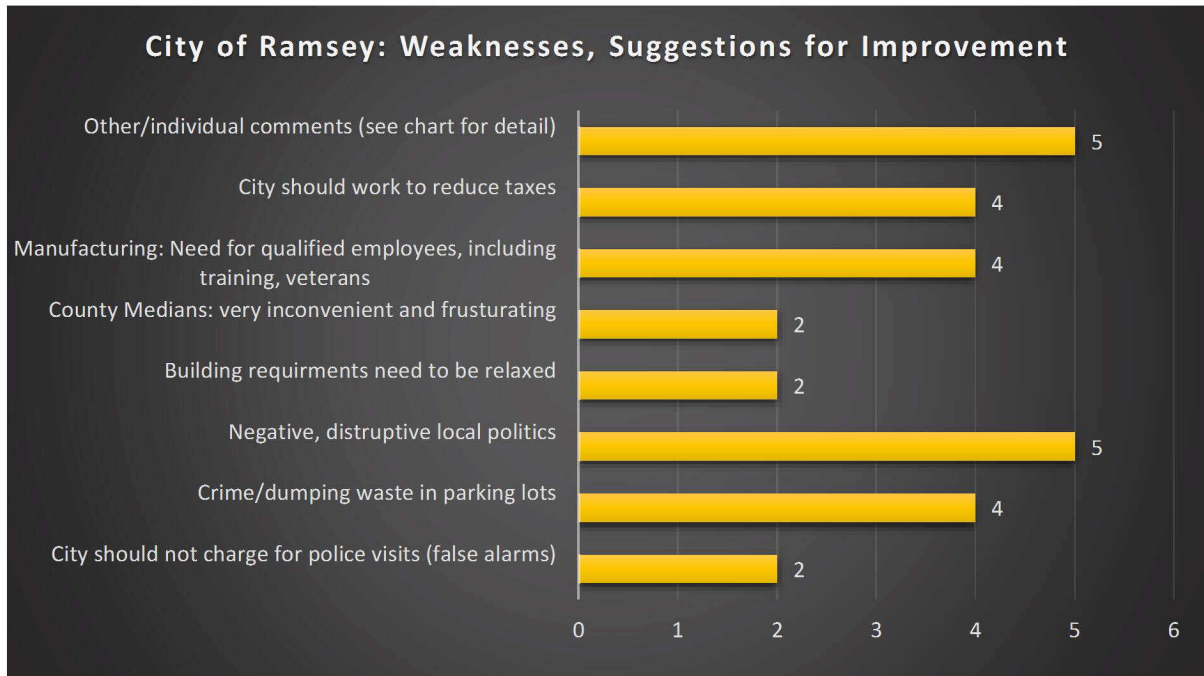


SERVICES AND PRODUCTS

- Electrical Mechanical Solutions, Repairs and Refurbishing
- Fitness Equipment Manufacturing
- RV Dealerships (2)
- Industrial Machining (5), Tooling (5), Dies (3), Cutting (5), Custom Manufacturing
- Plastic Card Printing
- Medical Services
- Printing Services
- Fastener Supply
- Aerospace and Navel Electric Supply
- Engineering and Surveying Services
- Millwork Production
- Packaging and Paper Manufacturer
- Waste Services

8. RAMSEY WEAKNESSES, SUGGESTIONS FOR IMPROVEMENT

Businesses were asked, as far as the City of Ramsey goes, what are our weaknesses and what can we do to improve (from the perspective of a business). Below is a graphical display, on the next page is detailed list. NOTE: some businesses had multiple suggestions and some did not have any: therefore, sample sizes are inconsistent.



(Continued, next page)

STAFF NOTE/SUGGESTION:

A number of Ramsey businesses are considering expansion in the coming years. At this point, the City no longer owns any parcel greater than one acre in size. The inventory of privately held available lots is very limited. Therefore, competitively responding to prospects is a challenge for Staff.

If the City wishes to retain expanding Ramsey businesses, and attract new businesses to this community, there is a need to acquire (or secure) land for economic development purposes. Until this item is addressed, the City of Ramsey will remain less competitive than surrounding Cities. Additionally, the City will eventually lose expanding businesses that no longer can fit their operations within the Ramsey.

RAMSEY WEAKNESSES/SUGGESTED IMPROVEMENTS:

Suggestions made by multiple businesses:

- Periodically businesses will have false alarms, and the Ramsey Police Department will be called out. In certain situations, the City charges Businesses for said visits/false alarms. Business owners are frustrated--being they pay significant property taxes (tens of thousands). Police visits should not be charged back to a property owner. Lastly, one business owner believes the City should call the contact provided to the City for business registration and communicate there was a visit/alarm/etc. (2)
- A number of businesses are frustrated with the negative local politics in Ramsey; said issues create mistrust, second guessing of City policies and embarrassment for businesses. (5)
- Keeping the local tax levy low is a major priority to Ramsey businesses, as their industries are very competitive. Businesses hope this is a priority to the City Council. (4)
- Large County medians are a major inconvenience and frustration for employers and employees. Giving directions is difficult, access to nearby food and retail options is difficult. The City should be cognizant of boulevards' negative impacts. (2)
- A lack in supply exists for qualified employees in the City's manufacturing sector. Some companies are interested in learning how to recruit locally. Additionally, a couple businesses have indicated they are interested in hiring veterans. (4)
- Commonly, people dump waste and furniture in Ramsey Businesses' parking lots (without permission). Additionally, crime (theft) is common in parking lots; especially behind buildings. A number of businesses have requested more patrols. Issues are most common in the summer. (4)
- Businesses are interested in the use of metal materials for construction of buildings in Ramsey. One business has requested the use of a metal pitched roof. One business believes the City's tree/planting requirements are too ridged and don't account for "real world" scenarios. The City should be more flexible in calculating tree requirements. (2)

Suggestions made by one business:

- One business has successfully used the program known as "Economic Gardening" and strongly suggests the City consider offering said service to Ramsey businesses.
- The City's sign regulations are too strict in the COR. The City should allow additional signage than the code provides today.
- The City should consider improving their business expo. It is not professional enough, the traffic is too low and they should not allow merchant vendors to attend.
- The City should consider redevelopment of the old HealthQuest property as a biotech incubator.

APPENDIX A

2012 BUSINESS SURVEY



HISTORY/BACKGROUND/PRODUCTS/SERVICES
[Origination, ownership structure, products/services, etc.]

NUMBER OF EMPLOYEES
[F.T.E., changes/trends]

SALES
[Past year/projected, changes/trends]

FACILITY
[size, own/lease]

MARKETS
[Where do you serve and where to you buy from]

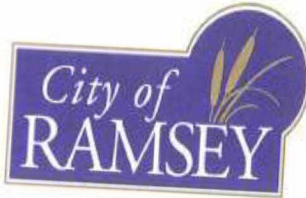
OUTLOOK
[Where do you see you company heading in the coming years]

COMPETITIVE ADVANTAGES & CHALLENGES

WHY RAMSEY
[Why is your business located in Ramsey—strengths]

RAMSEY WEAKNESSES
[What can we do better to serve our business communi]

FOLLOW UP
[Questions, requests or concerns about the City in rel]



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

October 1, 2012

Mr. John Dowe
Dowe Enterprises, INC.
1234 56th Street North
Ramsey, MN 55303

Mr. Dowe:

The City of Ramsey would like to set up a time to visit to your business.

As you may know, the City of Ramsey periodically visits local business. The purpose of these meetings is to 'catch up' and see how your business is doing, develop and maintain a line of communication and to see if you have any concerns or questions regarding the City of Ramsey.

Typically, we set up meetings on the second and fourth Thursday of each month. Meetings last between 30 minutes and one hour. Meetings are open ended, depending on what you would like to cover. Additionally, we have a few questions we would like to ask regarding your business.

In the coming days I will be contacting you to set up a time. If you have any questions or comments in the meantime I would be glad to help.

Best regards,

Patrick J. Brama
Management Analyst, City of Ramsey

OFFICE: (763) 433-9903 CELL: (763) 412-7609
ADDRESS: 7550 Sunwood Drive NW, Ramsey, MN 55303

**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, January 10, 2013, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Chris Riley
 Member John LeTourneau
 Member Wayne Skaff
 Member Jim Steffen (arrived at 7:35 a.m.) – Elected Chair 1/10/13
 Member Kristine Williams

Members Absent: None

Also Present: Patrick Brama, Management Analyst
 Kurt Ulrich, City Administrator
 Colleen Lasher, Human Resources Manager

1. CALL TO ORDER

Chairperson Riley called the Economic Development Authority meeting to order at 7:32 a.m.

2. APPROVE AGENDA

Chairperson Riley noted the addition of agenda item 4.07 – EDA staff position discussion.

Motion by Member Skaff, seconded by Member Williams, to approve the agenda as amended.

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

3. APPROVE MINUTES

3.01: Approve Meeting Minutes Dated December 13, 2012

Motion by Member LeTourneau, seconded by Member Skaff, to approve the minutes dated December 13, 2012.

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

4. EDA BUSINESS

4.01: Election of Officers

Management Analyst Brama stated the EDA is comprised of five at-large members and two members appointed by the City Council and the City Council recently appointed Councilmembers LeTourneau and Riley to the EDA, resulting in two at-large vacancies on the EDA which will be filled in April by City Council appointment.

Motion by Member Skaff, seconded by Member LeTourneau, to elect Jim Steffen as Chairperson of the EDA.

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

Motion by Member Williams, seconded by Member LeTourneau, to re-elect Wayne Skaff as Vice Chair/Treasurer of the EDA.

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

Chairperson Steffen then presided over the remainder of the meeting.

4.02: Discuss Future Land Use Options for the General Business District Node at 167th Avenue and Trunk Highway (TH) 47

Management Analyst Brama stated this property has struggled to remain economically viable and the City has conducted a number of studies in the past including a TIF study. He indicated the City has been contacted regarding the property at 6001 167th Avenue and one user has expressed interest in establishing a gun range/archery range on the site; staff will be meeting with this user on January 11th. He stated the other user has expressed interest in establishing a metal and/or clothing recycling facility on this site. He noted the City also received an inquiry from the property owner regarding a possible rezoning which, by law, would require the neighboring properties to be rezoned. He advised the gun range/archery range and recycling facility would require a zoning amendment and these uses cannot be conditional uses. He stated the City was also approached about the property at 5909 167th Avenue for a possible day care center and this use is allowed under existing City Code. He stated the Planning Commission and City Council will be reviewing this property from a zoning perspective to determine whether to rezone this node and the surrounding properties or whether to permit an overlay district. He requested input regarding the EDA's role in this matter as outlined in the staff report.

Member LeTourneau stated he was pleased to see this item on the agenda and encouraged the EDA to carefully review the issue and resist doing something that is reactionary versus visionary. He indicated he would like to see further efforts on the master planning aspect of this rather than introduce uses to the site that would require zoning changes.

Chairperson Steffen requested further information regarding staff's recommendation.

Management Analyst Brama explained that any master planning effort would be coordinated by the Planning Division and reviewed by the Planning Commission/City Council and the EDA

would remain in a supportive role. He added that because users have come forward expressing an interest in the property, it is the responsibility of the Planning Division to make a recommendation regarding the potential uses.

City Administrator Ulrich stated the Planning Commission and City Council would review any rezoning request and the EDA would not be involved in the rezoning request. He noted the EDA can recommend that the current zoning not be changed until a Comprehensive Plan is completed.

Member Riley stated his agreement with staff's recommendation and felt the proposed uses would help make the site economically viable.

Member Williams agreed with the recommendation to play a supportive role but expressed concern about the proposed uses adding that the proposed recycling center is not consistent with the vision previously discussed for this node and is not consistent with the retail uses located across the street. She was concerned about the Planning Commission making a decision on this node without the EDA weighing in on the matter or at least providing input as to why the EDA does not feel the uses are consistent with the vision for this site.

Discussion ensued regarding the proposed uses and the EDA's continuing role in the development of this node.

Chairperson Steffen expressed concern regarding a day care center next to a gun range.

Member Riley stated the City should make this property a priority to make it economically viable and stressed the importance of maintaining flexibility and not rezoning the property to anything that would limit the City in the future.

Member Williams stated the City should remain cognizant of the significant investment by the property owner across the street and felt the EDA should support the current zoning and any retail uses that comply with current zoning. She also felt the EDA should state it does not support light industrial on the site. She added the market has not supported redevelopment on this site until recently and suggested the EDA focus on comprehensive planning efforts in 2013.

Management Analyst Brama advised that staff will prepare a summary of the EDA's comments and concerns for presentation to the Planning Commission and City Council which indicates that the EDA is interested in the long term viability of this commercial node and is interested in what happens with the existing users as well as the overall use of the site but is concerned about the proposed uses and proposed rezoning request.

4.03: 2013 Annual EDA Business Expo and Consideration of Annual Outdoor Expo/Event (RV)

Management Analyst Brama explained that planning is underway for the Annual Business Expo scheduled for May 4, 2013, at the Fountains of Ramsey. He stated that staff contacted the local RV dealerships about joining this expo and all of the RV dealerships indicated they were interested; since that time, the RV dealerships have proposed a separate event that would allow the dealerships to remain at their locations and presented a draft of a proposed "Great Outdoors

Sale Extravaganza of Ramsey.” He reviewed costs and staffing resources needed for an additional event and requested input from the EDA regarding adding another event as requested by the RV dealerships.

Member Skaff noted it was the EDA’s intention to invite the RV dealerships to the annual business expo to provide the RV dealerships with exposure to their businesses. He stated he would be okay with the RV dealerships bringing in a couple of their units to the business expo and the City could offer a map of the RV dealership locations to people attending the expo.

Chairperson Steffen agreed and stated he would prefer that the City move forward with the business expo and invite the RV dealerships to participate.

Member Riley agreed and stated he would encourage the RV dealerships to hold their own outdoor sale event. He suggested that the City continue to work with the RV dealerships on promoting their dealerships at the business expo.

It was the consensus of the EDA to direct staff to move forward with the traditional business expo.

4.04: Business Retention Program Update

Management Analyst Brama advised that 17 business visits have been completed and three business visits are scheduled for today, including Life Fitness, Lakes Region RV, and Arrow Components Corp. He indicated that a summary of the meetings will be contained in the February EDA agenda.

4.05: Updates: Old City Hall Development (data center), Nordvick Property Demolition, Kuro Fitness RLF, 6701 Highway 10, Windsorwood Sale, 8019 146th Ave.

Management Analyst Brama advised that a change order request will be submitted for the Nordvick property demolition for removal of an oil separation tank. He stated that further details regarding the change order will be provided at a later date. He advised that the shovel ready application for the old City Hall site will be submitted next week. He added that the cost-benefit analysis for this site will be presented in February.

4.06: Prospect Update

This item was noted but not discussed.

4.07: EDA Staff Position Discussion

Human Resources Manager Lasher presented the draft job description for the EDA staff position.

City Administrator Ulrich stated one of the primary changes to the job description from the former position includes the requirement for real estate expertise.

Member Riley indicated he had some suggested revisions and would provide them to staff.

Human Resources Manager Lasher stated that staff hopes to post the position by February 4th with an early May hire date. She indicated that City policy allows the City Administrator to make the decision whether to post the position internally prior to posting the position externally and it is recommended that the City use one recruitment period and invite internal applicants to apply if interested. She stated that she would be conducting interviews along with City Administrator Ulrich and Development Services Manager Gladhill. She added that second round interviews may include City Councilmembers if desired by the City Council.

Chairperson Steffen stated he would prefer to have Councilmembers included in the interviews.

Human Resources Manager Lasher invited the EDA members to forward any comments or questions regarding the job description and stated the City will advertise through the EDA Association, City website, League of Minnesota Cities, cable TV, and City email notifications.

5. Member/Staff Input

City Administrator Ulrich stated that the City Council approved the hiring of an organizational assessment consultant and the EDA members will be contacted to obtain input on the survey. He advised that the City will hold a joint City Council meeting with the City of Anoka on March 11th to discuss Highway 10 and other mutual issues. He also advised that the Wiser Choice property was on the HRA agenda this week and was continued to the January 22nd meeting after further follow-up by staff. He stated that Riverdale Drive is moving forward and a feasibility study was presented to the City Council.

Chairperson Steffen stated he visited Kuro Fitness on Saturday and they were getting ready to open on Monday.

6. Adjournment

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

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

The regular meeting of the Economic Development Authority adjourned at 8:59 a.m.

Respectfully submitted,

Kurtis G. Ulrich, City Administrator

ATTEST:

Patrick Brama, Management Analyst

Draft by Barbara Hughes (*TimeSaver Off Site Secretarial, Inc.*)

Needs Analysis for Vacant and New Positions

Position: Economic Development Manager

1. Is the position essential?

Essential positions are those that provide core public health and safety services; emergency and disaster assistance; and preservation of the essential elements of the City's financial activities.

The Economic Development Manager position plays a key role in preserving and ensuring the growth of the City's tax base in its industrial and commercial sectors. This tax base and job creation has a direct relationship to the financial health of the City and our opportunities for continued growth into the future. At no time greater than the present have our efforts in retaining and attracting businesses to the community been more important. Our local businesses require our support and advocacy in ensuring that they survive this downturn in the economy. The following is a summary of key responsibilities of the Economic Development Coordinator:

Staff Liaison to EDA:

- Provide staff support to Economic Development Authority, prepare agendas, cases for consideration, follow-up on direction, manage projects, develop annual work plan and goals, act on initiatives established.

TIF and Job Creation Reporting/Tracking:

- MBAF reporting for job creation. due annually April 1 – Reporting on job creation from subsidies awarded.
- TIF reporting due annually August 1- Report summary of expenditures for year prior.
- Manage escrow accounts – Manage escrow accounts for past industrial projects.
- TIF Analysis, projections and runs

Economic Development and Marketing Events:

- Business Expo
- Business Appreciation Day
- Business Network Meeting and Small Business Seminar

Business Retention and Relationship Management:

- Business Retention – Coordinate appointments to meet and greet businesses on a regular basis. This is important during these tough economic times to meet with businesses and ask if there is anything the city can do to help. It is critical to stay in touch with our local businesses during this time to identify assistance that can keep them in business, identify opportunities to partner or collaborate, provide good analysis for business expansion.

Property Management:

- Property management (including RALF properties):
 - Develop property profiles, conduct property analysis, market, manage records
 - Negotiate leases, sales, acquisitions and assist formation of agreements
 - Coordinate maintenance

Communications and General Information

- Provide expertise, guidance and information on economic development tools, programs and incentives.
- Bank Network Group – Participate and provide an update to the group regarding economic development activity in the City.
- EDA Website – Work with the Management Analyst to update listings as brokers provide new information
- Update MNPRO site and listing information. This is done at a minimum twice a year and when the most current tax info is available.
- Current Business List – Work with Chandra Kreyer, PD to keep list current. Try to get out and verify vacancies and be sure to coordinate when a new business moves in.
- Develop and Maintain EDA Map – map of properties that should be looked at for purchase, redevelopment, clean up, etc.
- There are numerous key projects that the Management Analyst is in the midst of shepherding, including new development, expansion and retention. The following is a summary of the projects that will need to see that continued effort on behalf of the City’s economic development to come to fruition:

Currently, the City’s Management Analyst is shepherding a number of projects, programs and Economic Development functions for the City. Upon hiring an Economic Development Manager, a number of projects will transition from the Management Analyst to the new position. Projects include:

- Demolition/Redevelopment of EDA owned property, 8020 147th Ave NW
- Demolition/Redevelopment of City owned property, 15153 Nowthen Boulevard NW
- Negotiate Sale of City Owned Property, 14280 Azurite
- 167th Ave and Highway 47 Commercial Node, consider City/EDA involvement
- Follow up with a number of prospects:
 - Anderson Dahlen
 - Minnesota Tool & Die
 - B&F Fastener
 - Diamond Graphics
 - MMI EDA Martin
 - Vision Ease Lens
 - NAU Country
- Projects outlined in EDA workplan

2. Is the position critical?

Critical positions are positions that are, for example, one-position job classes or positions with duties that cannot be modified, reassigned or eliminated. Detailed responses to the following questions will be required in determining whether or not a position is “critical” to providing high-quality services to residents, business owners and/or employees:

a. Explain how this position is key to achieving the strategic goals identified by the City Council.

Strategic Goals – 2012

- Review strategy for the sale of land in The COR
- Pursue change to Met Council policy regarding RALF lease revenue—that it be shared with the City or the City gets to keep it if there is no plan to improve US10 or figure out a plan to convert those dollars to support funding Armstrong Interchange
- Review Economic Development effort for business recruitment, expansion, retention-assess value of efforts (evaluate smoke stack chasing and grow your own)
- Review City facilitation efforts to help businesses grown—assistance with identifying lending, funding, help through the process of expanding or developing a new business
- Facilitate review of costs of operating a business: example provide information about how to reduce assessed value of a property, other operational expenses of businesses
- Consider additional commercial nodes (167/47 and Armstrong/181)

b. Can the duties be re-engineered or automated? Please explain.

While there are technical skills necessary for the economic development function of the city, the art of establishing and building relationships with the business community is the most important component of economic development for the city. This position is a resource for the business community for retention, expansion and bringing new businesses to the city.

c. Can the duties be reassigned temporarily or permanently? Please explain.

No

d. Can the position remain unfilled temporarily or permanently? Please explain.

No

e. Can the position be filled internally

Staff would recommend conducting a broad, external recruitment process to capture the public and private sector development experience the focus of this position as redefined.

f. What is the impact (i.e., to residents, business owners, employees, and/or operations) if the position is not filled?

The impact of not filling this position is significant to the economic vitality of the City of Ramsey. It is imperative that the City continue to support the work of the EDA to grow our industrial sector, expand our commercial offerings and attract office users. This has a direct relationship to our tax base and the ability to grow our future tax base which supports the general fund budget operations.

g. Can the service provided be reduced, eliminated, or contracted out?

Since the departure of the Economic Development & Marketing Manager left, existing staff has absorbed much of the work load as well as utilizing consultant Mike Mulroney for assistance with various EDA projects. It is staff's opinion that this is a key role for the City that has a direct relationship to the economic vitality of the City and our ability to grow tax base. While consultants help to meet the needs for project specific work, having a full-time Economic Development staff member in house is a

much more efficient and cost effective way to ensure that the needs of the business community are being addressed and relationships are being maintained. See Attachment for a summary list of current duties.

h. What is the budgetary impact if the position is not filled (e.g., additional overtime/compensatory time off costs)

The budgetary impact of not replacing this position is the potential loss of tax base or the inability to increase tax base due to lack of position to shepherd and encourage expansion and retention and new businesses in the community. In addition, it is staff's opinion that there is a high risk of burn out of existing staff due to the work load being spread too thin to be effective.

i. What are the circumstances that warrant the creation of this new position?

This is not a new position.

3. What is the total annual cost of the position (e.g., salary, taxes, benefits, equipment, etc.)?

If the (salary & benefits) starting salary for this position is \$87,210 (TIF @ 20%, EDA 20%, HRA 60%).