

**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, January 13, 2022, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

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

Members Absent: Chairperson Scott Cords

Also Present: Sean Sullivan, Economic Development Manager
 Brian Pankratz, CBRE

1. CALL TO ORDER

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

2. APPROVE AGENDA

Motion by Member Heineman, seconded by Member Howell, to approve the agenda.

A roll call vote was performed:

Member Howell	aye
Member Heineman	aye
Member Steffen	aye
Member Johnson	aye
Member MacLennan	aye
Acting Chairperson Olson	aye

Motion carried.

3. CONSENT AGENDA

3.01: Approve Meeting Minutes Dated December 9, 2021

Motion by Member MacLennan, seconded by Member Heineman, to approve the December 9, 2021, minutes as presented.

A roll call vote was performed:

Member MacLennan	aye
Member Johnson	aye
Member Steffen	aye
Member Heineman	aye
Member Howell	aye
Acting Chairperson Olson	aye

Motion carried.

4. EDA BUSINESS

4.01: Consider Extension of CBRE Real Estate Listing Agreement for City Owned Land

Economic Development Manager Sullivan presented the staff report.

Member Heineman stated that there was a mention that any deals that the City leads results in a three percent commission for CBRE while CBRE led sales result in a five percent commission. He asked of the total sales, what percentage were City led and CBRE led.

Economic Development Manager Sullivan replied that of all the deals under PA currently, were City generated leads. The parcel under contract with Rob Hardy was a city generated lead but is still subject to 5% CBRE commission due to the timing of the deal. He commented that the previous parcels that closed were leads that came from CBRE. He noted that the list in the packet also shows CBRE leads. He noted that the City is currently working with a general retailer that was provided by CBRE on the Rob Hardy property.

Member Heineman asked the strategy that CBRE is using to come back from the slowdown of COVID.

Brian Pankratz, CBRE, stated that for lease/for sale residential is a hot market at this time as well as industrial, noting that Ramsey has seen that interest through different projects. He stated that in the last eight months or so, single tenant retail has increased while big box retail, large grocers, entertainment, and sit-down restaurants remain slow. He highlighted the different marketing that CBRE uses and stated that they also utilize cross marketing when contacted by an interested party. He stated that they use the population growth and daytime population growth to continue to market to retailers. He also provided details on marketing blasts that CBRE completes.

Member Heineman asked if the Highway 10 project throws a wrench into the marketing and how that would impact future tenants.

Mr. Pankratz commented that everyone agrees that Highway 10 will be a benefit once completed but noted that no one can anticipate how that construction will impact businesses. He stated that the population growth through recent residential developments help to bring interest from retailers.

Economic Development Manager Sullivan commented that the intersection of Armstrong and Highway 10 will see increased traffic during construction and therefore it will place a lot of eyes on that corridor.

Mr. Pankratz commented that office uses have high vacancy, industrial remains a hot market and retail is starting to make a comeback. He noted that residential development continues to be hot across the market.

Motion by Member MacLennan, seconded by Member Howell, to recommend to City Council to approve the Listing Agreement with CBRE from February 2, 2022 through January 31, 2023.

A roll call vote was performed:

Member Howell	aye
Member Heineman	aye
Member Steffen	aye
Member Johnson	aye
Member MacLennan	aye
Acting Chairperson Olson	aye

Motion carried.

4.02: Receive 2021 Business Retention and Expansion Presentation

Economic Development Manager Sullivan presented the staff report.

Member Heineman asked if transportation is shown as a weakness.

Economic Development Manager Sullivan confirmed that the item referred to Highway 10 transportation issues.

Member Heineman referenced the weakness shown as too many homes/rentals and asked for clarification.

Economic Development Manager Sullivan replied that item reflects a comment from businesses stating that there are too many apartments. He stated that perhaps those are businesses that have been here longer that are also Ramsey residents that would like to see less growth and less apartments.

Member Heineman asked if that is a specific type of business. He recognized that many residents would prefer to see less apartments, but apartments to equal more people which could equate to more customers for a business.

Economic Development Manager Sullivan replied that would likely be a statement from manufacturing businesses that do not rely on those types of customers. He noted that the comment was reflective of less than 10 percent surveyed. He stated that people not supportive of apartments are very vocal.

Member Heineman commended staff for the excellent job they did to assist businesses during the challenges of COVID.

Member MacLennan referenced some of the weaknesses such as the desire for more retail and restaurants and asked if there are specific types desired.

Economic Development Manager Sullivan replied that it would depend on the business but stated that the theme would be more sit-down restaurants to take clients to or just a desire for more variety to choose from. He stated that retailers find it helpful to have more retailers, even if they would be competition, as that would bring in more potential customers.

Acting Chairperson Olson echoed the accolades of Member Heineman to staff for the great job. He referenced the goal of 50 visits noting that 41 were completed. He noted the goal of 30 visits and asked for details on the declining goal.

Economic Development Manager Sullivan replied that the typical goal has been 30 and acknowledged that was ramped up during COVID. He stated that they tried extremely hard to hit 50 but could not get that number of visits setup with businesses. He noted that he will shoot for more than 30 visits.

Acting Chairperson Olson asked if there is an anticipation of the mix between phone visits and in person visits for the future.

Economic Development Manager Sullivan replied that the goal is to complete face to face visits, but some businesses prefer to have a phone visit. He stated that 22 percent of the visits in 2021 were done via phone and that will continue to be offered as valuable information is still gained through those interactions.

Motion by Member Heineman, seconded by Member MacLennan, to accept the 2021 Business Retention Report and adopt the plan for 2022 as outlined in the staff report.

A roll call vote was performed:

Member MacLennan	aye
Acting Chairperson Olson	aye
Member Steffen	aye
Member Johnson	aye
Member Heineman	aye
Member Howell	aye

Motion carried.

4.03: Authorize 2022 Ramsey EDA Business Expo Budget and Date

Economic Development Manager Sullivan presented the staff report.

Member Heineman referenced the zero dollars budgeted for Facebook and social media. He asked if paid Facebook ads have ever been considered for additional marketing.

Economic Development Manager Sullivan replied that has not been used in the past but could be considered for this event if desired.

Member Heineman suggested staff look into that option as the cost is typically around \$10 for a boosted advertisement.

Acting Chairperson Olson acknowledged that the group has discussed the event at previous meetings.

Motion by Member Howell, seconded by Member MacLennan, to authorize allocation of \$5,000 for 2022 Business Expo, select Adrenaline Sports Center as the venue, and select April 30, 2022 as the event date.

A roll call vote was performed:

Member Howell	aye
Member Heineman	aye
Member Steffen	aye
Member Johnson	aye
Member MacLennan	aye
Acting Chairperson Olson	aye

Motion carried.

5. MEMBER / STAFF UPDATE

Economic Development Manager Sullivan stated that staff remains very busy even with the continued challenges of COVID. He provided an update on recent development interest and activity. He provided an update on the upcoming Business Networking event. He also provided details on a request staff will bring forward to consider bringing Site 46 closer to grade and more attractive for development opportunities.

6. ADJOURNMENT

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

A roll call vote was performed:

Member MacLennan aye
Member Johnson aye
Member Steffen aye
Acting Chairperson Olson aye
Member Heineman aye
Member Howell aye

Motion carried.

The regular meeting of the Economic Development Authority adjourned at 8:12 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.