

**CITY COUNCIL/EDA JOINT WORK SESSION  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The Ramsey conducted a joint City Council Work Session with the Economic Development Authority on Tuesday, February 26, 2019, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Acting Mayor Chris Riley  
                            Councilmember Nadine Heinrich  
                            Councilmember Mark Kuzma  
                            Councilmember Debra Musgrove  
                            Councilmember Melody Shryock

Members Absent:     Mayor John LeTourneau

EDA Members  
Present:             Chairperson Jim Steffen  
                            Member Glen Hardin

Also Present:        City Administrator Kurtis Ulrich  
                            Community Development Director Timothy Gladhill  
                            Economic Development Manager Sean Sullivan  
                            Vice President of Land Services with CBRE Brian Pankratz

**1.     CALL TO ORDER**

Acting Mayor Riley called the City Council Work Session to order at 5:33 p.m.

**2.     TOPICS FOR DISCUSSION**

**2.01:   Review EDA Work Plan**

Community Development Director Gladhill reviewed the staff report.

**2.02:   Receive Update on 2018 Business Retention and Expansion (BRE) Report Program**

Economic Development Manager Sullivan reviewed the staff report.

Councilmember Kuzma referenced the employee workforce challenges and noted that shortage extends throughout the metro area and is not specific to Ramsey.

Economic Development Manager Sullivan agreed, noting that Ramsey is in a much better situation than some other communities in the metro area.

Councilmember Shryock asked the current number of businesses in Ramsey.

Economic Development Manager Sullivan estimated between 300 and 400.

Councilmember Shryock asked if there are parameters for the businesses that are selected for business visits.

Economic Development Manager Sullivan stated that there are not specific parameters and explained that he met with some new businesses, some of the larger businesses, and some non-industrial businesses. He noted that he reviewed the list of business visits in an attempt to try to find businesses that had not been visited within the past three years.

Community Development Director Gladhill stated that there is a business profile on the City website, combined with traditional businesses and home-based businesses there is a total of about 1,300 businesses.

Economic Development Manager Sullivan stated that his estimation of 300 to 400 businesses is based on the businesses that have a business registration certificate.

Community Development Director Gladhill explained that the EDA is different from other Boards and Commissions that are advisory, because the EDA is an authority and therefore has the authority to take certain actions. He explained that is why some members of the City Council also sit on the EDA, which is a requirement.

**2.03: Review Pricing Strategy for Sale of Excess City-Owned Land (Portions of this case may be closed to the public)**

Economic Development Manager Sullivan stated that the purpose of tonight's discussion is to review historical trends, proceeds and negotiations. He provided a review of the status of land sales and purchase agreements. He reviewed some of the key terms, negotiation policy, and land sale proceeds policy.

Councilmember Kuzma stated that the new members of the Council may not be up to speed on the deal range and asked staff for details.

Economic Development Manager Sullivan explained how the deal range was developed and how it is used.

Acting Mayor Riley suggested going into closed session to discuss the pricing strategy for the sale of excess City-owned land.

**RECESS AND RECONVENE**

Motion by Councilmember Shryock, seconded by Councilmember Heinrich, to recess the meeting to Closed Session at 6:06 p.m.

Motion carried. Voting Yes: Acting Mayor Riley, Councilmembers Shryock, Heinrich, Kuzma, and Musgrove. Voting No: None. Absent: Mayor LeTourneau.

The meeting reconvened to Open Session at 6:40 p.m.

**2.03: Review Pricing Strategy for Sale of Excess City-Owned Land – Continued (portions of this case may be closed to the public)**

Community Development Director Gladhill summarized the consensus that was reached during the closed session to retain the current pricing sheet, to review updated market data and appraisals, and if any changes are suggested they would come back to a future meeting.

**2.04: Review Strategy for Listing City-Owned Land for Sale**

Councilmember Kuzma stated that he would be comfortable continuing to work with CBRE. He stated that Mr. Pankratz has been working with Ramsey for many years and brings a wealth of knowledge with that relationship.

Acting Mayor Riley asked the benefit of remaining with CBRE and the benefits of going with a new broker.

Economic Development Manager Sullivan stated that since 2014, seven of the nine prospects that were brought in for the sale of City-owned land were brought in through CBRE. He agreed that Mr. Pankratz brings a wealth of knowledge about The COR and can explain those intricacies to potential buyers. He explained that the work Mr. Pankratz does, saves staff a large amount of time, and therefore provides a level of efficiency. He stated that CBRE also puts signs up throughout the community and updates the brochures that can be used by City staff, which does not have an additional cost above the commission that is paid on sales. He noted that there are some industrial parcels outside of The COR, which the City lists directly and does not list through CBRE.

Councilmember Kuzma stated that his concern with CBRE was that they have a lot of listings outside of Ramsey and therefore wondered how hard they were working to push Ramsey over the other communities. He stated that it was explained at the EDA meeting that the clients that CBRE works with are looking for different things and the different communities they work with have different benefits and attractions.

Economic Development Manager Sullivan agreed that there is a benefit to CBRE having a larger reach, which opens the door to different potential buyers.

Councilmember Shryock stated that she would like to stay with CBRE, as it sounds like Mr. Pankratz works well with the City and that relationship allows staff to focus on other tasks and responsibilities. She stated that she likes that CBRE is paid based on commission, which ensures that they are only paid based off the sales they make. She stated that she is comfortable with the expertise that Mr. Pankratz brings.

EDA Member Hardin stated that he has spoken out in the past on his desire to explore a new relationship with another broker and allow equal access to any broker in the County. He explained that if another broker is bringing their client to Ramsey, they will then share their commission with CBRE whereas if that broker goes to another community, they will earn the full share of commission. He stated that Ramsey has the ability to work with Anoka County to list their properties. He stated that CBRE would still have access to the properties, but other brokers would have equal access to those properties.

EDA Chair Steffen asked if the properties in other cities provide a higher commission because they are listed by owner rather than through a broker.

EDA Member Hardin confirmed that land owned by Elk River is listed by the city and therefore the broker earns the full commission, rather than sharing that with a listing agent.

EDA Chair Steffen stated that he was pleasantly surprised that CBRE brought seven of the nine leads to the City on the City owned property sales. He asked if those sales would have come to the City without the help of CBRE.

Mr. Pankratz provided details on how CBRE brought those clients to Ramsey, using their relationships with those developers/buyers. He stated that it was a mix of the CBRE data base, calls received off CBRE signs in the community, and market driven.

Community Development Director Gladhill noted that this topic will be brought back to the EDA for further discussion.

Councilmember Shryock asked who would produce the materials and other marketing efforts if the City does not use a broker, as it does not appear staff would have time.

## **2.05: Receive Update on Economic Development Marketing Efforts**

No discussion.

## **3. TOPICS FOR FUTURE DISCUSSION**

### **3.01: Review Future Topics/ Calendar**

Noted.

## **4. ADJOURNMENT**

The Work Session of the City Council was adjourned at 6:58 p.m.

Respectfully submitted,

Kurtis G. Ulrich  
City Administrator

ATTEST:

---

Katie M. Schmidt  
Administrative Assistant

Drafted by Amanda Staple  
*TimeSaver Off Site Secretarial, Inc.*

**CITY COUNCIL WORK SESSION (CLOSED PORTION)  
CITY OF RAMSEY  
ANOKA COUNTY  
STATE OF MINNESOTA**

The Ramsey City Council conducted a Closed Session on Tuesday, February 26, 2019, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present:     Acting Mayor Chris Riley  
                            Councilmember Nadine Heinrich  
                            Councilmember Mark Kuzma  
                            Councilmember Debra Musgrove  
                            Councilmember Melody Shryock

Members Absent:     Mayor John LeTourneau

EDA Members  
Present:             Chairperson Jim Steffen  
                            Member Glen Hardin

Also Present:        City Administrator Kurtis Ulrich  
                            Community Development Director Timothy Gladhill  
                            Economic Development Manager Sean Sullivan  
                            Vice President of Land Services with CBRE Brian Pankratz

**1.     CALL TO ORDER**

Acting Mayor Riley called the Closed Session of the City Council to order at 6:06 p.m.

**2.     COUNCIL BUSINESS**

**2.01:   Review Pricing Strategy for Sale of Excess City-Owned Land**

Community Development Director Gladhill stated that the purpose of tonight's discussion is to review the pricing strategy for the sale of excess City-owned land.

**3.     ADJOURNMENT**

Motion by Councilmember Shryock, seconded by Councilmember Kuzma, to adjourn the Closed Session.

Motion carried.

The Closed Session was adjourned at 6:40 p.m.

Respectfully submitted,

---

Kurtis G. Ulrich  
City Administrator

ATTEST:

---

Katie M. Schmidt  
Administrative Assistant

Drafted by Amanda Staple  
*TimeSaver Off Site Secretarial, Inc.*