

City of Ramsey
Agenda
City Council Work Session
Tuesday, May 14, 2019
5:30 pm
Lake Itasca Room, 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Topics for Discussion**
 1. Engineering Department Staffing Plan Update
 2. Discuss Updates on Interim Public Works Facility Options.
 3. Discussion Regarding the Possibility of Outsourcing the Ramsey Resident Newsletter
 4. Update Regarding Local Road Funding
- 3. Topics for Future Discussion**
 1. Review Future Topics/Calendar
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 05/14/2019

Information

Title:

Engineering Department Staffing Plan Update

Purpose/Background:

Purpose:

The purpose of this case is to provide an update to the City Council on the impact of recent staffing changes in the City's Engineering Department, and to receive feedback from the Council regarding options for addressing engineering staffing in the future.

Background:

Prior to April 15th, the Engineering Department consisted of five full-time positions and one part-time position as follows:

- City Engineer
- Civil Engineer IV
- Senior Engineering Technician
- Engineering Technician III
- Engineering Technician II
- Engineering Administrative Assistant (PT)

In April, the Senior Engineering Technician unexpectedly retired, which has impacted the department in several ways. Staff will be prepared to discuss these impacts and our plans for mitigating these impacts moving forward. Handouts will be provide at the work session with more information.

Timeframe:

Staff estimates 20 minutes will be required to present and dicuss this case.

Funding Source:

Responsible Party(ies):

City Engineer

Outcome:

Update to the City Council on the impact of recent staffing changes in the City's Engineering Department, and to receive feedback from the Council regarding options for addressing engineering staffing.

Attachments

No file(s) attached.

Form Review

| Inbox | Reviewed By | Date |
|-------------------------------|---------------|---------------------------------|
| Colleen Lasher | Kathy Schmitz | 05/09/2019 02:45 PM |
| Kurt Ulrich | Kurt Ulrich | 05/09/2019 03:06 PM |
| Form Started By: Bruce Westby | | Started On: 04/15/2019 04:50 PM |

Meeting Date: 05/14/2019

Information

Title:

Discuss Updates on Interim Public Works Facility Options.

Purpose/Background:

The purpose of this case is to update the Council on the status of the interim Public Works facility solution. On April 9, 2019 the Council approved cancellation of the lease for PACT School Bus storage in property that it currently owns at 6701 Hwy 10 (garage space behind the Youth First office). In addition, the Council directed staff to begin negotiations for the purchase of property located at 8175 Riverdale Drive (former Quality RV), for the purpose of meeting the short-term needs of the Public Works until a new Public Works Campus is constructed.

Purchase Price of 8175 Riverdale Drive

Anoka County has informed the City that, because this project was funded via nine different funding sources and several of those sources have requested any project savings to be refunded to them, the County needs to sell all remnant parcels at its highest and best use value. This means that, at a minimum, the county needs to sell this parcel at its appraised value (or at what the market would offer to pay if we put it out for public sale). Because this parcel is not currently connected to a sanitary sewer, the appraised value of the property is \$615,000. The County has requested that the City inform the County if this price is acceptable to the city. Otherwise, the County will be putting this property up for sale to the general public.

Other Improvements

1. Sewer and water utilities would need to be connected to the building.
2. There are no existing floor drains in the garage area, drains would need to be installed and connected to the sanitary sewer.
3. Overhead garage door openers need to be installed on each of the five doors.

Pros of Purchasing existing building

1. Moving the utility department functions to this location would free-up space for our traffic engineering operations at our existing location.
2. Property is located in a commercial area away from residential properties.
3. Property is located next to the Armstrong Interchange making access to the northern part of town convenient.
4. Building contains more than adequate office space for staff.
5. Currently the building is owned by Anoka County and is tax exempt, so purchase by the city would not effect the property tax roll.
6. The building is a good size for the utility department operation.
7. When the Utility Department moved back to the new PW facility, staff believes that the site and small size of this facility offer better resale or development opportunities.
8. Interior remodeling would be performed by City staff.
9. The property is currently appraised at \$615K, without the sewer connection.

The initial investment, improvements required to the property for Utility Department use, and the ease of resale, are important factors with this location.

New Public Works Facility Financing

Attached are different financing runs for a proposed new public works campus:

The 1st debt schedule is if we bonded for \$7.645M Prin & issuance costs) and have an equal payment for the life of the bond levy years 2022-2041

The 2nd debt schedule is if we bonded for \$7.6.45M Prin & Issuance Costs) and pay interest only until the Muni Center debt is paid off in 2031

The 3rd debt schedule is if we internally loaned from the Water Fund for \$7.5M at a 2% interest rate

The 4th debt schedule is if we internally loaned from the water fund for \$7.5M at 2% interest rate, but have debt service until the muni debt is paid off at 50% of normal debt service and then inflate payments in 2032.

Each of the debt schedules noted above could be reduced by \$44,520 for payment years 2022-2028 as this would be the savings in tax levy from selling the PW land and paying off the loan early in 2019/2020.

The total of the project is estimated at \$15M and these scenarios proposed to finance one-half of the project. In order to minimize the amount the City would finance, the other \$7.5M would come from the following funds and not paid back:

Water Utility: \$1.875M
Sewer Utility: \$1.875M
Street Lt Util: \$250,000
Storm Utility: \$ 500,000
Facility Fund: \$1M
Landfill Fund: \$2M
Total \$7.5M

Timeframe:

5 minutes

Funding Source:

Enterprise (Sewer and Water) Funds would be used for the initial purchase and improvements. In the future, the property could be sold to a private party of the City's Economic Development Authority for economic development purposes.

Responsible Party(ies):

Kurt Ulric, City Administrator
Grant Riemer, Public Works Superintendent

Outcome:

Consensus direction to proceed to a purchase agreement with Anoka County for this property.

PWdebt1

PWdebt2

PWdebt3

PWdebt4

Form Review

| Inbox | Reviewed By | Date |
|---------------------------------|--------------------|---------------------------------|
| Kurt Ulrich | Kurt Ulrich | 04/04/2019 04:42 PM |
| Kurt Ulrich | Kurt Ulrich | 05/09/2019 04:08 PM |
| Form Started By: Grant Riemer | | Started On: 04/03/2019 09:09 AM |
| Final Approval Date: 05/09/2019 | | |



City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021
Assumes Current Market BQ AA+ Rates plus 100bps
Level Debt - \$7.5M Cash

Sources & Uses

Dated 12/15/2021 | Delivered 12/15/2021

Sources Of Funds

| | |
|------------------------------------|------------------------|
| Par Amount of Bonds | \$7,645,000.00 |
| Planned Issuer Equity contribution | 7,500,000.00 |
| Total Sources | \$15,145,000.00 |

Uses Of Funds

| | |
|---------------------------------------|------------------------|
| Total Underwriter's Discount (1.000%) | 76,450.00 |
| Costs of Issuance | 65,000.00 |
| Deposit to Project Construction Fund | 15,000,000.00 |
| Rounding Amount | 3,550.00 |
| Total Uses | \$15,145,000.00 |

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Level Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | Fiscal Total |
|--------------|-----------------------|----------|-----------------------|------------------------|--------------|
| 12/15/2021 | - | - | - | - | - |
| 06/15/2022 | - | - | 133,978.75 | 133,978.75 | - |
| 12/15/2022 | 280,000.00 | 2.700% | 133,978.75 | 413,978.75 | 547,957.50 |
| 06/15/2023 | - | - | 130,198.75 | 130,198.75 | - |
| 12/15/2023 | 285,000.00 | 2.750% | 130,198.75 | 415,198.75 | 545,397.50 |
| 06/15/2024 | - | - | 126,280.00 | 126,280.00 | - |
| 12/15/2024 | 295,000.00 | 2.800% | 126,280.00 | 421,280.00 | 547,560.00 |
| 06/15/2025 | - | - | 122,150.00 | 122,150.00 | - |
| 12/15/2025 | 305,000.00 | 2.900% | 122,150.00 | 427,150.00 | 549,300.00 |
| 06/15/2026 | - | - | 117,727.50 | 117,727.50 | - |
| 12/15/2026 | 310,000.00 | 2.950% | 117,727.50 | 427,727.50 | 545,455.00 |
| 06/15/2027 | - | - | 113,155.00 | 113,155.00 | - |
| 12/15/2027 | 320,000.00 | 3.050% | 113,155.00 | 433,155.00 | 546,310.00 |
| 06/15/2028 | - | - | 108,275.00 | 108,275.00 | - |
| 12/15/2028 | 330,000.00 | 3.100% | 108,275.00 | 438,275.00 | 546,550.00 |
| 06/15/2029 | - | - | 103,160.00 | 103,160.00 | - |
| 12/15/2029 | 340,000.00 | 3.200% | 103,160.00 | 443,160.00 | 546,320.00 |
| 06/15/2030 | - | - | 97,720.00 | 97,720.00 | - |
| 12/15/2030 | 355,000.00 | 3.300% | 97,720.00 | 452,720.00 | 550,440.00 |
| 06/15/2031 | - | - | 91,862.50 | 91,862.50 | - |
| 12/15/2031 | 365,000.00 | 3.400% | 91,862.50 | 456,862.50 | 548,725.00 |
| 06/15/2032 | - | - | 85,657.50 | 85,657.50 | - |
| 12/15/2032 | 375,000.00 | 3.500% | 85,657.50 | 460,657.50 | 546,315.00 |
| 06/15/2033 | - | - | 79,095.00 | 79,095.00 | - |
| 12/15/2033 | 390,000.00 | 3.550% | 79,095.00 | 469,095.00 | 548,190.00 |
| 06/15/2034 | - | - | 72,172.50 | 72,172.50 | - |
| 12/15/2034 | 405,000.00 | 3.650% | 72,172.50 | 477,172.50 | 549,345.00 |
| 06/15/2035 | - | - | 64,781.25 | 64,781.25 | - |
| 12/15/2035 | 420,000.00 | 3.700% | 64,781.25 | 484,781.25 | 549,562.50 |
| 06/15/2036 | - | - | 57,011.25 | 57,011.25 | - |
| 12/15/2036 | 435,000.00 | 3.800% | 57,011.25 | 492,011.25 | 549,022.50 |
| 06/15/2037 | - | - | 48,746.25 | 48,746.25 | - |
| 12/15/2037 | 450,000.00 | 3.900% | 48,746.25 | 498,746.25 | 547,492.50 |
| 06/15/2038 | - | - | 39,971.25 | 39,971.25 | - |
| 12/15/2038 | 470,000.00 | 3.950% | 39,971.25 | 509,971.25 | 549,942.50 |
| 06/15/2039 | - | - | 30,688.75 | 30,688.75 | - |
| 12/15/2039 | 485,000.00 | 4.000% | 30,688.75 | 515,688.75 | 546,377.50 |
| 06/15/2040 | - | - | 20,988.75 | 20,988.75 | - |
| 12/15/2040 | 505,000.00 | 4.050% | 20,988.75 | 525,988.75 | 546,977.50 |
| 06/15/2041 | - | - | 10,762.50 | 10,762.50 | - |
| 12/15/2041 | 525,000.00 | 4.100% | 10,762.50 | 535,762.50 | 546,525.00 |
| Total | \$7,645,000.00 | - | \$3,308,765.00 | \$10,953,765.00 | - |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$88,790.00 |
| Average Life | 11.614 Years |
| Average Coupon | 3.7265064% |
| Net Interest Cost (NIC) | 3.8126084% |
| True Interest Cost (TIC) | 3.8098120% |
| Bond Yield for Arbitrage Purposes | 3.6983678% |
| All Inclusive Cost (AIC) | 3.9058509% |

IRS Form 8038

| | |
|---------------------------|--------------|
| Net Interest Cost | 3.7265064% |
| Weighted Average Maturity | 11.614 Years |

2021 GO CIP Bonds - \$7.5M | SINGLE PURPOSE | 4/29/2019 | 9:59 AM

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Level Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | 105% Overlevy |
|--------------|-----------------------|----------|-----------------------|------------------------|------------------------|
| 12/15/2021 | - | - | - | - | - |
| 12/15/2022 | 280,000.00 | 2.700% | 267,957.50 | 547,957.50 | 575,355.38 |
| 12/15/2023 | 285,000.00 | 2.750% | 260,397.50 | 545,397.50 | 572,667.38 |
| 12/15/2024 | 295,000.00 | 2.800% | 252,560.00 | 547,560.00 | 574,938.00 |
| 12/15/2025 | 305,000.00 | 2.900% | 244,300.00 | 549,300.00 | 576,765.00 |
| 12/15/2026 | 310,000.00 | 2.950% | 235,455.00 | 545,455.00 | 572,727.75 |
| 12/15/2027 | 320,000.00 | 3.050% | 226,310.00 | 546,310.00 | 573,625.50 |
| 12/15/2028 | 330,000.00 | 3.100% | 216,550.00 | 546,550.00 | 573,877.50 |
| 12/15/2029 | 340,000.00 | 3.200% | 206,320.00 | 546,320.00 | 573,636.00 |
| 12/15/2030 | 355,000.00 | 3.300% | 195,440.00 | 550,440.00 | 577,962.00 |
| 12/15/2031 | 365,000.00 | 3.400% | 183,725.00 | 548,725.00 | 576,161.25 |
| 12/15/2032 | 375,000.00 | 3.500% | 171,315.00 | 546,315.00 | 573,630.75 |
| 12/15/2033 | 390,000.00 | 3.550% | 158,190.00 | 548,190.00 | 575,599.50 |
| 12/15/2034 | 405,000.00 | 3.650% | 144,345.00 | 549,345.00 | 576,812.25 |
| 12/15/2035 | 420,000.00 | 3.700% | 129,562.50 | 549,562.50 | 577,040.63 |
| 12/15/2036 | 435,000.00 | 3.800% | 114,022.50 | 549,022.50 | 576,473.63 |
| 12/15/2037 | 450,000.00 | 3.900% | 97,492.50 | 547,492.50 | 574,867.13 |
| 12/15/2038 | 470,000.00 | 3.950% | 79,942.50 | 549,942.50 | 577,439.63 |
| 12/15/2039 | 485,000.00 | 4.000% | 61,377.50 | 546,377.50 | 573,696.38 |
| 12/15/2040 | 505,000.00 | 4.050% | 41,977.50 | 546,977.50 | 574,326.38 |
| 12/15/2041 | 525,000.00 | 4.100% | 21,525.00 | 546,525.00 | 573,851.25 |
| Total | \$7,645,000.00 | - | \$3,308,765.00 | \$10,953,765.00 | \$11,501,453.25 |

Significant Dates

| | |
|-------------------|------------|
| Dated | 12/15/2021 |
| First Coupon Date | 6/15/2022 |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$88,790.00 |
| Average Life | 11.614 Years |
| Average Coupon | 3.7265064% |
| Net Interest Cost (NIC) | 3.8126084% |
| True Interest Cost (TIC) | 3.8098120% |
| Bond Yield for Arbitrage Purposes | 3.6983678% |
| All Inclusive Cost (AIC) | 3.9058509% |

IRS Form 8038

| | |
|---------------------------|--------------|
| Net Interest Cost | 3.7265064% |
| Weighted Average Maturity | 11.614 Years |

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Level Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | Existing D/S | Net New D/S | 105% of Total |
|--------------|-----------------------|----------|-----------------------|------------------------|------------------------|------------------------|------------------------|
| 12/15/2021 | - | - | - | - | 998,506.25 | 998,506.25 | 1,048,431.56 |
| 12/15/2022 | 280,000.00 | 2.700% | 267,957.50 | 547,957.50 | 1,199,212.50 | 1,747,170.00 | 1,834,528.50 |
| 12/15/2023 | 285,000.00 | 2.750% | 260,397.50 | 545,397.50 | 1,217,962.50 | 1,763,360.00 | 1,851,528.00 |
| 12/15/2024 | 295,000.00 | 2.800% | 252,560.00 | 547,560.00 | 1,235,362.50 | 1,782,922.50 | 1,872,068.63 |
| 12/15/2025 | 305,000.00 | 2.900% | 244,300.00 | 549,300.00 | 1,251,412.50 | 1,800,712.50 | 1,890,748.13 |
| 12/15/2026 | 310,000.00 | 2.950% | 235,455.00 | 545,455.00 | 1,251,112.50 | 1,796,567.50 | 1,886,395.88 |
| 12/15/2027 | 320,000.00 | 3.050% | 226,310.00 | 546,310.00 | 1,249,912.50 | 1,796,222.50 | 1,886,033.63 |
| 12/15/2028 | 330,000.00 | 3.100% | 216,550.00 | 546,550.00 | 1,252,812.50 | 1,799,362.50 | 1,889,330.63 |
| 12/15/2029 | 340,000.00 | 3.200% | 206,320.00 | 546,320.00 | 1,249,662.50 | 1,795,982.50 | 1,885,781.63 |
| 12/15/2030 | 355,000.00 | 3.300% | 195,440.00 | 550,440.00 | 1,254,193.76 | 1,804,633.76 | 1,894,865.45 |
| 12/15/2031 | 365,000.00 | 3.400% | 183,725.00 | 548,725.00 | 1,256,006.26 | 1,804,731.26 | 1,894,967.82 |
| 12/15/2032 | 375,000.00 | 3.500% | 171,315.00 | 546,315.00 | - | 546,315.00 | 573,630.75 |
| 12/15/2033 | 390,000.00 | 3.550% | 158,190.00 | 548,190.00 | - | 548,190.00 | 575,599.50 |
| 12/15/2034 | 405,000.00 | 3.650% | 144,345.00 | 549,345.00 | - | 549,345.00 | 576,812.25 |
| 12/15/2035 | 420,000.00 | 3.700% | 129,562.50 | 549,562.50 | - | 549,562.50 | 577,040.63 |
| 12/15/2036 | 435,000.00 | 3.800% | 114,022.50 | 549,022.50 | - | 549,022.50 | 576,473.63 |
| 12/15/2037 | 450,000.00 | 3.900% | 97,492.50 | 547,492.50 | - | 547,492.50 | 574,867.13 |
| 12/15/2038 | 470,000.00 | 3.950% | 79,942.50 | 549,942.50 | - | 549,942.50 | 577,439.63 |
| 12/15/2039 | 485,000.00 | 4.000% | 61,377.50 | 546,377.50 | - | 546,377.50 | 573,696.38 |
| 12/15/2040 | 505,000.00 | 4.050% | 41,977.50 | 546,977.50 | - | 546,977.50 | 574,326.38 |
| 12/15/2041 | 525,000.00 | 4.100% | 21,525.00 | 546,525.00 | - | 546,525.00 | 573,851.25 |
| Total | \$7,645,000.00 | - | \$3,308,765.00 | \$10,953,765.00 | \$13,416,156.27 | \$24,369,921.27 | \$25,588,417.33 |

Significant Dates

| | |
|-------------------|------------|
| Dated | 12/15/2021 |
| First Coupon Date | 6/15/2022 |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$88,790.00 |
| Average Life | 11.614 Years |
| Average Coupon | 3.7265064% |
| Net Interest Cost (NIC) | 3.8126084% |
| True Interest Cost (TIC) | 3.8098120% |
| Bond Yield for Arbitrage Purposes | 3.6983678% |
| All Inclusive Cost (AIC) | 3.9058509% |

2

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Wrap Around Debt - \$7.5M Cash

Sources & Uses

Dated 12/15/2021 | Delivered 12/15/2021

Sources Of Funds

| | |
|------------------------------------|------------------------|
| Par Amount of Bonds | \$7,645,000.00 |
| Planned Issuer Equity contribution | 7,500,000.00 |
| Total Sources | \$15,145,000.00 |

Uses Of Funds

| | |
|---------------------------------------|------------------------|
| Total Underwriter's Discount (1.000%) | 76,450.00 |
| Costs of Issuance | 65,000.00 |
| Deposit to Project Construction Fund | 15,000,000.00 |
| Rounding Amount | 3,550.00 |
| Total Uses | \$15,145,000.00 |

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Wrap Around Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | Fiscal Total |
|--------------|-----------------------|----------|-----------------------|------------------------|--------------|
| 12/15/2021 | - | - | - | - | - |
| 06/15/2022 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2022 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2023 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2023 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2024 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2024 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2025 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2025 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2026 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2026 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2027 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2027 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2028 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2028 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2029 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2029 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2030 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2030 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2031 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2031 | - | - | 146,831.25 | 146,831.25 | 293,662.50 |
| 06/15/2032 | - | - | 146,831.25 | 146,831.25 | - |
| 12/15/2032 | 645,000.00 | 3.500% | 146,831.25 | 791,831.25 | 938,662.50 |
| 06/15/2033 | - | - | 135,543.75 | 135,543.75 | - |
| 12/15/2033 | 670,000.00 | 3.550% | 135,543.75 | 805,543.75 | 941,087.50 |
| 06/15/2034 | - | - | 123,651.25 | 123,651.25 | - |
| 12/15/2034 | 690,000.00 | 3.650% | 123,651.25 | 813,651.25 | 937,302.50 |
| 06/15/2035 | - | - | 111,058.75 | 111,058.75 | - |
| 12/15/2035 | 720,000.00 | 3.700% | 111,058.75 | 831,058.75 | 942,117.50 |
| 06/15/2036 | - | - | 97,738.75 | 97,738.75 | - |
| 12/15/2036 | 745,000.00 | 3.800% | 97,738.75 | 842,738.75 | 940,477.50 |
| 06/15/2037 | - | - | 83,583.75 | 83,583.75 | - |
| 12/15/2037 | 770,000.00 | 3.900% | 83,583.75 | 853,583.75 | 937,167.50 |
| 06/15/2038 | - | - | 68,568.75 | 68,568.75 | - |
| 12/15/2038 | 800,000.00 | 3.950% | 68,568.75 | 868,568.75 | 937,137.50 |
| 06/15/2039 | - | - | 52,768.75 | 52,768.75 | - |
| 12/15/2039 | 835,000.00 | 4.000% | 52,768.75 | 887,768.75 | 940,537.50 |
| 06/15/2040 | - | - | 36,068.75 | 36,068.75 | - |
| 12/15/2040 | 865,000.00 | 4.050% | 36,068.75 | 901,068.75 | 937,137.50 |
| 06/15/2041 | - | - | 18,552.50 | 18,552.50 | - |
| 12/15/2041 | 905,000.00 | 4.100% | 18,552.50 | 923,552.50 | 942,105.00 |
| Total | \$7,645,000.00 | - | \$4,685,357.50 | \$12,330,357.50 | - |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$120,845.00 |
| Average Life | 15.807 Years |
| Average Coupon | 3.8771629% |
| Net Interest Cost (NIC) | 3.9404258% |
| True Interest Cost (TIC) | 3.9541032% |
| Bond Yield for Arbitrage Purposes | 3.8679635% |
| All Inclusive Cost (AIC) | 4.0282090% |

IRS Form 8038

| | |
|---------------------------|--------------|
| Net Interest Cost | 3.8771629% |
| Weighted Average Maturity | 15.807 Years |

2021 GO CIP Bonds - \$7.5M | SINGLE PURPOSE | 4/29/2019 | 1:19 PM

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Wrap Around Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | 105% Overlevy |
|--------------|-----------------------|----------|-----------------------|------------------------|------------------------|
| 12/15/2021 | - | - | - | - | - |
| 12/15/2022 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2023 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2024 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2025 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2026 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2027 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2028 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2029 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2030 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2031 | - | - | 293,662.50 | 293,662.50 | 308,345.63 |
| 12/15/2032 | 645,000.00 | 3.500% | 293,662.50 | 938,662.50 | 985,595.63 |
| 12/15/2033 | 670,000.00 | 3.550% | 271,087.50 | 941,087.50 | 988,141.88 |
| 12/15/2034 | 690,000.00 | 3.650% | 247,302.50 | 937,302.50 | 984,167.63 |
| 12/15/2035 | 720,000.00 | 3.700% | 222,117.50 | 942,117.50 | 989,223.38 |
| 12/15/2036 | 745,000.00 | 3.800% | 195,477.50 | 940,477.50 | 987,501.38 |
| 12/15/2037 | 770,000.00 | 3.900% | 167,167.50 | 937,167.50 | 984,025.88 |
| 12/15/2038 | 800,000.00 | 3.950% | 137,137.50 | 937,137.50 | 983,994.38 |
| 12/15/2039 | 835,000.00 | 4.000% | 105,537.50 | 940,537.50 | 987,564.38 |
| 12/15/2040 | 865,000.00 | 4.050% | 72,137.50 | 937,137.50 | 983,994.38 |
| 12/15/2041 | 905,000.00 | 4.100% | 37,105.00 | 942,105.00 | 989,210.25 |
| Total | \$7,645,000.00 | - | \$4,685,357.50 | \$12,330,357.50 | \$12,946,875.38 |

Significant Dates

| | |
|-------------------|------------|
| Dated | 12/15/2021 |
| First Coupon Date | 6/15/2022 |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$120,845.00 |
| Average Life | 15.807 Years |
| Average Coupon | 3.8771629% |
| Net Interest Cost (NIC) | 3.9404258% |
| True Interest Cost (TIC) | 3.9541032% |
| Bond Yield for Arbitrage Purposes | 3.8679635% |
| All Inclusive Cost (AIC) | 4.0282090% |

IRS Form 8038

| | |
|---------------------------|--------------|
| Net Interest Cost | 3.8771629% |
| Weighted Average Maturity | 15.807 Years |

City of Ramsey, Minnesota

\$7,645,000 General Obligation CIP Bonds, Series 2021

Assumes Current Market BQ AA+ Rates plus 100bps

Wrap Around Debt - \$7.5M Cash

Debt Service Schedule

| Date | Principal | Coupon | Interest | Total P+I | Existing D/S | Net New D/S | 105% of Total |
|--------------|-----------------------|----------|-----------------------|------------------------|------------------------|------------------------|------------------------|
| 12/15/2021 | - | - | - | - | 998,506.25 | 998,506.25 | 1,048,431.56 |
| 12/15/2022 | - | - | 293,662.50 | 293,662.50 | 1,199,212.50 | 1,492,875.00 | 1,567,518.75 |
| 12/15/2023 | - | - | 293,662.50 | 293,662.50 | 1,217,962.50 | 1,511,625.00 | 1,587,206.25 |
| 12/15/2024 | - | - | 293,662.50 | 293,662.50 | 1,235,362.50 | 1,529,025.00 | 1,605,476.25 |
| 12/15/2025 | - | - | 293,662.50 | 293,662.50 | 1,251,412.50 | 1,545,075.00 | 1,622,328.75 |
| 12/15/2026 | - | - | 293,662.50 | 293,662.50 | 1,251,112.50 | 1,544,775.00 | 1,622,013.75 |
| 12/15/2027 | - | - | 293,662.50 | 293,662.50 | 1,249,912.50 | 1,543,575.00 | 1,620,753.75 |
| 12/15/2028 | - | - | 293,662.50 | 293,662.50 | 1,252,812.50 | 1,546,475.00 | 1,623,798.75 |
| 12/15/2029 | - | - | 293,662.50 | 293,662.50 | 1,249,662.50 | 1,543,325.00 | 1,620,491.25 |
| 12/15/2030 | - | - | 293,662.50 | 293,662.50 | 1,254,193.76 | 1,547,856.26 | 1,625,249.07 |
| 12/15/2031 | - | - | 293,662.50 | 293,662.50 | 1,256,006.26 | 1,549,668.76 | 1,627,152.20 |
| 12/15/2032 | 645,000.00 | 3.500% | 293,662.50 | 938,662.50 | - | 938,662.50 | 985,595.63 |
| 12/15/2033 | 670,000.00 | 3.550% | 271,087.50 | 941,087.50 | - | 941,087.50 | 988,141.88 |
| 12/15/2034 | 690,000.00 | 3.650% | 247,302.50 | 937,302.50 | - | 937,302.50 | 984,167.63 |
| 12/15/2035 | 720,000.00 | 3.700% | 222,117.50 | 942,117.50 | - | 942,117.50 | 989,223.38 |
| 12/15/2036 | 745,000.00 | 3.800% | 195,477.50 | 940,477.50 | - | 940,477.50 | 987,501.38 |
| 12/15/2037 | 770,000.00 | 3.900% | 167,167.50 | 937,167.50 | - | 937,167.50 | 984,025.88 |
| 12/15/2038 | 800,000.00 | 3.950% | 137,137.50 | 937,137.50 | - | 937,137.50 | 983,994.38 |
| 12/15/2039 | 835,000.00 | 4.000% | 105,537.50 | 940,537.50 | - | 940,537.50 | 987,564.38 |
| 12/15/2040 | 865,000.00 | 4.050% | 72,137.50 | 937,137.50 | - | 937,137.50 | 983,994.38 |
| 12/15/2041 | 905,000.00 | 4.100% | 37,105.00 | 942,105.00 | - | 942,105.00 | 989,210.25 |
| Total | \$7,645,000.00 | - | \$4,685,357.50 | \$12,330,357.50 | \$13,416,156.27 | \$25,746,513.77 | \$27,033,839.46 |

Significant Dates

| | |
|-------------------|------------|
| Dated | 12/15/2021 |
| First Coupon Date | 6/15/2022 |

Yield Statistics

| | |
|-----------------------------------|--------------|
| Bond Year Dollars | \$120,845.00 |
| Average Life | 15.807 Years |
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| All Inclusive Cost (AIC) | 4.0282090% |

3

PW Campus

PW Campus
Water Fund Loan
Loan: 2021

\$7,500,000.00 PV
2.00% Rate

20 Term

| Payment | NPV_Beginning | Interest | Period | Principal | Remaining Balance | Payment Due |
|--------------|----------------|----------------|--------|----------------|-------------------|-------------|
| \$458,675.39 | \$7,500,000.00 | \$150,000.00 | 1 | \$308,675.39 | \$7,191,324.61 | 1/1/2022 |
| \$458,675.39 | \$7,191,324.61 | \$143,826.49 | 2 | \$314,848.90 | \$6,876,475.71 | 1/1/2023 |
| \$458,675.39 | \$6,876,475.71 | \$137,529.51 | 3 | \$321,145.88 | \$6,555,329.84 | 1/2/2024 |
| \$458,675.39 | \$6,555,329.84 | \$131,106.60 | 4 | \$327,568.79 | \$6,227,761.04 | 1/1/2025 |
| \$458,675.39 | \$6,227,761.04 | \$124,555.22 | 5 | \$334,120.17 | \$5,893,640.87 | 1/1/2026 |
| \$458,675.39 | \$5,893,640.87 | \$117,872.82 | 6 | \$340,802.57 | \$5,552,838.30 | 1/1/2027 |
| \$458,675.39 | \$5,552,838.30 | \$111,056.77 | 7 | \$347,618.62 | \$5,205,219.68 | 1/2/2028 |
| \$458,675.39 | \$5,205,219.68 | \$104,104.39 | 8 | \$354,571.00 | \$4,850,648.68 | 1/1/2029 |
| \$458,675.39 | \$4,850,648.68 | \$97,012.97 | 9 | \$361,662.42 | \$4,488,986.26 | 1/1/2030 |
| \$458,675.39 | \$4,488,986.26 | \$89,779.73 | 10 | \$368,895.66 | \$4,120,090.60 | 1/1/2031 |
| \$458,675.39 | \$4,120,090.60 | \$82,401.81 | 11 | \$376,273.58 | \$3,743,817.02 | 1/2/2032 |
| \$458,675.39 | \$3,743,817.02 | \$74,876.34 | 12 | \$383,799.05 | \$3,360,017.97 | 1/1/2033 |
| \$458,675.39 | \$3,360,017.97 | \$67,200.36 | 13 | \$391,475.03 | \$2,968,542.94 | 1/1/2034 |
| \$458,675.39 | \$2,968,542.94 | \$59,370.86 | 14 | \$399,304.53 | \$2,569,238.41 | 1/1/2035 |
| \$458,675.39 | \$2,569,238.41 | \$51,384.77 | 15 | \$407,290.62 | \$2,161,947.79 | 1/2/2036 |
| \$458,675.39 | \$2,161,947.79 | \$43,238.96 | 16 | \$415,436.43 | \$1,746,511.35 | 1/1/2037 |
| \$458,675.39 | \$1,746,511.35 | \$34,930.23 | 17 | \$423,745.16 | \$1,322,766.19 | 1/1/2038 |
| \$458,675.39 | \$1,322,766.19 | \$26,455.32 | 18 | \$432,220.07 | \$890,546.13 | 1/1/2039 |
| \$458,675.39 | \$890,546.13 | \$17,810.92 | 19 | \$440,864.47 | \$449,681.66 | 1/2/2040 |
| \$458,675.29 | \$449,681.66 | \$8,993.63 | 20 | \$449,681.66 | \$0.00 | 1/1/2041 |
| | | \$1,673,507.70 | | \$7,500,000.00 | | |

Meeting Date: 05/14/2019

Information

Title:

Discussion Regarding the Possibility of Outsourcing the Ramsey Resident Newsletter

Purpose/Background:

The purpose of this discussion is to consider outsourcing the Ramsey Resident to a third party, PRIME Advertising, to make the process more efficient and cost-effective.

The City Charter requires the City to publish a minimum of six Newsletters per calendar year. (Sec. 12.13) Currently, the City publishes six, bi-monthly issues of the Ramsey Resident as well as one or two Ramsey Recyclers per year. These newsletters are bulk mailed to every address in Ramsey, including all businesses, for a total of approximately 10,600 addresses. The newsletter is currently printed by Countryside Printing with ads being sold by Scott Robinson of Universal Apparel.

History

The City first started publishing the Ramsey Resident in 1973. From '73-'82 the newsletter was mailed out using only black ink on colored paper. In 1983 we converted to newsprint. In 1984 and '85 we had a "tri-city" newsletter with the cities of Andover and Anoka. In '86 we converted back to one-color newspaper fold.

In 1991, Ramsey mailed a traditional, one-color newsletter and it remained that way until a redesign in 2005. At that time, we used the services of Audra Leonard Design to design a two-color newsletter.

In 2009, after another redesign by Audra Leonard Design, we converted to a full-color glossy newsletter with ads. These ads were outsourced by Scott Robinson.

In 2013, we converted two issues to black and white to save on postage by including them with resident utility bills.

In 2016, the City contracted Red Leaf to do a City-wide rebrand project. Part of this project included redesigning the Ramsey Resident using our new marketing package.

Advantages

Some of the advantages of PRIME taking over the Ramsey Resident are:

1. Advanced electronic issue
2. Addition of Community Resource Guide to be used as a City of Ramsey/Economic Development marketing tool
3. Freshen design as needed; up to the City's discretion
4. Strengthen community branding
5. City Finance Department will no longer need to process invoicing for advertisements
6. Layout, printing, distribution and advertising is all integrated by one entity
7. Free up Administrative Clerk staff time to be utilized for records retention and other administrative duties

Advertising

Under the City's current model, advertisement sales are handled by Scott Robinson, an outside sales agent with the billing/invoicing for ads being done by the City's Finance Department. Proceeds for these ads are split 50/50 between Scott Robinson and the City of Ramsey. PRIME has indicated that they do not handle advertising exclusively.

Ramsey Resident Ad Sales Breakdown

| Year | Number of Issues | Total Ad Sales | City Revenue |
|------|------------------|----------------|--------------|
| 2017 | 5 | \$15,426.00 | \$ 7,713.00 |
| 2018 | 6 | \$21,346.00 | \$10,673.00 |
| 2019 | 3 | \$ 5,647.00 | \$ 2,823.50 |

Articles and Content

Currently, each department head is responsible for supplying their own articles and photography to the Administrative Clerk. Department heads may choose to designate other support staff to supply Resident articles or, they will coordinate with the Communications and Events Coordinator to supply content. There would be no change to this process with the exception of the collection of content being coordinated by the Communications and Events Coordinator.

Cost

The 2018 net cost of producing the Ramsey Resident was \$50,200. This figure includes advertising revenue, 184 hours of the Administrative Clerk's time but does not include any time spent by the Finance Department for processing invoices for ads. Over the course of 15 years, the City has invested more than \$4,000 in newsletter design alone. PRIME is proposing \$4,286/per 4-page Recycler, \$6,500 per 16-page newsletter and \$9,350 per 24-page issue. The estimated cost of outsourcing the newsletter to PRIME is approximately \$48,186. This figure is an estimate based on PRIME's pricing and layout configuration.

Distribution

Currently, the Administrative Clerk coordinates the bulk mailing of the Ramsey Resident with the USPS. Each edition is distributed to approximately 10,600 homes. The City uses the Every Door Direct (EDD) numbers which are updated by the Administrative Clerk every two months in accordance with the USPS guidelines for bulk mailing. If outsourced, the distribution under PRIME would not change.

Printing

Under the current model, the Administrative Clerk coordinates the printing of materials with Countryside Printing. If outsourced, printing would be coordinated by PRIME.

Publication Dates

Under the current system, the Ramsey Resident is published in January, March, May, July, September and November, or bi-monthly. PRIME is proposing a quarterly newsletter to be published in January, April, July and October with a Community Resource Guide in the spring and one other publication (could be Ramsey Recycler, Parks & Recreation newsletter or other special section like Happy Days) in the fall.

Contract Term

PRIME is proposing a three year contract. The terms of the agreement will be reviewed and a longer-term contract may be reached in September of the third contract year.

Each party shall retain the right to terminate the agreement by giving a 90-day written notice to the other party. The City would retain copyrights.

Administrative Services Staffing

The Administrative Clerk is currently responsible for collecting articles and laying out the newsletter. In 2018 the Administrative Clerk spent 184 hours on the newsletter. Staff proposes that the Administrative Clerk would spend more time on other duties within her job description, but especially records retention, which includes the ongoing task of scanning, retaining and destroying city records.

Looking ahead, in December 2019 the part-time 20 hour per week City Clerk will retire. To help offset some of the loss of staffing hours, the long-term succession plan currently in place allocates an additional 11 hours per week to another employee already working part-time in Administrative Services, but this is still a drop of 9 hours per week in the Administrative Services Department. Opening up more time in the Administrative Clerk's schedule would help offset some of this reduction.

In response to the City Clerk going from full-time to part-time, there has been a shuffling of work duties in the Department. The Administrative Clerk now plays a greater role in prepping and publishing Council agendas and managing staff direction. In addition, while City elections come and go, there are added demands on staff for absentee voting and maintaining and updating the electronic poll pads. The Administrative Clerk has been assigned as the technology expert when it comes to maintaining the city's thirty-two poll pads.

Outsourcing the newsletter to PRIME, on the proposed timeline, would be an excellent step in the right direction to help stabilize work flow in Administrative Services.

Staff recommends streamlining this process by outsourcing the newsletter to PRIME Advertising, thereby improving communications and becoming more efficient -- which are goals set forth in Ramsey's Strategic Plan.

Timeframe:

Staff is recommending a start time of January 1, 2020. However, this would mean that PRIME's contract would need to take effect October 1, 2019. If the Council wishes to wait until January 1, 2020 to begin the contract, the first published issue by PRIME would be April 1, 2020, which would push back the Community Resource Guide.

Funding Source:

The funding for the Ramsey Resident is a line item in the General Fund Budget.

Responsible Party(ies):

Communications and Events Coordinator Megan Thorstad and;
Administrative Clerk Kathy Schmitz

Outcome:

For the City Council to direct staff to either outsource the Ramsey Resident newsletter to PRIME Advertising beginning October 1, 2019, with the first publication in January, 2020, or to keep the newsletter in-house.

Attachments

[2018 2019 RR Costs](#)

[PRIME's Client List](#)

[PRIME Newsletter Contract](#)

[PRIME Resource Guide Contract](#)

Form Review

| Inbox | Reviewed By | Date |
|---------------------------------|--------------------|---------------------------------|
| Colleen Lasher | Colleen Lasher | 05/03/2019 09:55 AM |
| Kurt Ulrich | Kathy Schmitz | 05/03/2019 11:32 AM |
| Kurt Ulrich | Kurt Ulrich | 05/09/2019 02:49 PM |
| Form Started By: Megan Thorstad | | Started On: 04/12/2019 03:47 PM |
| Final Approval Date: 05/09/2019 | | |

2018 - 2019 NEWSLETTER COSTS

| Issue | # of Pages | # Printed | Printing Cost | Notes | Postage Cost | Approximate Staff Wages | Gross Total Cost | # of Ads | Ad Total | City Half | Net Total Cost |
|-----------------|------------|---------------|------------------------------------|---|--------------------|-------------------------|--------------------|-----------|--------------------|--------------------|--------------------|
| Jan/Feb 2018 | 16 | 10,250 | \$4,510.00 | Full Color Glossy | \$1,465.97 | \$604.82 | \$6,580.79 | 7 | \$2,446.00 | \$1,223.00 | \$5,357.79 |
| Mar/Apr 2018 | 28 | 10,000 | \$6,868.20 | Full Color Glossy | \$1,540.39 | \$1,072.02 | \$9,480.61 | 10 | \$3,996.00 | \$1,998.00 | \$7,482.61 |
| May/June 2018 | 24 | 10,600 | \$6,780.00 | Full Color Glossy | \$1,644.40 | \$658.71 | \$9,083.11 | 9 | \$3,681.00 | \$1,840.50 | \$7,242.61 |
| July/Aug 2018 | 24 | 10,600 | \$6,858.80 | Full Color Glossy | \$1,622.24 | \$762.04 | \$9,243.08 | 10 | \$4,081.00 | \$2,040.50 | \$7,202.58 |
| Sept/Oct 2018 | 20 | 10,650 | \$6,118.80 | Full Color Glossy | \$1,651.10 | \$908.60 | \$8,678.50 | 11 | \$4,651.00 | \$2,325.50 | \$6,353.00 |
| Nov/Dec 2018 | 20 | 10,650 | \$5,973.80 \$612.38 \$229.00 | Full Color Glossy Chamber Mag Insert Extra Survey's | \$1,905.93 | \$623.07 | \$9,344.18 | 7 | \$2,491.00 | \$1,245.50 | \$8,098.68 |
| Spring Recycler | 4 | 10,542 | \$2,300.00 | Full Color Glossy | \$1,644.55 | \$219.58 | \$4,164.13 | 0 | \$0.00 | \$0.00 | \$4,164.13 |
| Winter Recycler | 4 | 10,500 | \$2,427.00 | Full Color Glossy | \$1,638.00 | \$233.65 | \$4,298.65 | 0 | \$0.00 | \$0.00 | \$4,298.65 |
| Total | | 83,792 | \$42,677.98 | | \$13,112.58 | \$5,082.49 | \$60,873.05 | 54 | \$21,346.00 | \$10,673.00 | \$50,200.05 |

| Issue | # of Pages | # Printed | Printing Cost | Notes | Postage Cost | Approximate Staff Wages | Gross Total Cost | # of Ads | Ad Total | City Half | Net Total |
|----------------------|------------|---------------|--------------------|---|-------------------|-------------------------|--------------------|-----------|-------------------|-------------------|--------------------|
| Jan/Feb 2016 | 12 | 10,650 | \$4,287.00 | Full Color Glossy | \$1,645.49 | \$726.92 | \$6,659.41 | 6 | \$2,006.00 | \$1,003.00 | \$5,656.41 |
| Mar/Apr 2019 | 24 | 10,650 | \$6,966.00 | Full Color Glossy | \$1,700.64 | \$993.67 | \$9,660.31 | 9 | \$3,641.00 | \$1,820.50 | \$7,839.81 |
| May/June 2019 | 24 | 10,650 | \$6,966.00 | Full Color Glossy | \$1,702.74 | \$800.67 | \$9,469.41 | 10 | \$4,025.00 | \$2,012.50 | \$7,456.91 |
| Jul/Aug 2019 | | | | Full Color Glossy | | | \$0.00 | | | \$0.00 | \$0.00 |
| Sept/Oct 2019 | | | | Full Color Glossy | | | \$0.00 | | | \$0.00 | \$0.00 |
| Fall Recycler2019 | | | | Full Color Glossy | | | \$0.00 | | | \$0.00 | \$0.00 |
| Nov/Dec 2019 | | | | Full Color Glossy Chamber Mag Insert | | | \$0.00 | | | \$0.00 | \$0.00 |
| Ramsey Recycler 2019 | | | | Full Color Glossy | | | \$0.00 | | | \$0.00 | \$0.00 |
| Total | | 31,950 | \$18,219.00 | | \$5,048.87 | \$2,521.26 | \$25,789.13 | 25 | \$9,672.00 | \$4,836.00 | \$20,953.13 |

Multi-Media Opportunities

Efficient & Effective Community Marketing

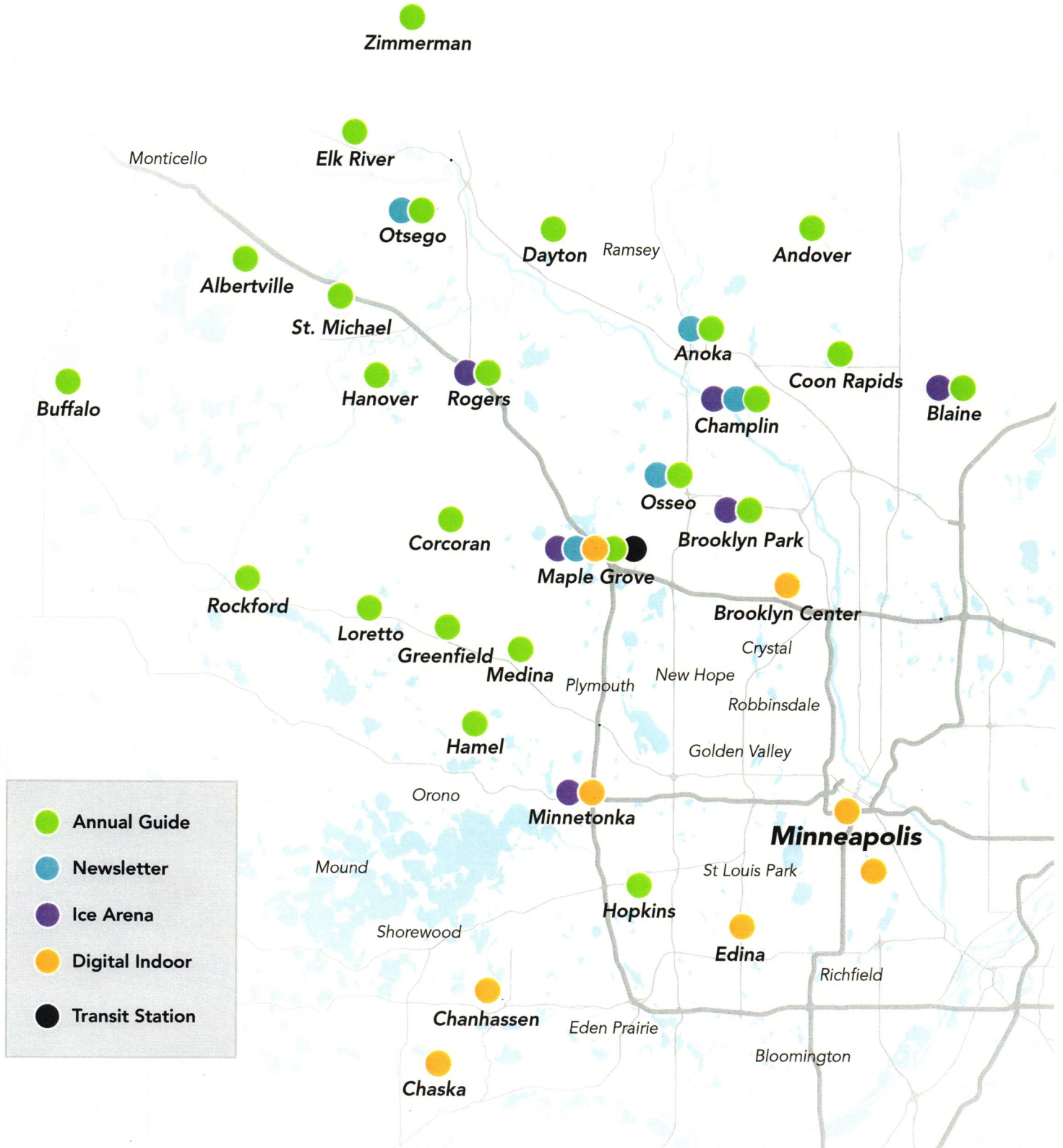
Publications - Arena/Transit Sponsorships - Digital Indoor Advertising



PRIME[®]

ADVERTISING & DESIGN

6450 Wedgwood Road N., Suite 100 • Maple Grove, MN 55311
 763.551.3700 • info@PrimeAdvertising.com • PrimeAdvertising.com





**PRIME ADVERTISING & DESIGN, INC.
& THE CITY OF RAMSEY
RESIDENT NEWSLETTER**

Prime's Deliverables:

Prime's Publication Division will:

- Collaborate with City staff to develop informative, insightful and entertaining content. Prime will develop an editorial menu and provide a minimum of one (1) original piece of content authored by Prime Staff. Prime will also provide photography services via staff photographer to supplement City photography. All content will be proofed and approved by the City of Ramsey.
- An enhanced / redesign of the newsletter, allowing for best use of high-resolution images and vibrant design.
- Advertising sales to businesses in and around the Ramsey community.
- Printing up to 10,600 copies of a 16- or 24-page 4-color newsletter and a 4-page 4-color Recycler.
- Direct mailing of up to 10,400 newsletters to all homes, apartments and businesses in Ramsey.
- Conversion from print into a digital edition format for use on City website. The 'turn-page' digital edition includes links to websites and emails of all advertisers, as well as relevant content.

City of Ramsey Deliverables:

- The City shall pay a comprehensive, all-inclusive, per issue publishing fee that includes all services outlined under Prime Deliverables including editorial, photography, design, production, digital edition, printing, mailing, and postage.
- Editorial submitted to Prime staff in developing timely and relevant content and photography.
- Editing, proofing and approval of newsletter content.



**CONTRACT BETWEEN THE CITY OF RAMSEY AND
PRIME ADVERTISING & DESIGN, INC.
FOR THE PUBLICATION OF THE
CITY OF RAMSEY RESIDENT NEWSLETTER**

This agreement made and entered into this ____ day of _____ 2019, by and between the CITY OF RAMSEY, a municipal corporation, hereinafter referred to as "City" and PRIME ADVERTISING & DESIGN, INC., a corporation doing business at 6450 Wedgwood Road North, Suite 100, Maple Grove, Minnesota, 55369, hereinafter referred to as "Prime."

The parties wish to reduce to writing the terms and conditions regulating the production and distribution of said City of Ramsey Resident Newsletter "Newsletter." Based upon mutual considerations contained herein, the parties agree as follows:

Purpose of Newsletter

The Ramsey Resident promotes a positive image of the City and is a key vehicle to deliver timely, up-to-date City news and information within the community. An enhanced version of the Resident will be valuable in promoting the economic development for the city, businesses and residents. The Resident is also an important marketing tool for local businesses, allowing them an efficient vehicle to reach every home, apartment and business in the community.

Size

The newsletter shall be a 16 or 24-page magazine-style publication. Printed on White 70# Matte – 4/4 Full Color with Bleeds, finished size will be 8.25" x 10.75", Collated, Saddle Stitched. Prime reserves the right to increase or decrease the number of pages based on content and participation with notification to the City. The Recycler shall be 4 pages, if a separate piece.

Advertising

Prime shall be solely responsible for and may sell space to advertisers on such terms, conditions and at such prices as Prime determines. Prime shall follow the Advertising Guidelines in Exhibit A of this contract. In its contracts with advertisers, the contracts shall clearly state that the City is not a party to the contract and that the advertiser's sole source of recourse is against Prime. Prime will indemnify and hold harmless the City for any and all claims of any kind or nature arising out of the advertisers' content within any publication of said newsletter.

Advertising shall be limited to 38% percent of the newsletter space. Advertisements will be limited to a 1/2, 1/4 and 1/8-page ads. On one page there may be no more than 1/2 of the page dedicated to advertising (either two 1/4-page ads, four 1/8-page ads or one 1/2-page ad).

Publication Dates

The newsletter and Recycler shall be published on a schedule to be determined. Prime shall provide the City with a production schedule based on the City's requested mailing dates. Every reasonable effort will be made by both parties to meet said schedule. Prime shall provide the City with upcoming year's production schedule.

Publication

The City shall be responsible for the preparation, submission of articles and photos for the newsletter. Prime Staff will author a minimum of one (1) original piece of content. Prime will also provide photography services, as needed, via a staff photographer to supplement City photography. All content will be proofed and approved by the City of Ramsey.

Each Newsletter shall contain a disclaimer statement, approved by the City, to the effect that the advertisers offset the costs of the Newsletter and that Prime, not the City, is in total control of the advertising content of the Newsletter. Prime will also receive approval from the City for any special insertions to the Newsletter unless the insertion items are at the City's request.

Production

The City shall be responsible for providing Prime with any electronic copies of articles they would like included, as well as any photos (either electronic or actual) to be published. Prime may also provide photos and/or stock art in the design/layout of the newsletter with final approval by the City. Prime warrants it has rights to the photos and/or stock art it provides and will indemnify and hold harmless the City from any and all claims arising from copyright infringement relating to the use of said photos and/or stock art in the design/layout of the newsletter. Prime shall be responsible, subject to this agreement, for all aspects of production of the newsletter including, but not limited to, design, layout, printing and post-production delivery of all newsletters.

Ownership/Copyright

The City shall own the copyright of the newsletter, provided that each party shall retain ownership rights, including copyright, of their respective independent contributions to the newsletter. As owner of the copyright of the newsletter, the City shall have the right to reproduce and distribute all or part of the newsletter for any purpose.

Distribution

Prime, through the U.S. mail, shall distribute the newsletter. Prime is responsible for receiving routes, count information, and mailing of newsletters accordingly. The newsletter shall be distributed to each residential unit, including apartments, townhouses and condominiums, and to each business located within the geographic confines of the City of Ramsey, except for Post Office Boxes. One hundred (100) additional copies of each edition shall be delivered to the City at no charge. Prime shall provide the City with a digital edition of the newsletter for posting on the City website.

Publishing Fee

The City shall pay a comprehensive, all-inclusive, per issue publishing fee that includes all services outlined under Prime Deliverables including editorial, photography, design, production, digital edition, printing, mailing, and postage based on the size of the publication.

Options

- 16-page option - \$6,500/per issue.
- 24-page option - \$9,350/per issue.
- 4-page Recycler - \$4,286/per issue

A publication Option schedule will be determined on an annual basis, prior to September 1 of each year. Printing, postage, and mailing costs will be reviewed quarterly as postal routes change.

* Additional charges will apply to the City when an item(s) is inserted in the newsletter at the City's request. Cost will depend on the size and weight of item inserted. Cost of insertion items weighing more than 1/2 ounce will be handled on a case-by-case basis. Prime shall not insert any item without prior review and approval by the City. *



Term

The initial term of this agreement will be for three years publication of the City of Ramsey newsletter and Recycler with sales and production starting upon execution of this agreement. The terms of this agreement will be reviewed, and a longer-term contract may be agreed and executed by both parties in September of the 3rd contract year.

Termination

Each party shall retain the right to terminate this agreement by giving ninety-days written notice to the other party of such termination.

Independent Contractor Indemnification

It is understood and agreed that Prime is an independent contractor and is not an employee of the City. As such, Prime agrees to indemnify, save and hold harmless the City from any and all claims of every kind and nature which may arise out of the advertising content of any Newsletter and Prime's performance of this contract. In turn, the City agrees to indemnify, save and hold harmless Prime for any and all claims of every kind and nature which may arise from the article content of any said newsletter publication and the City's performance of this contract. Any disputes arising out of this agreement shall be decided according to the laws of the State of Minnesota and venue in a Minnesota court of competent jurisdiction.

In witness whereof, the parties hereto have entered into this agreement as of the day and year first above written.

CITY OF RAMSEY

City/Organization

By

Its

Printed Name

Date

PRIME ADVERTISING & DESIGN, INC.

Contractor

By

President/CEO

Its

Mark J. Murray

Printed Name

Date



PRIME ADVERTISING GUIDELINES – Exhibit A

Advertising Content: In its agreements with advertisers, the agreements shall clearly indemnify and hold harmless the “City” for any and all claims of any kind or nature arising out of the advertiser's display advertising content.

Prime shall obtain family-friendly commercial messages and/or advertisements consistent with the following guidelines. Any commercial message or advertisement which contains any of the following characteristics or which is of the type or category listed shall be and hereby are expressly prohibited:

1. Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products.
2. Promotion in any form of illegal drugs, illegal drug use or illegal drug materials or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials.
3. Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature.
4. Advertisements containing material that demeans or disparages an individual or group of individuals on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, marital or parental status, military discharge status, source of income, or sexual orientation.
5. Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature.
6. Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials.
7. Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards or standards of appropriateness for governmental or family audience.
8. Use of words, language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under these guidelines.

All advertising shall conform to guidelines above and must be approved by the “City” before production. The City approval process will require Prime to submit a proof of all proposed advertisements to the City, including content, size and proposed placement. The City retains absolute discretion to reject any proposed advertisement and Prime shall have no claim for damages or other loss related to any such denial and shall further defend and indemnify the City from any claims by advertisers related in any way to the City’s rejection of a proposed advertisement.



Proposed Advertising Rates*

| Ad Size | SPECS (W X H) | ONE | TWO | THREE | FOUR |
|-----------------|----------------------|------------|------------|--------------|-------------|
| 1/2 Page | 7.75 x 4.5 | \$755 | \$735 | \$695 | \$635 |
| 1/4 Page | 3.75 x 4.5 | \$485 | \$465 | \$425 | \$365 |
| 1/8 Page | 3.75 x 2.125 | \$299 | \$279 | \$239 | \$179 |

*Final prices to be determined and subject to change at Prime's discretion.



**PRIME ADVERTISING & DESIGN, INC.
& THE CITY OF RAMSEY
COMMUNITY RESOURCE & RESIDENTS' GUIDE**

Prime's Deliverables:

- Collaborate with City staff to develop informative, insightful and entertaining content. Prime will develop an editorial menu and provide a minimum of one (1) original piece of content authored by Prime Staff. Prime will also provide photography services via staff photographer to supplement City photography. All content will be proofed and approved by the City of Ramsey.
- Advertising sales to businesses in and around the Ramsey community.
- A minimum of 11,000, 4-color Guides will be printed. Prime reserves the right to increase or decrease the quantity printed.
- Direct mailing of Guides to all homes, apartments and businesses in Ramsey.
- Conversion from print into a digital edition format for use on City website. The 'turn-page' digital edition includes links to websites and emails of all advertisers, as well as relevant content.

City of Ramsey Deliverables:

- The City shall pay a comprehensive, all-inclusive, per issue publishing fee that includes all services outlined under Prime Deliverables including editorial, photography, design, production, digital edition, printing, mailing, and postage.
- Editorial support to Prime staff in developing timely and relevant content and photography.
- Editing, proofing and approval of Guide content.



**AGREEMENT BETWEEN THE CITY OF RAMSEY AND
PRIME ADVERTISING & DESIGN, INC.
FOR THE PUBLICATION OF THE
CITY OF RAMSEY RESIDENTS' GUIDE**

This agreement made and entered into this ____ day of _____ 2019, by and between the CITY OF RAMSEY, a municipal corporation, hereinafter referred to as "City" and PRIME ADVERTISING & DESIGN, INC., a corporation doing business at 6450 Wedgwood Road North, Suite 100, Maple Grove, Minnesota, 55369, hereinafter referred to as "Prime."

The parties wish to reduce to writing the terms and conditions regulating the production and distribution of said Community Resource & Residents' Guide™ "Guide." Based upon mutual considerations contained herein, the parties agree as follows:

Purpose of Guide

The Guide is a comprehensive communication resource for residents in the Ramsey community as well as surrounding areas. The Guide will promote a positive image of the area by providing concise, timely, accurate, and useful information about the City, the member businesses, and the Ramsey community, which will help promote the economic growth and tourism.

Size

The Guide shall be an 8.25" x 10.75" four color process with bleeds, magazine-style, saddle-stitched publication. Prime reserves the right to increase or decrease the number of pages depending on the availability of advertising.

Advertising

Prime shall be solely responsible for selling ad space to advertisers on such terms, conditions and at such prices as Prime determines. Prime will indemnify and hold harmless the City for any and all claims of any kind or nature arising out of the advertiser's content within any publication of said Community Resource & Residents' Guide.

Publication Dates

Prime will provide an approximate production and mailing schedule annually, which both parties will make every reasonable effort to meet.



Publication

The City shall be responsible for the preparation, submission of articles and photos for the Guide. Prime Staff will author a minimum of one (1) original piece of content. Prime will also provide photography services, as needed, via a staff photographer to supplement City photography. All content will be proofed and approved by the City of Ramsey. Prime will work with the City to develop a content schedule and editorial menu.

Each Guide shall contain a disclaimer statement, approved by the City, to the effect that the advertisers offset the costs of the Guide and that Prime, not the City, is in total control of the advertising content of the Guide. Prime will also receive approval from the City for any special insertions to the Guide unless the insertion items are at the City's request.

Production

The City shall be responsible for providing Prime with any electronic copies of articles they would like included, as well as any photos (either electronic or actual) to be published. Prime may also provide photos and/or stock art in the design/layout of the Guide with final approval by the City. Prime warrants it has rights to the photos and/or stock art it provides and will indemnify and hold harmless the City from any and all claims arising from copyright infringement relating to the use of said photos and/or stock art in the design/layout of the Guide. Prime shall be responsible, subject to this agreement, for all aspects of production of the Guide including, but not limited to, design, layout, printing and post-production delivery of all Guides.

Ownership/Copyright

Prime shall own the copyright of the Guide, provided that each party shall retain ownership rights, including copyright, of their respective independent contributions to the Guide. As owner of the copyright of the Guide, Prime shall have the right to reproduce and distribute all or part of the Guide for any purpose.

Distribution

Prime, through the U.S. mail, shall distribute the Guide. Prime is responsible for receiving routes, count information, and mailing of Guides accordingly. The Guide shall be distributed to each residential unit, including apartments, townhouses and condominiums, and to each business located within the geographic confines of the City of Ramsey, except for Post Office Boxes. Approximately two hundred (200) additional copies shall be initially delivered to the City at no charge. The City may request additional copies as needed. Prime shall provide the City with a digital edition of the Guide for posting on the City website.

Publishing Fee

The City shall pay a per issue comprehensive publishing fee of \$6,500. This includes all services outlined under Prime Deliverables including editorial, design, production, printing and mailing.

Additional charges will apply to the City when an item(s) is inserted in the Guide at the City's request. Cost will depend on the size and weight of item inserted. Cost of insertion items weighing more than 1/2 ounce will be handled on a case-by-case basis. Prime shall not insert any item without prior review and approval by the City.

Printing, postage, and mailing costs will be reviewed annually as postal routes change.



Term

The initial term of this agreement will be for three years for the City of Ramsey Community Resource & Residents' Guide with sales and production starting upon execution of this agreement. The terms of this agreement will be reviewed, and a longer-term contract may be agreed and executed by both parties in September of the 3rd contract year.

Termination

Each party shall retain the right to terminate this agreement by giving ninety-days written notice to the other party of such termination.

Independent Contractor Indemnification

It is understood and agreed that Prime is an independent contractor and is not an employee of the City. As such, Prime agrees to indemnify, save and hold harmless the City from any and all claims of every kind and nature which may arise out of the advertising content of any Guide and Prime's performance of this contract. In turn, the City agrees to indemnify, save and hold harmless Prime for any and all claims of every kind and nature which may arise from the article content of any said Guide publication and the City's performance of this contract. Any disputes arising out of this agreement shall be decided according to the laws of the State of Minnesota and venue in a Minnesota court of competent jurisdiction.

In witness whereof, the parties hereto have entered into this agreement as of the day and year first above written.

CITY OF RAMSEY

City/Organization

PRIME ADVERTISING & DESIGN, INC.

Contractor

By

By

Its

President/CEO

Its

Printed Name

Mark J. Murray

Printed Name

Date

Date



* Competing business ? *

PRIME ADVERTISING GUIDELINES – Exhibit A

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1. Promotion of the sale or consumption of tobacco products or depiction of the use of tobacco products.
2. Promotion in any form of illegal drugs, illegal drug use or illegal drug materials or characterizations which suggest or depict the promotion or glorification of any such products, activities or materials.
3. Promotion for the use or sale of firearms, explosives or other weapons, or the depiction, suggestion or glorification of violence or acts of a violent nature.
4. Advertisements containing material that demeans or disparages an individual or group of individuals on the basis of race, color, religion, national origin, ancestry, gender, age, disability, ethnicity, marital or parental status, military discharge status, source of income, or sexual orientation.
5. Commentary, advocacy or promotion of issues, candidates, campaigns or organizations of a social, political, religious, or rhetorical nature.
6. Depiction in any form of nudity or semi-nudity, profanity, obscenity, or lewdness or characterizations which suggest, depict or promote any such element or sexually oriented products, activities or materials.
7. Use of language or descriptive material which taken in form and context is deemed to be unsuitable for and contrary to community standards or standards of appropriateness for governmental or family audience.
8. Use of words, language, representations or descriptive material of any kind having more than one meaning or connotation, one of which would otherwise be prohibited under these guidelines.

All advertising shall conform to guidelines above and must be approved by the “City” before production. The City approval process will require Prime to submit a proof of all proposed advertisements to the City, including content, size and proposed placement. The City retains absolute discretion to reject any proposed advertisement and Prime shall have no claim for damages or other loss related to any such denial and shall further defend and indemnify the City from any claims by advertisers related in any way to the City's rejection of a proposed advertisement.

* Cost Comparatives * Only Prime?

Meeting Date: 05/14/2019

Information

Title:

Update Regarding Local Road Funding

Purpose/Background:

The purpose of this case is to provide current revenue estimates of different levels of franchise fee on gas and electric utilities, and a current average annual need for street reconstruction.

Timeframe:

15-20 minutes

Funding Source:

N/A

Responsible Party(ies):

Kurt Ulrich, City Administrator
Diana Lund, Finance Director
Bruce Westby, City Engineer

Outcome:

Provide current revenue estimates of different levels of franchise fee on gas and electric utilities, and a current average annual need for street reconstruction.

Attachments

2003 Timeline

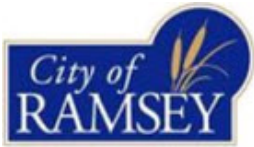
Form Review

| Inbox | Reviewed By | Date |
|---------------------------------|--------------------|---------------------------------|
| Kurt Ulrich | Kurt Ulrich | 04/04/2019 05:46 PM |
| Kurt Ulrich | Kurt Ulrich | 05/09/2019 04:15 PM |
| Form Started By: Kathy Schmitz | | Started On: 04/04/2019 04:48 PM |
| Final Approval Date: 05/09/2019 | | |

2003 TIMELINE

2003 SCHEDULE OF FRANCHISE FEE IMPLEMENTATION

- April 29, 2003 WS Idea of Franchise fees to offset lost aid presented to cc
- May 27, 2003 CC Consider proposed Ordinances -4.5% FF and authorize Public Hearing.
- June 2, 2003 Connexus Energy, City of Anoka, and Centerpoint Energy notified by certified mail of Public Hearing date.
- June 13, 2003 Posting of proposed Franchise Fee Ordinances in Anoka Union.
- June 20, 2003 Article explaining proposed franchise fee in Ramsey Resident.
- June 24, 2003 CC Public Hearing and introduction of Franchise Fee Ordinances 4.5% FF
- June 24, 2003-
July 8, 2003 Posting of Proposed Ordinances in City Hall.
- July 8, 2003 CC Introduction of FF Ord to add biannual review language & annual Limit on ff collected to \$525,000 Add Sunset clause of 12-31-06.
- July 22, 2003 CC Franchise Fee Ordinances brought for adoption but tabled. 4.5% FF
- October 9, 2003 Notice mailed out notifying residents of October 14, 2013 meeting
- October 14, 2003CC Re-Introduction of Ordinances: \$3/per utility residential & \$6 per Utility for commercial ff. Another PH was not held fell under the 6-24-03 PH
- October 23, 2003 Notice about final adoption of ordinance Oct 28, 2013 cc meeting
- October 28, 2003 CC Adoption of FF ordinances 03-45 (City of Anoka & Connexus Energy) & Ord #03-44 (Centerpoint Energy) \$3/\$6 Res/Comm FF
- October 29, 2003 Connexus Energy, City of Anoka, and Centerpoint Energy notified by certified mail of adoption of Ordinances. They have a required 60-day implementation period
- January 2004 1st Monthly franchise fee billing received by Ramsey residents.
- 20 Year Franchise Agreement with Centerpoint expires 7-8-23 (ord 03-16)
- 20 Year Franchise Agreements with Connexus & City of Anoka Expires 11-12-33 (Ord 13-20 & 13-19)



Our Mission: To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services.

CC Work Session

3. 1.

Meeting Date: 05/14/2019

Submitted For: Colleen Lasher, Administrative Services

By: Jo Thieling, Administrative Services

Information

Title:

Review Future Topics/Calendar

Purpose/Background:

Attached is the current list of future topics for work session discussion. Items are drawn from Council requests at meetings, or are related to topics that have been identified in the City's strategic plan. Tentative dates have been assigned.

Recommendation:

N/A

Action:

For Council review - no formal action necessary.

Attachments

List of Future Topics

Form Review

Inbox

Kurt Ulrich

Form Started By: Jo Thieling

Final Approval Date: 05/09/2019

Reviewed By

Kurt Ulrich

Date

05/09/2019 11:33 AM

Started On: 05/07/2019 12:31 PM

City Council Future Topics – Work Session

(Draft)

| Date | Topics for Discussion – Council Action |
|-------------|---|
| June | Mediation Services presentation (Request of Anoka County mediation). |
| June 25 | Presentation by Auditors – Lund |
| By June | Status report on approved contract work for well inspections from Anoka County. Request to include mid-point (June) and final financials (Sept.). |
| TBD | Discuss Councilmembers Serving on Boards and Commissions |
| TBD | Review History of Land Use Plan and Branding for The COR -- Gladhill |
| TBD | Discuss Ford Brook Park Renovation |
| TBD | Discuss Historic Town Hall – Ulrich |
| | |
| Date | Topics for Discussion – Policy |
| May | Intersection Control Evaluation for Spot Improvements on Armstrong -- Westby |
| May | Discuss Planning for Future Potable Water Supply --Westby |
| 2019 | Newsletter Policy to Address Advertising and Content Control --Ulrich |
| TBD | Council Committee Assignments Process |
| | |
| | |
| Date | Topics for Discussion – Planning and Budget |
| June | Trail Maintenance Policy – Westby |
| July | Stormwater Pond Maintenance Policy -Westby |
| TBD | Summary of Employee Compensation and Development Plan --Lasher |
| TBD | Accounting of City Engineering Staff Time for City Projects |
| TBD | Capital and Equipment Funding and Existing Fund Balances |
| TBD | Water Treatment Plant |
| | |
| | |