

**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, September 12, 2019, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Jim Steffen
 Member Brian Burandt
 Member Scott Cords
 Member Glen Hardin
 Member Mark Kuzma
 Member Chris Riley

Members Absent: Member Shang Berg

Also Present: Sean Sullivan, Economic Development Manager
 Tim Gladhill, Community Development Director
 Kurt Ulrich, City Administrator

1. CALL TO ORDER

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

2. APPROVE AGENDA

Motion by Member Hardin, seconded by Member Riley, to approve the agenda.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Riley, Burandt, Cords, and Kuzma. Voting No: None. Absent: Member Berg.

3. APPROVE MINUTES

3.01: Approve Meeting Minutes Dated August 8, 2019

Motion by Member Hardin, seconded by Member Kuzma, to approve the August 8, 2019, minutes as presented.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Kuzma, Burandt, and Riley. Voting No: None. Absent: Member Berg. Abstained: Member Cords.

4. EDA BUSINESS

4.01: Consider Revised Recommendation for Draft 2020 Preliminary EDA Budget and Levy

Community Development Director Gladhill presented the staff report and recommendation that the EDA adopt the 2020 Preliminary EDA Budget and Levy with a reduction in budgeted professional services of \$10,000.

Motion by Member Hardin, seconded by Member Burandt, to recommend to City Council to adopt the 2020 Preliminary EDA Budget and Levy with a reduction in budgeted professional services of \$10,000.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Burandt, Cords, Kuzma, and Riley. Voting No: None. Absent: Member Berg.

4.02: Respond to Property Owner Request to Consider Purchase of 8100 146th Avenue NW (Portions of meeting may be closed to the public under Minnesota Statutes Section 13.D.05 Subdivision 3(c)(3) to consider purchase of real property)

Economic Development Manager Sullivan recommended that the EDA enter closed session to discuss whether the EDA would like to consider entering into negotiations for the purchase of 8100 146th Avenue NW.

Motion by Councilmember Riley, seconded by Councilmember Kuzma, to recess the meeting to Closed Session at 7:35 a.m.

Motion carried. Voting Yes: Chairperson Steffen, Members Riley, Kuzma, Burandt, Cords, and Hardin. Voting No: None. Absent: Member Berg.

The meeting reconvened to Open Session at 7:47 a.m.

4.02: Respond to Property Owner Request to Consider Purchase of 8100 146th Avenue NW – Continued (Portions of meeting may be closed to the public under Minnesota Statutes Section 13.D.05 Subdivision 3(c)(3) to consider purchase of real property)

Economic Development Manager Sullivan reported that during closed session the EDA discussed the potential purchase of 8100 146th Avenue NW and the consensus of the EDA was not to pursue purchase of the property.

4.03: Discuss Potential Tungsten District Redevelopment Study located in the South East Quadrant of Sunfish Lake Boulevard and Highway 10/169 Related to the Ramsey Gateway Study

Economic Development Manager Sullivan presented the staff report and the recommendation that the City proceed with Interim Phase 2 to work with owners/businesses as opportunities for

redevelopment and acquisition present themselves including conducting and documenting internal building inspections when possible, which all lead to the potential for the establishment of a future TIF District.

Member Riley asked whether the \$31,000 would be the total cost and not the annual cost.

Economic Development Manager Sullivan confirmed that the total amount would be approximately \$31,000. He explained that the goal would be to have the different elements completed in conjunction with the Highway 10 project moving forward, which would still be several years out.

Member Hardin asked for the definition of substandard.

Economic Development Manager Sullivan stated that he did not have a clear definition of substandard noting that there are many factors that need to be considered. A professional like LHB would need to be contracted to make that determination so that it could be used in TIF analysis.

Chairperson Steffen asked for input on the frontage road option.

Community Development Director Gladhill explained that this quadrant of the project is the most challenging and therefore a specific plan has not been developed. He reviewed the current plan concepts, noting that the frontage road option along Highway 10 is not popular with some businesses in that area. He provided details on additional frontage road options.

Chairperson Steffen asked if the parcel would be redeveloped as a road or whether this is a master plan.

Economic Development Manager Sullivan stated that currently there is not a plan for this area. He explained that this would be a tool that could assist in redevelopment in the future.

Community Development Director Gladhill explained that the entire swath will not be needed for right-of-way and therefore land will remain for redevelopment. He stated that there are property owners in the area that are interested in purchasing additional property for development. He stated that this would be in anticipation of the Highway 10 project and would provide another tool. He stated that this would not establish a TIF district today but would put the City in the position to act quickly when the time comes.

Economic Development Manager Sullivan confirmed that he is not suggesting that the City begin to purchase the properties, but simply put itself in a better position for opportunities in the future. He noted that the City may be asked to acquire or help acquire in the future for right-of-way and it would be helpful to know which parcels are substandard.

Member Cords stated that the option for the frontage road is preliminary and asked if Anoka would be interested in connecting from the backside.

Economic Development Manager Sullivan stated that “Anoka Solution” does not show a frontage road connection to that parcel.

Community Development Director Gladhill stated that there is not enough physical room to get from Thurston Avenue to the parcel in Anoka because of the river oxbow and sloping bluff line.

Chairperson Steffen asked if the funds would be spread out over several years.

Economic Development Manager Sullivan stated that he would not anticipate the entire amount being spent in one year and would instead anticipate those funds being spent over five to seven years.

Member Riley stated that this is a preliminary step towards something that might be done in the future and therefore this makes sense.

Motion by Member Riley, seconded by Member Burandt, to direct staff to proceed with the next Interim Phase 2 of the Tungsten District Redevelopment Study.

Further discussion: Member Cord asked if staff can make the decision to inspect a building at any time or whether the EDA would need to be consulted prior to each building. Economic Development Manager Sullivan indicated that Staff would not need to come back to the EDA prior to entering each building.

Motion carried. Voting Yes: Chairperson Steffen, Members Riley, Burandt, Cords, Hardin, and Kuzma. Voting No: None. Absent: Member Berg.

4.04: Consider Site Selection Options for New Hotel Concept

Economic Development Manager Sullivan presented the staff report. Staff believes this is a worthy project for this parcel and is generally comfortable with either alternative site selection. Staff is seeking feedback from the EDA in relation to site layout preference and use for this parcel. If the EDA is in support, staff will chart out the necessary process moving forward.

Chairperson Steffen asked if information is available on the hotel brand.

Economic Development Manager Sullivan stated that the interested party would like to remain confidential at this time. He noted that the concept would include a restaurant and pool.

Chairperson Steffen commented that the concept could work on both sites of the lot but perhaps four stories would make more sense as an end cap.

Member Riley commented that the concept would work on either site and he would welcome a hotel.

Economic Development Manager Sullivan stated that the City has been approached by a business to potentially construct a retail project and that user would prefer the endcap site. He stated that staff would prefer to have flexibility in trying to develop a plan to maximize the site.

Member Kuzma stated that he would prefer concept one but would also support concept two.

Chairperson Steffen asked if the developer has a preference.

Economic Development Manager Sullivan identified the site the developer had originally submitted was on the east half of the lot, noting that he requested to see the concept for the other site. He confirmed that the developer prefers this site over other sites in the COR because it is visible from Highway 10.

Member Burandt echoed the comments of the other Members and noted that he would prefer the eastern side, leaving the western site for additional retail development.

4.05: Approve Program Outline, Speakers and Emcee for 2019 EDA Business Networking Event

Economic Development Manager Sullivan presented the staff report and the recommendation to approve of the draft format for the event. He confirmed that the date for the event would depend upon the availability of the speaker.

Chairperson Steffen asked the mission of Greater MSP.

Economic Development Manager Sullivan stated that Greater MSP is a newer organization that markets the region and assists with economic development.

Member Cords asked if there would be a more northwest regional focus.

Economic Development Manager Sullivan stated that any speaker could tailor their presentation to the area.

Chairperson Steffen asked if staff would provide the Highway 10 update.

Community Development Director Gladhill stated that City staff and the consultant could provide the update on Highway 10.

Member Riley commented that although Highway 10 is a continued discussion, there is more information available at this time and the presentation should be more than a five-minute discussion.

Member Kuzma commented that Anoka has a lot going on with Highway 10 as well that could be featured and perhaps, they should be invited to have a representative, or MnDOT.

Member Cords asked if it would make sense to invite members of the legislature that could potentially assist with funding.

Community Development Director Gladhill confirmed that they would be invited. He stated that the City is currently working on a bill to introduce at the next session.

Chairperson Steffen stated that he would hope that attendance could remain around 125, similar to the previous year.

Member Burandt stated that Greater MSP and DEED would have less of a draw for businesses and the bigger draw for attendance may be Highway 10.

Economic Development Manager Sullivan confirmed that a Hwy 10 focus could be done through marketing the event.

Member Riley stated that in addition to Highway 10 there could be discussion on what the Anoka County is doing to alleviate traffic due to upcoming Highway 10 construction. He stated that the focus of the event could be transportation.

Economic Development Manager Sullivan stated that in the event that one of the top speakers is not available to secure, perhaps a robust Highway 10 update be done as the focus of the event.

Member Burandt commented that he would be comfortable with that.

Chairperson Steffen asked if Greater MSP and DEED could speak to transportation or whether that would not be ideal.

Economic Development Manager Sullivan stated that economic development speakers would touch on the importance of transportation. He noted that it would be up to the group whether they would like a speaker.

Member Burandt stated that if the focus is going to be transportation, he would like to see someone from Anoka County or MnDOT to provide additional input on the region.

Member Kuzma commented that the consultant from WSB could also provide input.

Member Riley noted that at the last City Council meeting there was an update from WSB, Anoka County and MnDOT. He stated that if you add in City staff, that would be a robust presentation that could focus on the Anoka and Ramsey Highway 10 projects, as well as discussion on 47.

Chairperson Steffen confirmed the consensus of the EDA to forgo the traditional speaker format and instead focus on transportation.

Motion by Chairperson Steffen, seconded by Member Hardin, to approve the preliminary event schedule as outlined in the case.

Motion carried. Voting Yes: Chairperson Steffen, Members Hardin, Burandt, Cords, Kuzma, and Riley. Voting No: None. Absent: Member Berg.

4.06: Consider State of Minnesota Economic Development Marketing Opportunity

Economic Development Manager Sullivan presented the staff report. He stated that staff believes this marketing opportunity is worth considering. It provides a unique “bang for the buck” when considering how much the State of Minnesota pushes this publication, and when considering how staff can reuse the Thriving in the North ad for other purposes. Based on feedback from neighboring cities, they are happy with how this publication plays into their overall comprehensive marketing strategies. Both Coon Rapids and Elk River recommended that Ramsey get involved; however, both indicated it’s unlikely this one specific ad will generate an influx of calls from prospects. But to that point, if it generates one call that leads to a future project, it more than pays for itself.

Chairperson Steffen asked who designed the previous ad and who would design this ad.

Economic Development Manager Sullivan stated that the previous ad was developed internally and then tweaked by the publication. He stated that a similar format could be followed for this ad if desired.

Chairperson Steffen stated that he would perhaps want to see additional thought put into the ad.

Community Development Director Gladhill commented that the marketing funds could be used to develop a more thoughtful ad.

Member Hardin agreed. He asked if the EDA could review a draft before submission.

Economic Development Manager Sullivan stated that there is a quick timeline but noted that he could submit the draft to the EDA via email.

Member Kuzma stated that he is not thrilled about the ad as he believes the funds could be better spent. He noted that CBRE is already advertising the City land. He was unsure that this would be the best resource, as the EDA has limited marketing dollars.

Member Riley stated that this group is the EDA and the job is to push business development in general in the City, which is different than selling just City land. He stated that this would promote the City in general and would attempt to bring in business in general.

Member Cords asked if there are metrics that show the reach the magazine would provide beyond the current business the City already has. He stated that he likes the idea of the proposal, as it shows access and availability.

Economic Development Manager Sullivan replied that the City would be getting 7,500 issues of this magazine mailed directly to site selectors/decision makers. He stated that the magazine is also distributed at national and regional tradeshows championed by the State of Minnesota. He

noted that neighboring communities have made the investment and are in the magazine. He stated that the City did not participate the previous year and perhaps this is something the City does every other year. He noted that if there is success, the City could participate each year. He explained that one project would be more than worth the funds. He highlighted some of the online marketing tools the City utilizes.

Member Burandt stated that given the value of getting this information in the hands of decision makers, he would support the funding the ad.

Motion by Member Burandt, seconded by Member Hardin, to recommend to authorize staff to utilize up to \$6,270 of the EDA Marketing Budget to publish an ad in the 2019-2020 MN DEED Thriving in the North annual publication.

Further discussion: Member Kuzma stated that while he understands the input from the other Members, he does not believe that this would add value as the information is only sent to 7,500 people.

Motion carried. Voting Yes: Chairperson Steffen, Members Burandt, Hardin, Cords, and Riley. Voting No: Member Kuzma. Absent: Member Berg.

4.07: Review Draft COR Area Real Estate Marketing Map

Economic Development Manager Sullivan presented the staff report and recommendation to approve of the map for print and electronic production and distribution.

Chairperson Steffen asked how this map would be used aside from the wall map.

Economic Development Manager Sullivan reviewed other ways in which the map could be used. He stated that he has not officially requested the toggling interactive feature but could pursue that option noting that there may be additional cost.

Member Hardin stated that it would be interesting to find out that information. He asked where the information would be available.

Economic Development Manager Sullivan commented that this has not been finalized yet. He confirmed that once complete it would be inserted into the interactive development document and it would be available on the City website.

Member Cords asked if the logos would be scaled down on the wall map version.

Economic Development Manager Sullivan confirmed that he would verify that information with WSB prior to printing.

Chairperson Steffen asked the criteria to be included on the map.

Economic Development Manager Sullivan commented that he attempted to pull out the larger employers and key national names. He recognized that not all businesses were included. He confirmed the consensus of the EDA to pursue the option to toggle the businesses, noting that there could be an additional cost.

Motion by Member Kuzma, seconded by Member Hardin, to authorize staff to finalize map and to print and utilize for marketing activities as needed and pursue the additional interactive elements with a cost not to exceed \$1,000.

Motion carried. Voting Yes: Chairperson Steffen, Members Kuzma, Hardin, Burandt, Cords, and Riley. Voting No: None. Absent: Member Berg.

5. MEMBER / STAFF UPDATE

Economic Development Manager Sullivan commented on the success of the recent EDA golf event. He stated that he received a letter of resignation the previous night from Member Berg, noting that staff will follow the normal process to fill that vacancy.

6. ADJOURNMENT

The regular meeting of the Economic Development Authority adjourned at 8:55 a.m.

Respectfully submitted,

Sean Sullivan
Economic Development Manager

ATTEST:

Wendy Schlueter
Economic Development Administrative Assistant

Draft by Amanda Staple
TimeSaver Off Site Secretarial, Inc.