

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

The City of Ramsey Economic Development Authority (EDA) conducted a regular meeting on Thursday, February 10, 2022, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Michael Olson
 Member Chelsee Howell
 Member Rachal Johnson
 Member William MacLennan
 Member Chris Riley
 Member Jim Steffen (via Zoom)

Members Absent: None

Also Present: Sean Sullivan, Economic Development Manager
 Brian Hagen, Community Development Director/Deputy City Admin

1. CALL TO ORDER

Chairperson Olson called the Economic Development Authority meeting to order at 7:30 a.m.

5.02: Consider Recommendation of Lease Structure for Dynamic Display Billboard with iDigital Media

Economic Development Manager Sullivan presented the staff report.

Member MacLennan asked if the Champlin billboard is the same size and height as what would be proposed.

Economic Development Manager Sullivan stated that the Ramsey proposal would be for a vertical board rather than a horizontal board. He commented that it would be similar in size to the Champlin board, just taller rather than wider.

Member MacLennan stated that he believed there was previous discussion that political ads only be allowed during a certain timeframe.

Economic Development Manager Sullivan replied that there are limits on campaign advertisements as regulated by the legislature.

Member Johnson asked if the company owns/leases the billboard in Champlin.

Economic Development Manager Sullivan replied that the Champlin sign is owned by Blue Ox Media.

Member Johnson stated that while she understands that political ads generate income, she would prefer to see Ramsey business advertisements and current events.

Economic Development Manager Sullivan replied that political advertising would be included in the non-Ramsey advertisements. He stated that there is a block of advertising designated towards Ramsey businesses, if Ramsey businesses choose to advertise.

Chairperson Olson invited the applicant to address the EDA.

Paul Hilt, iDigital Media, stated that the Federal Highway Administration recommends a message duration of eight seconds. He explained that would mean each ad would have a stationary period of eight seconds. He noted that typically across the nation they use seven seconds for the duration. He stated that they have 600 billboards across five states, 125 of which are digital, ranging in duration from six to ten seconds. He stated that Minnesota allows a six second ad hold time.

Chairperson Olson asked what drives the decision for message duration.

Mr. Hilt explained that different elements that are used to make that determination including speed. He stated that they would prefer a seven second duration for this sign. He noted that it is their goal that Ramsey businesses have the first ability to purchase ads. He stated that in terms of political ads there are regulations as to when those can be allowed and those would only be available to users if there is available space on the sign. He stated that they have allowed the City of Ramsey to advertise on their board in Saint Cloud and Northern Market as part of the proposed lease package. He commented that they are a partner with the City, advertising for local community events and working with local high school student.

Member MacLennan asked if the ads would be proportionate or whether there are different sizes.

Mr. Hilt reviewed some of the different advertising choices. He stated that unless businesses work together on an ad, each turn would have one full ad. He stated that a business could choose to have their ad come up every fewer times in the rotation.

Chairperson Olson asked if this would be a revenue generator for the City.

Economic Development Manager Sullivan confirmed that this would generate revenue for the City, anticipating about \$60,000 or \$70,000 annually based on the seven second duration and all ad slots being purchased.

Member MacLennan asked if the revenue is earmarked for something.

Economic Development Manager Sullivan stated that the revenue has not been earmarked as of yet and that decision would be made by finance and the City Council.

Motion by Member Johnson, seconded by Member MacLennan, to recommend to City Council to approve the Lease Structure for Dynamic Display Billboard with iDigital Media as presented, subject to City Attorney review.

A roll call vote was performed:

Member Steffen	aye
Member MacLennan	aye
Member Johnson	aye
Chairperson Olson	aye
Member Riley	aye
Member Howell	aye

Motion carried.

Motion by Member Olson, seconded by Member Johnson, to provide comments to the Planning Commission and City Council an ad display duration interval of seven seconds and the approval of the sign spacing outlined in the draft ordinance.

A roll call vote was performed:

Member Howell	aye
Member Riley	aye
Chairperson Olson	aye
Member Johnson	aye
Member MacLennan	aye
Member Steffen	aye

Motion carried.

7. ADJOURNMENT

Motion by Member MacLennan, seconded by Member Johnson, to adjourn the meeting.

A roll call vote was performed:

Member Steffen	aye
Member MacLennan	aye
Member Johnson	aye
Chairperson Olson	aye
Member Riley	aye
Member Howell	aye

Motion carried.

The regular meeting of the Economic Development Authority adjourned at 9:16 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Sean M. Sullivan". The signature is written in a cursive style with a blue highlight behind it.

Sean Sullivan
Economic Development Manager

ATTEST:

A handwritten signature in black ink that reads "Wendy Schlueter". The signature is written in a cursive style.

Wendy Schlueter
Economic Development Administrative Assistant

Draft by Amanda Staple
TimeSaver Off Site Secretarial, Inc.