

**City of Ramsey**  
**Agenda**  
**City Council Work Session**  
**Tuesday, July 9, 2019**  
**5:30 pm**  
**Lake Itasca Room, 7550 Sunwood Drive NW**

- 1. Call to Order**
- 2. Topics for Discussion**
  1. 2020 Preliminary Budget/Levy Review
  2. Continue Discussion on Outsourcing Ramsey Resident Newsletter
  3. Discuss Police Department Staffing
- 3. Topics for Future Discussion**
  1. Review Future Topics/Calendar
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 07/09/2019

**Information**

**Title:**

2020 Preliminary Budget/Levy Review

**Purpose/Background:**

The City's adopted 2020 budget calendar calls for the 2020 preliminary levies and budgets to be presented to the City Council at work sessions beginning July 9. Council work sessions will continue up to the preliminary levy adoption on September 24, 2019, and the final adoption of the budget and levy consideration in December 2019.

Proposed budget documents will be presented for review at the work session. The budget presented at this meeting is a preliminary estimate of aggregate expenditures and revenues. Subsequent staff review and Council work session meetings will be used to refine these numbers.

**Timeframe:**

45 minutes

**Funding Source:**

**Responsible Party(ies):**

Finance Director

**Outcome:**

Preliminary overview of 2020 proposed budget/levy

**Attachments**

Bdgt Calendar

BdgtPriority Survey

Strategic Plan

**Form Review**

**Inbox**

Kurt Ulrich

Form Started By: Diana Lund

Final Approval Date: 07/03/2019

**Reviewed By**

Kurt Ulrich

**Date**

07/03/2019 08:56 AM

Started On: 07/01/2019 09:36 AM

Councilmember Shryock introduced the following resolution and moved for its adoption:

**RESOLUTION #19-009**

**RESOLUTION APPROVING THE CITY OF RAMSEY'S 2020 BUDGET CALENDAR**

**WHEREAS**, the Ramsey City Charter states that a budget calendar shall be established annually by resolution; and

**WHEREAS**, the City of Ramsey's Finance Committee recommends the Council adopt the following calendar:

- |                             |  |
|-----------------------------|--|
| January 8                   | Council adopts the 2019 Budget Calendar.   |
| January 14 –<br>February 22 | City Council and Staff Leadership Team meet to Review and Develop a Three-Year Strategic Action Plan.(Current Plan goes through 2018, amendments only)   |
| April 22                    | Finance Director to distribute 2020 Cost Center Budget Worksheets to Department Heads and supervisors. Worksheets include actual expenditures for 2016, 2017, 2018, 2019-year-to-date and adopted 2019 budget.                     |
| April 22                    | Finance Director to distribute listing of fixed assets as of December 31, 2018 to Department Heads and supervisors for review including item existence, accuracy, replacement values and number of years remaining in useful life. |
| April 22                    | Finance Director to distribute current Schedule of Rates, Fees and Charges to staff.   |
| April 22                    | City Administrator to distribute most recent version of goals, objectives and 3-year departmental plans to Department Heads and supervisors.   |
| May 20                      | Department Heads and supervisors to submit completed budget worksheets and accompanying justifications to the Finance Director.  |
| May 20                      | Department Heads and supervisors to return listing of fixed assets to the Finance Director with any corrections noted.   |
| May 20                      | Staff to return Schedule of Rates, Fees and Charges to the Finance Director with recommendations for 2019 amendments noted.  |
| May 20                      | Department Heads and supervisors to submit goals, objectives and 3-year departmental plans to the City Administrator.  |
| June 17-June 28<br>June 24  | City Administrator and staff work sessions on the preliminary 2020 budget.<br>City Administrator to distribute preliminary goals, objectives and 3-year departmental plans for staff work sessions.                                |

- July 9 Finance Director and City Administrator submit preliminary budget to the City Council.
- July 30 Department of Revenue certifies LGA amounts to all cities with populations over 2,500 and those receiving LGA.
- August 15 Counties notify cities of the dates, which school districts, metropolitan special districts, and the county have selected for 2019 Truth in Taxation Hearings.
- August 1 - September 6 Final Budget Work sessions before adoption of proposed budget/levy.
- August 12 Department Heads and supervisors to submit items to be included in the 2020-2029 Capital Improvement Program.
- August 19 August 23 Staff work sessions to review goals, objectives and 3-year departmental plans.
- September 10 or 24 Staff recommends a 2020 Proposed Municipal Budget; 2019 Levy, Payable 2020, Proposed Municipal Levy to the City Council.
- September 10 or 24 City Council adopts the 2020 Proposed Municipal Budget; 2019 Levied Payable 2020 Proposed Municipal Levy and sets the 2019 hearing dates for the 2020 Budget Public Hearing(s).
- September 27 City certifies 2020 Proposed Municipal Budget; 2019 Payable 2020 Proposed Municipal Levy and 2020 Budget Public Hearing date.
- September/October Council work sessions as needed.
- Sept 9-Sept 20 City Council work sessions on 2020 Goals, Objectives and 3-Year Departmental Plans.
- October 22 City Council review and adopt 2020-2029 Capital Improvement Program.
- November 4-22 County mails notice of proposed property taxes for payable 2020.
- November 27 City Council to review and adopt the 2019 Schedule of Rates, Fees and Charges.
- November 26 2020 Goals, Objectives and 3-Year Departmental Plans submitted to City Council for adoption.
- November 30 - December 28 Public Hearing(s) on Final 2020 Municipal Budget and Levy
- December 10 Adopt 2020 Municipal Budget and Final 2019, Payable 2020 Levy

December 31

Final levy certification to County auditor and certification of compliance with Truth in Taxation requirements to the Department of Revenue.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF RAMSEY, COUNTY OF ANOKA, STATE OF MINNESOTA, as follows:**

- 1) That the City Council of Ramsey hereby approves the 2020 Budget Calendar.

The motion for the adoption of the foregoing resolution was duly seconded by Councilmember Kuzma, and upon vote being taken thereon, the following voted in favor thereof:

Mayor LeTourneau  
Councilmember Shryock  
Councilmember Kuzma  
Councilmember Heinrich  
Councilmember Musgrove  
Councilmember Riley

and the following voted against the same:

None

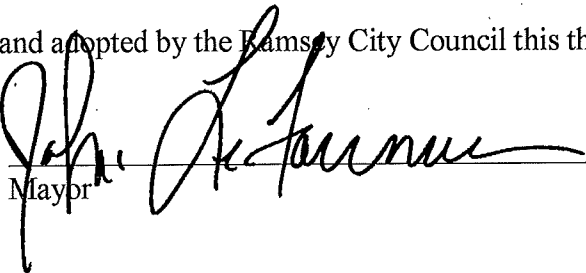
and the following abstained:

None

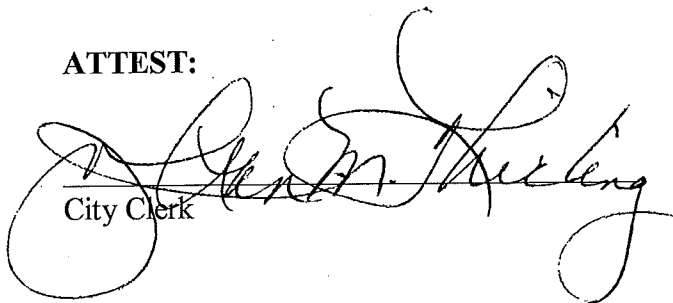
and the following were absent:

Existing Vacancy

Whereupon said resolution was declared duly passed and adopted by the Ramsey City Council this the 8<sup>th</sup> day of January, 2019.

  
\_\_\_\_\_  
Mayor

**ATTEST:**

  
\_\_\_\_\_  
City Clerk

# City of Ramsey 2020 Budget Survey – Strategic Priorities

This survey asked the City Council to complete a two-part survey to aide in preparation of the 2020 Budget. Part 1 included questions intended to clarify the Council’s prioritization of specific action for 2020 found in the Strategic Plan. Part 2 intended to clarify the priority of the Council’s strategic level items.

## Part 1 – Task Level Actions of the Strategic Plan

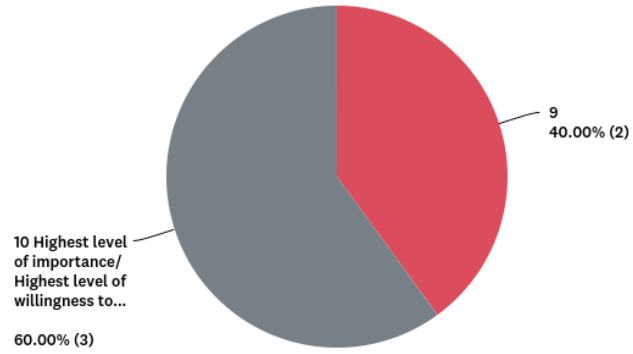
Part 1 asked Councilmembers to rank each individual action item (medium to high cost in 2020) in terms of level of importance and willingness to invest needed resources. A score of ‘1’ represents ‘Least level of importance/Least level of willingness to invest needed resources. A score of ‘10’ represents ‘Highest level of importance/Highest level of willingness to invest needed resources.

### Part 1 - Executive Summary

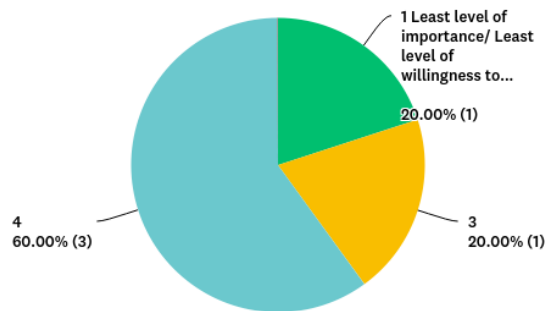
Action Item	Score
Implement a reliable, dedicated Pavement Management Funding Program.	10
Complete Plans and Specifications for Future Public Works Campus	8
Study Water Treatment Options.	7
Complete State Highway 47 Corridor Study.	6
Complete County Road 5 Corridor Study.	5
Implement smart irrigation controls rebate program to help reduce water consumption.	4
Complete a feasibility study for a future Postal Facility to obtain a Ramsey ZIP Code.	3

Part 1 – Distribution of Responses

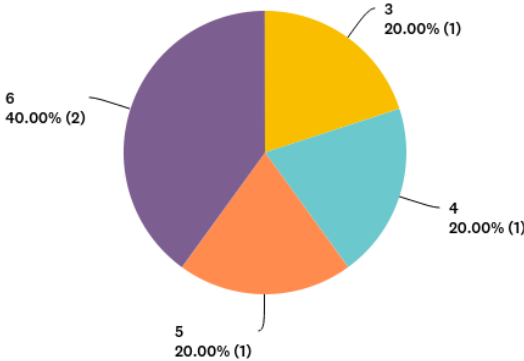
Q2 Implement a reliable, dedicated Pavement Management Funding Program



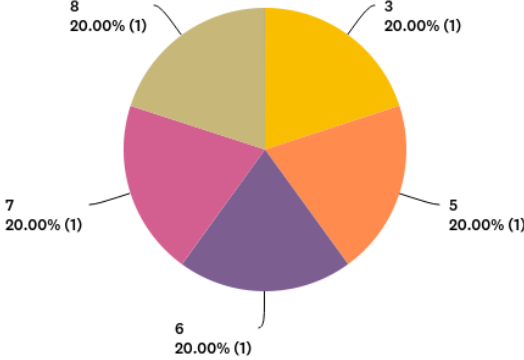
Q3 Complete a feasibility study for a future Postal Facility to obtain a Ramsey ZIP Code



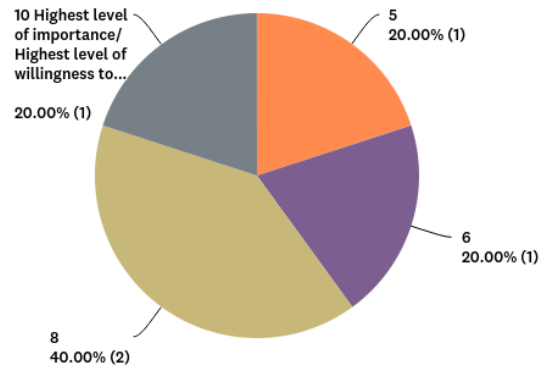
### Q4 Complete County Road 5 Corridor Study



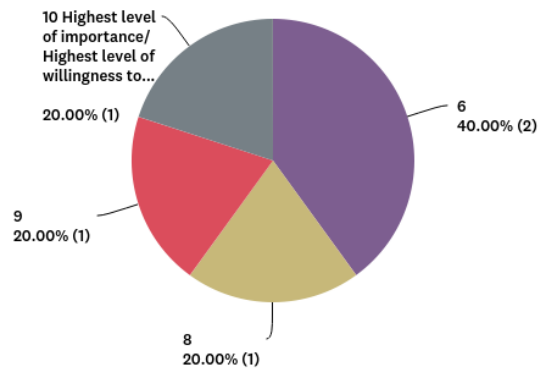
### Q5 Complete State Highway 47 Corridor Study



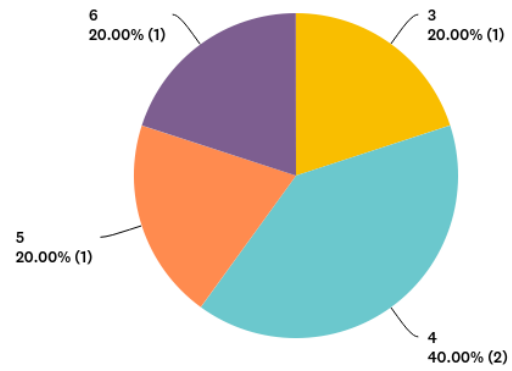
### Q6 Study Water Supply Treatment Options



### Q7 Complete Plans and Specifications for Future Public Works Campus



Q8 Implement smart irrigation controls rebate program to help reduce water consumption.



## Part 2

Part 2 asked Councilmembers to prioritize 16 strategic priorities. This step did not rank individual strategic priorities in terms of level of importance and willingness to invest needed resources. The intent of these responses were to help reconcile task level action and provide clarity to the desired outcomes of task level actions. Additionally, this step helped to determine if there were any missing priorities for 2020 within the Strategic Plan.

Strategic Priority	Score
Road Maintenance	16
Police and Fire Services	14
Economic Development	13
Transportation Plans and Corridor Plans	13
Water Treatment Plan	11
Park Facilities	9
Park Maintenance	9
Public Engagement	8
Code Enforcement/Neighborhood Image	7
City Communication with Residents	7
Small Area Planning/Neighborhood Planning	6
City Communication with Business Owners	6
Ramsey Identity and Brand	5
Recreation Programming	4
Recycling	4
Water Conservation	3

## Additional Priorities

Below are a list of additional priorities suggested by Councilmembers as part of the survey.

- Succession planning
- Franchise Fee
- Decrease permit costs
- Sell land
- Continued support for Highway 10 efforts
- Repayment fund options
- Bring restaurants and shopping
- Public Works funding
- Future Staff Retirements – What that may look like.

# Strategic Plan Update

2019 Update – May 28 Version

## ABOUT RAMSEY

Ramsey is a suburban city located in the northwestern part of Anoka County, with a population of approximately 26,500. Two rivers dominate its borders, the Rum River and the Mississippi River.

The first settlement in Ramsey began because of trading along the banks of the Mississippi. Many settlers came here on a steamboat called *The Governor Ramsey* named after our first territorial governor, from which the City reportedly acquired the name.

Only a few of the first houses and structures built in Ramsey remain today. The most notable structure of historic significance is on the National Register of Historic Places, the Old Ramsey Town Hall, located west of Highway 47 (Saint Francis Boulevard) just north of County Road 116 (Bunker Lake Boulevard). This 19th century structure was originally used as a schoolhouse. The building is a community landmark and the City is working on a long term plan for the structure.

Two school districts now serve Ramsey - Elk River #728, and Anoka-Hennepin #11. Students from both districts regularly exceed the state average on the Minnesota Basic Standards in math, reading, and writing, and score well above the national average on college entrance exams.

Many people have chosen to live in Ramsey because of its rural character, wetlands, wildlife, parks, recreation and the housing choices. Ramsey is a mixture of farms, large-lot single family, urban single-family, and multi-family with a range of prices that appeals to a wide variety of families and individuals. The City is expected to grow by approximately 10,000 people over the next 20 years. Economic Development continues to be a priority for our City. With nearly 7,000 employees working in Ramsey everyday, new industrial and retail growth may add an additional 5,000 employees over the next 20 years. We are proud of our commitment to attract economically and environmentally sound commercial development.

Ramsey is committed to manage future growth to provide a high quality of life, enhanced employment opportunities and a stable tax base. Looking ahead, our city is working toward retail and commercial growth that includes restaurants, shopping, entertainment and additional employment opportunities.

*Please note: this document is a work in progress. Staff is still working on final formatting. Please focus on content over formatting at this stage.*

## VALUES

Ethics and Integrity

Fiscal Responsibility

Cooperation and Teamwork

Open and Honest Communications

Excellence and Quality in the Delivery of Service

Treating People with Respect and Fairness

Adaptability and Continuous Learning

## VISION

Ramsey will be a secure, citizen-driven, collaborative community that respects the balance and connectivity between its unique urban, rural and natural environments.

## MISSION

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

## OBJECTIVES

Financial Stability

A Balance of Rural Character and Urban Growth

An Active and Connected Community

Smart, Citizen-Focused Government

An Effective Organization

## STRATEGIES

Identify and implement operational efficiencies, cost savings and additional funding sources.

Promote economic growth and development.

Create a positive image for residential neighborhoods, business districts and key corridors.

Enhance Community Engagement in policy decision-making processes.

Strengthen and enhance our identity and brand.

Improve the safety and mobility of transportation corridors.

Connect the community both physically and socially to destinations, services and activities.

Enhance customer service through process improvements.

Enhance sustainability and efficiency through public facilities and infrastructure investments.

Improve City's communication.

Improve and sustain high organizational morale.

Strive to reflect the demographics of the community.

# ACTION PLAN

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Identify and implement operational efficiencies, cost savings and additional funding sources.</b>				
1. Complete a Road Maintenance Funding Study and Public Engagement/Education Process.	Q3 2019	Existing Staff WSB Contact Budget Impact = Medium	Updated policy on appropriate funding for long term maintenance of local roads.  Results will influence future decision on road funding.	Bruce Westby
2. Implement a Road Maintenance Funding Program.	Q1 2020	Budget Impact = Medium	Retain existing program or choose a new program.	Diana Lund
3. Identify and improve one organizational workflow process.	2019	Budget Impact = Low	Experienced cost savings as a result of improved workflow.  Example: Purchasing Policy	Kurt Ulrich
4. Create an Alternative Funding Toolkit.	2019	Budget Impact = Low	List of potential funding sources for capital improvements.  Improved funding partnership and successful capital projects.	Diana Lund
5. Evaluate Asset Management Options for Public Infrastructure.	2019	Budget Impact = Low RCP Report	Improved tracking of roads, utilities, etc.  More efficient utilization of personnel resources.	Bruce Westby
<b>Strategy: Promote economic growth and development.</b>				
6. Expand Business Retention and Expansion efforts.	2019	Existing Staff: Budget Impact = Low	Stable base of local employers, representing the largest opportunity for future growth of jobs and tax base.  Increase the number of business visits.  Improve the quality and attendance at EDA events.	Sean Sullivan
7. Expand recruitment process to secure new commercial (retail) users.	2019	Existing Staff: Real estate broker Budget Impact = Low RCP Report	Continued growth of jobs, tax base, and services.  5,000 square feet of new retail space.	Sean Sullivan
8. Expand recruitment process to secure new industrial users.			Continued growth of jobs, tax base, and services.  50,000 square feet of new industrial space.	
9. Complete Comprehensive Housing Study and recruit new residential neighborhoods.	Q3 2019	Existing Staff: Budget Impact = Medium RCP Report	Plan for market relevant housing to jobs ratio (1 job per 1.5 household).	Tim Gladhill
<b>Strategy: Create a positive image for residential neighborhoods, business districts and key corridors.</b>				

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
10. Create baseline metrics to track and evaluate effectiveness of changes to Code Enforcement Program and use to track future trends.	Q4 2019	Existing Staff: Budget Impact = Low	Reduced blight and public nuisance.  Improved responsiveness of neighborhood concerns.  Improved empathy to private property rights and complex regulations.  Improved aesthetics and reduced blight along Highway 10 and Highway 47.	Tim Gladhill
11. Create a coalition of local multifamily (apartments, condos, etc.) property managers.	2019	Budget Impact = Low RCP Report	Ensure that multifamily properties maintain high quality.  Consider HOAs	Chloe McGuire Brigl
<b>Strategy: Enhance Community Engagement in policy decision-making processes.</b>				
12. Create Public Engagement Toolkit/Manual.	Q1 2020	Existing Staff: Budget Impact = Low RCP Report	New and improved engagement with the community on all key policy topics.	Tim Gladhill
<b>Strategy: Strengthen and enhance our identity and brand.</b>				
13. Complete a feasibility study for a future Postal Facility to obtain a Ramsey ZIP Code.	2020	Existing Staff Budget Impact = Medium RCP Report (community identity)	ZIP Code will identify itself as Ramsey.  Take a step forward in achieving a Ramsey ZIP Code.  Seek third-party funding to assist.	Kurt Ulrich
14. Install and/or replace signs at Highway 10/Ramsey Boulevard, Highway 10/Rail Station.	Q3 2019	Budget Impact = Medium to High RCP Report	Unified community brand for key nodes.	Chloe McGuire Brigl
15. Develop a plan for Historic Town Hall.	Q3 2019	Budget Impact = Low RCP Report	Adaptive reuse and tax base generation of historic town hall.  Consider other buyers.	Kurt Ulrich
<b>Strategy: Improve the safety and mobility of transportation corridors.</b>				
16. Complete County Road 5 Corridor Study.	Future Parking Lot List  Revisit adding	Budget Impact = Medium	Unified vision for Nowthen Boulevard.  Improved safety and reduced congestion.	Bruce Westby
17. Complete State Highway 47 Study Update.	Q1 2020	Existing Staff: Budget Impact = Medium	Unified vision for Highway 47.  Improved safety and reduced congestion.	Bruce Westby
18. Complete the Ramsey Gateway Study.	Q4 2019	Existing Staff/Resources Budget Impact = High RCP Report	Unified vision for Highway 10.  Improved safety and reduced congestion.	Tim Gladhill

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Connect the community both physically and socially to destinations, services, and activities.</b>				
19. Complete the Master Parks and Trail Plan/Capital Improvement Program Update.	2019	Existing Staff/Resources Budget Impact = Medium RCP Report	Adequate parks, trails and public spaces, both future and existing.  Unique recreation destinations.	Mark Riverblood
20. Update Recreation Programming Work Plan	2019	Budget Impact = Low	Deliver a diversity of programs that finds a balance of revenue and access.	Mark Riverblood
<b>Strategy: Enhance customer service through process improvements.</b>				
21. Complete snow removal study and alternatives analysis.	2019	Budget Impact = Low	Ensure process and staffing for snow removal meets community expectations.	Grant Riemer
<b>Strategy: Enhance sustainability and efficiency through public facilities and infrastructure investments.</b>				
22. Complete Regional Surface Water Supply Feasibility Study.	Q1 2020	Study funded by Metropolitan Council. Budget Impact = Low	Adequate supply of water to supply community's future vision.  Ensure that groundwater is the most appropriate source for the future.	Bruce Westby
23. Explore Water Supply Treatment Options			Reduce levels of manganese in municipal water supply.	
24. Complete Plans and Specifications for Future Public Works Campus.	2019	Budget Impact = High	Adequate space to effectively maintain public infrastructure.  Savings of time and money in operational efficiencies.	Grant Riemer
25. Consider smart irrigation rebate program.	2019	Budget Impact = Medium	Reduced demand on public water supply and avoid/delay of infrastructure investments.	Chris Anderson
<b>Strategy: Improve City's communication.</b>				
26. Update Communications Plan.	2019	Existing Staff Budget Impact = Low RCP Report	Improved external communication.  Provide more information of interest to residents in multiple formats.  New and more effective ways to reach the community, including but not limited to social media.  Talking Points for Key Projects.  Policy, process, and timing for communicating key topics.  Improved administration of Ramsey Resident Newsletter.	Megan Thorstad
27. Enhance Employee Intranet.	Q4 2019	Budget Impact = Low	Enhanced access for personnel policies and resources for existing and future Councilmembers, Employees, and Commissioners.  Improved internal communication.	Colleen Lasher

Action	Timeframe	Resources	Key Outcomes and Indicators	Responsible Party
<b>Strategy: Improve and sustain high organizational morale.</b>				
This remains a high priority for the community and is addressed in multiple actions above.				
<b>Strategy: Strive to reflect the demographics of the community.</b>				
This remains a high priority for the community and is addressed in multiple actions above.				

*Budget Impact Key; Low = Existing Staff/thousands of dollars; Medium = Additional Staff/Consultants/tens of thousands of dollars; High = capital improvement/hundreds of thousands of dollars.*

*RCP Report = Partnership with the University of Minnesota completed in 2018. This partnership created a library of resources and policy alternatives. A full list of completed reports can be found online at [rcp.umn.edu/ramsey-projects](http://rcp.umn.edu/ramsey-projects).*

## PARKING LOT LIST

Action	Strategy
Complete a Development Fee Impact Study.	Identify and implement operational efficiencies, cost savings and additional funding sources.
Complete Comprehensive Streetscape and Greenway Manual.	Create a positive image for residential neighborhoods, business districts and key corridors.
Complete Neighborhood Plans for Pearson Properties and Makowsky Farms.	Create a positive image for residential neighborhoods, business districts and key corridors.
Remodel 2 <sup>nd</sup> Floor of City Hall for additional collaboration and meeting space.	Enhance Community Engagement in policy decision-making processes.
Complete a Fire Department Duty Crew Analysis.	Enhance customer service through process improvements.
Complete Organization Staffing Plan.	Improve and sustain high organizational morale.

## CULTURE

- Utilize Strategic Plan to prioritize budget requests.
- Leverage additional funding sources.
- Seek grants to do high priority projects.
- Seek public and private partnerships.
- Improve Park and Recreation revenue through user fees and sponsorships.
- Provide adequate public safety staffing based upon common metrics (i.e., calls for service, time of day caseload, land use and population, citizen expectations).
- Continue Staff Recognition Programs.
- Increase awareness of various employee resources.

Meeting Date: 07/09/2019

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### Information

**Title:**

Continue Discussion on Outsourcing Ramsey Resident Newsletter

**Purpose/Background:**

The purpose of this case is to discuss options for reducing the overall cost of the Ramsey Resident newsletter and allowing the Administrative Department to allocate more time to other tasks such as records retention. Our goal is to make this process more efficient and cost-effective as outlined in our Strategic Plan.

The City Charter requires the City to publish a minimum of six Newsletters per calendar year. (Sec. 12.13) Currently, the City publishes a bi-monthly Ramsey Resident Newsletter which fulfills this requirement. In addition, the Community Development Department publishes one to two Ramsey Recycler newsletters per year which fulfills the Select Committee On Recycling Environment (SCORE) funding requirements. 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. The revenue from ad sales is split 50/50 between the City of Ramsey and Universal Apparel. The invoicing for ads is handled by the City's Finance Department.

Since we last met on this topic (May 14), staff has conducted research in terms of how other cities of similar population handle their newsletters and what other vendors exist that can handle the design, printing and solicitation of ad sales. Other than PRIME, staff found no other vendor that coordinates the design, printing and advertisement sales. Most companies, on the chart provided, only have the capabilities to handle the design and printing. The following six options exist:

1. Completely outsource the Ramsey Resident Newsletter to PRIME (four, 24-page full color glossy Ramsey Resident Newsletters, one Community Guide and at least one 4-page Ramsey Recycler)
2. Continue (as is/no change) using Countryside Printing, Scott Robinson (ads) and staff time for design (Six, bi-monthly Ramsey Resident newsletters, no community guide and at least one 4-page recycler)
3. Select a new designer and printer, Scott Robinson (ads) (Six, bi-monthly Ramsey Resident newsletters)
4. Discontinue print newsletter and move to electronic only (Would require an amendment to the existing Charter; the City would then be able to determine how many it wishes to produce)
5. Use a combination of these methods (i.e. Move to quarterly newsletter designed in house with ads being sold by Scott Robinson, outsource with PRIME for Community Guide and publish at least one Ramsey Recycler to meet our six required publications)
6. Other combination approach

Please note that the cost of postage will remain relatively consistent no matter which vendor is selected as postage is determined by weight and number mailed.

Administrative Services Staffing

The Administrative Clerk is currently responsible for collecting articles and designing 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 off-set some of the loss of staffing hours, the long-term succession plan currently in place allocates an additional 11 hours per week to an Administrative Assistant 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 off-set some of this reduction.

By outsourcing the design work, combined with condensing the number of publications and the number of pages per publication, the City can cut its annual newsletter expenditures to an estimated \$32,500. By taking these steps, it would also allow the Administrative Department to accomplish more tasks with its existing staff.

Previous Meeting Questions/Concerns

At the May 14 Work Session, the Council brought up concerns about the paper quality and design of the example presented and the current Ramsey Resident newsletter.

Regardless of the design vendor chosen, staff has the flexibility to work with the designer to see that the adopt our current design and match paper quality.

A question was also asked about the City's control or copyrights over the newsletter. If the newsletter is outsourced, designers will work with us on proofing and we will still own the copyrights to the newsletter. It should be noted that, with other vendors the City would be responsible for copy editing content. With PRIME, their design team would copy edit our material.

Lastly, a question was also asked about alternative vendors, other than PRIME, that have the same scope of services. In your packet you will find a table outlining which vendors staff contacted, their scope of services and how much they charge for those services. Please note that, while PRIME's numbers appear to be the highest, their scope of services is greater than any other design and printing company staff found.

Advantages to Outsourcing

To reduce costs and staff time spent dedicated to the newsletter, staff is recommending a combination of the options by outsourcing the newsletter, as follows: Four quarterly newsletters, PRIME's Annual Community Guide and at least one Ramsey Recycler, for the following reasons:

- 1) The Community Resource Guide is an economic development marketing tool designed to promote Ramsey business and market Ramsey to other businesses looking to locate in the area. The Guide would serve as a helpful tool for the City to retain and draw retail to Ramsey - an important issue for Ramsey residents as outlined in the latest Citizen Survey.
- 2) The Ramsey Recycler would serve as a dual purpose document - it would also be reimbursed by SCORE funding and also help the City meet its Charter requirements. The City currently publishes the Recycler in addition to its newsletter. Please note, in order to be reimbursed by SCORE funds, the City is required to educate the public about the changes in global recycling trends via a print publication.
- 3) Condensing from six issues to four, this would amount to less dollars spent on printing and postage and also a drop in staff time.

Staff Recommendation

Of the six options listed above, it is staff's recommendation to use a combination approach, as follows: outsource the Ramsey Resident, the Community Resource Guide and at least one 4-page Ramsey Recycler to PRIME Advertising. This would then meet our requirements via City Charter. Staff also plans to make a concerted effort to reduce article length, in turn, reducing the number of pages to help reduce printing costs. This would save both staff time and overall publication cost. This would account for an approximate 25 percent cost reduction.

Another scenario that would save annual costs and only slightly reduce staff time spent on the newsletter is to convert from a bi-monthly (6) to a quarterly (4) Ramsey Resident Newsletter and at least one Ramsey Recycler in house and outsource the Community Resource Guide to PRIME. This would meet our City Charter requirements and amount to an estimated 40 percent cost reduction. Whatever the outcome, City staff retains copyrights and remains in full ownership of the Ramsey Resident Newsletter.

<b>16-Page in house</b>	<b>16-page PRIME</b>
\$32,095	\$36,664

<u>-4,164 (SCORE)</u>	<u>-4,164 (SCORE)</u>
\$27,931	\$32,500

These numbers are an estimate and may fluctuate slightly due to ad sales, printing and postage. Please note the current amount spent on the Ramsey Resident is \$42,190.50. Both options would yield a cost savings.

**Timeframe:**

Staff is recommending a start time of January 1, 2020.

**Funding Source:**

The funding for the Ramsey Resident is a line item in the General Fund Budget. The funding for the Ramsey Recycler is initially paid for by the City and is later reimbursed via the Select Committee on Recycling and the Environment (SCORE) funds, which the City receives as part of its Recycling Agreement with Anoka County. Please note that the City must publish education material regarding changes in global recycling patterns in order to be reimbursed by SCORE. The staff time spent designing the Ramsey Recycler is charged to the Ramsey Resident line item.

**Responsible Party(ies):**

Communications and Events Coordinator Megan Thorstad

**Outcome:**

For the City Council to direct staff, based on discussion, on how to produce the City's newsletter.

**Attachments**

Newsletter Cost Comparisons

2018-19 Newsletter Costs

PRIME Advertising Newsletter Contract

PRIME Advertising Community Guide Contract

**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Colleen Lasher	Colleen Lasher	06/20/2019 12:56 PM
Colleen Lasher	Colleen Lasher	06/20/2019 02:15 PM
Kurt Ulrich	Kurt Ulrich	06/20/2019 02:22 PM
Kurt Ulrich	Kurt Ulrich	06/20/2019 02:23 PM
Kurt Ulrich	Kurt Ulrich	07/03/2019 09:20 AM
Kurt Ulrich	Kurt Ulrich	07/03/2019 09:20 AM
Form Started By: Megan Thorstad		Started On: 05/29/2019 09:14 AM
Final Approval Date: 07/03/2019		

Note: This is the cost per issue

Company	Publications	Design	Printing	Postage	Mailing Service	Ad Sales	Start-up cost	Based in	Cost per issue	Annual Cost
PRIME	6, 24-page newsletters	\$1,200.00	\$4,510.00	\$1,732.00	\$554.00	Yes	N/A	Maple Grove, MN	\$7,996.00	\$47,976.00
PRIME Community Guide ONLY	One annual publication	\$6,500.00	included	included	included	Yes	N/A	Maple Grove, MN	\$6,500.00	\$6,500.00
John Roberts	6, 24-page newsletters	N/A	\$8,081.00	N/A	included	No	N/A	Minneapolis, MN	\$8,081.00	\$48,486.00
Wallace Carlson Printing	6, 24-page newsletters	\$825.00	\$5,135.21	\$1,713.60	\$315.00	No	N/A	Minnetonka, MN	\$7,988.81	\$47,932.86
Johnson Litho Graphics	6, 24-page newsletters	\$1,200.00	\$5,238.74	N/A	\$320.00	No	N/A	Eau Claire, WI	\$6,758.74	\$40,552.44
Nystrom Publishing	6, 24-page newsletters	\$6,497.94	included	N/A	included	No	N/A	Maple Grove, MN	\$6,497.94	\$38,987.64
Countryside Printing	6, 24-page newsletters	\$240.00	\$6,240.00	N/A	included	No	N/A	Ramsey, MN	\$6,480.00	\$38,880.00
Pig's Eye Media	6, 24-page newsletters	\$1,440.00	N/A	N/A	\$360.00	No	N/A	Arden Hills, MN	\$1,800.00	\$10,800.00
CivicEngage	Electronic only newsletter	N/A	N/A	N/A	N/A	No	\$1,375.00	Manhattan, KA	\$3,870.00 first yr	\$2,495.00

**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
<b>Total</b>		<b>83,792</b>	<b>\$42,677.98</b>		<b>\$13,112.58</b>	<b>\$5,082.49</b>	<b>\$60,873.05</b>	<b>54</b>	<b>\$21,346.00</b>	<b>\$10,673.00</b>	<b>\$50,200.05</b>

\*\$42,190.5

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
<b>Total</b>		<b>31,950</b>	<b>\$18,219.00</b>		<b>\$5,048.87</b>	<b>\$2,521.26</b>	<b>\$25,789.13</b>	<b>25</b>	<b>\$9,672.00</b>	<b>\$4,836.00</b>	<b>\$20,953.13</b>



**PRIME ADVERTISING & DESIGN, INC.  
& THE CITY OF RAMSEY RESIDENT NEWSLETTER  
June 20, 2019**

**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 24-page 4-color newsletter.
- Direct mailing of up to 10,500 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. Postage amounts are approximate and final amount will be determined when carrier route list is finalized. Prime Advertising & Design is not responsible for the increase of USPS postal rates and as targeted carrier routes change. Any increase in postage rates and changes to carrier routes is the responsibility of the City of Ramsey.
- Editorial content and photography submitted to Prime staff in a timely and relevant manner.
- 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 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.

**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 up to 38% percent of the newsletter space. Advertisements will be limited to 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.

- 24-page Newsletter - \$7,996.00 / per issue.

A publication 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. Postage amounts are approximate and final amount will be determined when carrier route list is finalized. Prime Advertising & Design is not responsible for the increase of USPS postal rates and as targeted carrier routes change. Any increase in postage rates and changes to carrier routes is the responsibility of the City of Ramsey. 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 Resident newsletter 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 180 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

PRIME ADVERTISING & DESIGN, INC.

Contractor

By

By

Its

President/CEO

Its

Printed Name

Mark J. Murray

Printed Name

Date

June 20, 2019

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\*

<b>Ad Size</b>	<b>SPECS (W X H)</b>	<b>ONE</b>	<b>TWO</b>	<b>THREE</b>	<b>FOUR</b>
<b>1/2 Page</b>	7.75 x 4.5	\$755	\$735	\$695	\$635
<b>1/4 Page</b>	3.75 x 4.5	\$485	\$465	\$425	\$365
<b>1/8 Page</b>	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 180 day 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

By

Its

Printed Name

Date

**PRIME ADVERTISING & DESIGN, INC.**

Contractor

By

President/CEO

Its

Mark J. Murray

Printed Name

June 20, 2019

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.

Meeting Date: 07/09/2019

**Information**

**Title:**

Discuss Police Department Staffing

**Purpose/Background:**

The purpose of this discussion is to seek the City Council's feedback regarding the City's sworn officer staffing levels and how to proceed with the unfilled, yet budgeted new Patrol Officer position.

Budget

Although not unanimous, the 2019 budget was approved to include funding for two new Patrol Officers. Since this is a significant and time consuming recruitment process, and there have been changes to the make-up of the Council since the budget was approved, staff is requesting feedback of whether to proceed at this time. One new officer was hired in June, but the other recruitment has not been started, and was budgeted for an October 1 start date. Note: The remaining candidates from the recent recruitment are not recommended for advancement.

At this time, staff is not planning to request an additional Patrol Officer in 2020. However, if the City does not bring on a new officer in 2019, the plan will be to request the 2019 position be bumped to the 2020 budget.

Timing

From the time a recruitment is started, It generally takes 12 to 14 weeks to have the new officer on-board. Staff is planning to begin the second recruitment in July and would expect to have a Council case ready for authorization to hire by September 24 or October 8, 2019.

**Timeframe:**

Up to 15 minutes

**Funding Source:**

2019 Funding Required for 10-01-19 to 12-31-19: \$21,180

2020 Funding Required for the year: \$83,941

**Responsible Party(ies):**

Colleen Lasher, Administrative Services Director and Jeff Katers, Police Chief.

**Outcome:**

City Council feedback regarding whether to proceed with the budgeted hiring of a Police Officer in 2019, or consider the position in the 2020 budget discussions.

**Attachments**

*No file(s) attached.*

**Form Review**

Inbox

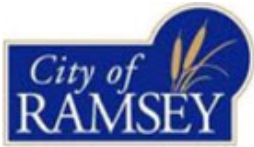
Reviewed By

Date

Kurt Ulrich  
Form Started By: Colleen Lasher  
Final Approval Date: 07/03/2019

Kurt Ulrich

07/03/2019 09:04 AM  
Started On: 07/01/2019 03:58 PM



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:** 07/09/2019

**By:** Katie Schmidt, Administrative Services

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**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.

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**Attachments**

Future Topics List

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**Form Review**

<b>Inbox</b>	<b>Reviewed By</b>	<b>Date</b>
Colleen Lasher	Colleen Lasher	07/02/2019 04:00 PM
Kurt Ulrich	Colleen Lasher	07/02/2019 04:20 PM
Colleen Lasher	Katie Schmidt	07/03/2019 07:39 AM
Kurt Ulrich	Kurt Ulrich	07/03/2019 09:24 AM
Form Started By: Katie Schmidt		Started On: 07/02/2019 08:51 AM
Final Approval Date: 07/03/2019		

**City Council Future Topics – Work Session**

*(Draft)*

<b>Date</b>	<b>Topics for Discussion – Council Action</b>
TBD	Mediation Services presentation (Request of Anoka County mediation).
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
TBD	Joint Meeting with the Council and Commissions & Other Cities
<b>Date</b>	<b>Topics for Discussion – Policy</b>
July	Intersection Control Evaluation for Spot Improvements on Armstrong -- Westby
09-10-19 (firm date)	Police Dept. Presentation – Drug Task Force Update (trends, statistics, and activity)
TBD	Discuss Temporary Outdoor Fabric Structures
TBD	Council Committee Assignments Process & Liaison to Boards and Commissions
TBD	Discuss Section 2-156 of the City Code re Residency Requirement for Boards and Commissions, including the EDA.  <div style="margin-left: 40px;">                     Sec. 2-156. - Appointment of members, terms of office and removal.                       (a) <i>Voting members and residence requirement.</i> At least two-thirds of the members of each board or commission shall be residents of the city. Members shall represent a broad range of interest in functions of the city.                 </div>
<b>Date</b>	<b>Topics for Discussion – Planning and Budget</b>
08-12-19	Discuss Happy Days, Councilmembers on Floats, Banners, T-shirts, etc.
08-27-19	HOLD THE ENTIRE WS: Review of Construction Managers for Public Works Facility
October	Trail Maintenance Policy – Westby
November	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	Discuss Water Treatment Options - Westby