

City of Ramsey
Agenda
Economic Development Authority (EDA)
Thursday, June 9, 2022
7:30 am
Council Chambers, 7550 Sunwood Drive NW

Remote Attendance available at www.cityoframsey.com/meetings. To maximize social distancing due to the COVID-19 Pandemic, those that can join remotely are encouraged to do so. Those joining remotely and requesting to speak are asked to use a webcam when speaking.

- 1. Call to Order**
- 2. Approve Agenda**
- 3. Approve Minutes**
 1. Approve Meeting Minutes for May 12, 2022
- 4. EDA Business**
 1. Hwy 10 Construction Project Presentation
 2. Consider Contracting Services for Traffic Count Updates in COR and Surrounding Area
 3. Receive 2022 Business Expo Summary and Select 2023 Venue and Date
- 5. Member/Staff Input**
- 6. Adjournment**

Economic Development Authority (EDA)

3. 1.

Meeting Date: 06/09/2022

Submitted For: Sean Sullivan, Community Development

By: Wendy Schlueter, Community Development

Title:

Approve Meeting Minutes for May 12, 2022

Purpose/Background:

Purpose: The purpose is to approve the meeting minutes for the EDA meeting held the prior month.

Background: The meeting minutes are attached for review and approval.

Notification:

Observations/Alternatives:

Funding Source:

Recommendation:

Approval of May 12, 2022 meeting minutes.

Action:

Motion to approve May 12, 2022 EDA meeting minutes.

Attachments

EDA Minutes

Form Review

Inbox

Sean Sullivan

Brian Hagen

Form Started By: Wendy Schlueter

Final Approval Date: 05/19/2022

Reviewed By

Sean Sullivan

Brian Hagen

Date

05/18/2022 04:15 PM

05/19/2022 09:56 AM

Started On: 05/13/2022 02:34 PM

**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, May 12, 2022, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Michael Olson
Member Chelsee Howell
Member William MacLennan
Member Chris Riley
Member Shanna Stewart
Member Scott Wiyninger

Members Absent: Member Rachal Johnson

Also Present: Sean Sullivan, Economic Development Manager

1. CALL TO ORDER

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

2. APPROVE AGENDA

Motion by Member MacLennan, seconded by Member Wiyninger, to approve the agenda.

Motion carried. Voting Yes: Chairperson Olson, Members MacLennan, Wiyninger, Howell, Riley, and Stewart. Voting No: None. Absent: Member Johnson.

3. CONSENT AGENDA

3.01: Approve Meeting Minutes Dated April 14, 2022

Motion by Member Wiyninger, seconded by Member Stewart, to approve the April 14, 2022, minutes as presented.

Motion carried. Voting Yes: Chairperson Olson, Members Wiyninger, Stewart, Howell, MacLennan, and Riley. Voting No: None. Absent: Member Johnson.

4. EDA BUSINESS

4.01: Consider Renewal of Anoka County Regional Economic Development Partnership (ACRED)

Economic Development Manager Sullivan presented the staff report.

Samantha Markman, ACRED, thanked the City of Ramsey for its continued support for the partnership. She stated that her last day with Anoka County is the following day and introduced County Administrator Rhonda Sivarajah that will oversee the partnership until the position is filled. She stated that all 21 communities within the county participate in the partnership to varying degrees. She provided details on the structure of the group along with its goals and initiatives. She presented the 2021 year in review, highlighting different events, marketing tools, and projects. She also reviewed some initiatives looking ahead into 2022 along with a schedule of events for the year. She commented that it has been an incredible opportunity to see the communities come together and work cooperatively.

Chairperson Olson asked for specific benefits that Ramsey has received through the program.

Ms. Markman highlighted the different benefits that Ramsey receives through the partnership.

Economic Development Manager Sullivan commented that CBRE lists a number of City owned properties but there are four properties that are not listed with CBRE and are instead listed through MNCAR which is hosted through ACRED. He commented that it is money well spent.

Member Stewart asked how many properties have been sold through MNCAR.

Economic Development Manager Sullivan replied that there have been inquiries on those properties and leads generated through that tool. He commented that this is a relatively new tool as it just been used through the last three years.

The EDA thanked Ms. Markman for her presentation.

Motion by Member MacLennan, seconded by Member Wyingner, to recommend to City Council participation in the Anoka County Economic Development Partnership (ACRED) and approval of the \$1,576 continued voluntary cost-share to the partnership.

Motion carried. Voting Yes: Chairperson Olson, Members MacLennan, Wyingner, Howell, Riley, and Stewart. Voting No: None. Absent: Member Johnson.

4.02: Consider Authorization to Import, Place and Compact Fill for Outlot B, Affinity at The COR

Economic Development Manager Sullivan presented the staff report.

Chairperson Olson asked if the \$40,000 would be a total cost to bring the site to grade.

Economic Development Manager Sullivan reviewed the elements would be covered in the cost and noted that the cost would cover the entirety of the process including re-establishment of turf.

Member Wyingner asked how this would impact the ability to sell the site or the revenue that would be gained through sale of the property.

Economic Development Manager Sullivan replied that bringing the site to grade and to a marketable condition would save the developer from incurring the cost at a later date. He stated that there has been some interest in the site, therefore if it is closer to development ready it would make the site more attractive.

Member Riley commented that this is a great idea that would be opportunity driven as fill becomes available. He agreed that this would make the site more marketable.

Member MacLennan agreed that this would be a good idea. He asked what the desired development use of the property would be.

Economic Development Manager Sullivan replied that the property is zoned COR 1, which is mixed use, and therefore provides flexibility. He stated that in an ideal situation he would love to see a restaurant with a roof patio. He stated that it is a smaller site and therefore does not lend itself to an apartment type use. He noted that it could be a fast casual eatery as well.

Member MacLennan stated that his father recently moved into the Affinity complex and those residents would love to have something like that in this location that is easily walkable.

Motion by Member Wyingner, seconded by Member MacLennan, to recommend to City Council that to pre-authorize up to \$40,000 to obtain clean fill, place, compact, and re-establish turf for Outlot B, Affinity at The COR.

Motion carried. Voting Yes: Chairperson Olson, Members Wyingner, MacLennan, Howell, Riley, and Stewart. Voting No: None. Absent: Member Johnson.

5. MEMBER / STAFF UPDATE

Economic Development Manager Sullivan provided an update on recent development activity and interest. He also provided an update on the joint meeting that occurred the previous night involving the EDA, Planning Commission and City Council.

Member MacLennan asked the rationale in adding another liquor store between two liquor stores on TH 47.

Economic Development Manager Sullivan commented that the property was zoned accordingly to support that use. He stated that the business owners have a model which has their liquor store and gas station adjacent to each other and this is following that model. He stated that there were no incentives and the land was zoned accordingly, so the request did not come before the EDA.

6. ADJOURNMENT

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

Motion carried. Voting Yes: Chairperson Olson, Members MacLennan, Wyingner, Howell, Riley, and Stewart. Voting No: None. Absent: Member Johnson.

The regular meeting of the Economic Development Authority adjourned at 8:08 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.

DRAFT

Economic Development Authority (EDA)

4. 1.

Meeting Date: 06/09/2022

Submitted For: Sean Sullivan, Community Development

By: Sean Sullivan, Community Development

Title:

Hwy 10 Construction Project Presentation

Purpose/Background:

The purpose of this case is to receive a project update for the Anoka Solution and Ramsey Gateway projects.

The construction phase of the Anoka Solution Project is underway. Preparatory work for the Ramsey Gateway project has commenced, including Final Design and ROW acquisition. Representatives from MnDOT Metro District Communications and Engagement and Anoka County will be present to provide presentations and to answer questions about each project. Topics that have been requested to be discussed include:

1. Project Alignment (Ramsey and Anoka)
2. Ramsey Project Timing
 - a. Anoka Update
 - b. When and how long are Sunfish and Ramsey Interchanges anticipated to be closed, etc, one lane traffic?
3. Update on Ramsey Parcel Acquisitions
4. Ramsey Business Impacts
5. Signage Plan to make sure customers can find businesses during construction. Is there a plan?
6. Questions and discussion

This case is informational, no action is being requested at this time.

Notification:

N/A

Observations/Alternatives:

Receive presentation on the Anoka Solution and Ramsey Gateway projects from Representatives from MnDOT Metro District Communications and Engagement and Anoka County.

Funding Source:

N/A

Recommendation:

No action is being requested.

Action:

No action is being requested.

Attachments

No file(s) attached.

Form Review

Inbox

Sean Sullivan (Originator)
Brian Hagen
Form Started By: Sean Sullivan
Final Approval Date: 05/31/2022

Reviewed By

Sean Sullivan
Brian Hagen

Date

05/27/2022 04:09 PM
05/31/2022 03:17 PM
Started On: 05/23/2022 02:02 PM

Economic Development Authority (EDA)

4. 2.

Meeting Date: 06/09/2022

Submitted For: Sean Sullivan, Community Development

By: Sean Sullivan, Community Development

Title:

Consider Contracting Services for Traffic Count Updates in COR and Surrounding Area

Purpose/Background:

The purpose of this case is to obtain a recommendation by the EDA to contract for traffic count updates in COR and surrounding area.

Background:

The City of Ramsey has invested financially in the COR development. In order to attract retail and commercial users, having current traffic counts on hand is an important marketing component. Since 2017, the last year traffic counts were updated at key intersections of the COR, there has been significant development. The previous traffic counts were conducted by Bolton and Menk and those figures are included in the proposal under consideration by the EDA. Commuting patterns have been somewhat normalized after the peak of Covid-19, so now would be a good time to get revised traffic count numbers to be used for marketing and historical reference.

Notification:

Not Required

Observations/Alternatives:

The last year Traffic Counts were completed in and around the COR development was 2017. Staff is requesting an update of this information to be used for marketing purposes for land in the COR and the surrounding area. The cost to obtain the requested traffic count updates has been estimated to be \$10,580.00 as outlined in the proposal by Bolton and Menk

Alternatives:

- 1) EDA Recommendation to City Council to Contract Services to Update Traffic Counts for the COR and Surrounding Area
- 2) No Action
- 3) Something Else

Funding Source:

EDA Marketing and Promotions (9230.6246)

Recommendation:

EDA Recommendation to the City Council to Contract Services to Update Traffic Counts for the COR and Surrounding Area

Action:

Motion to Recommend to the City Council to Contract Services to Update Traffic Counts for the COR and Surrounding Area

ACTION - COR Traffic Count Proposal

Form Review

Inbox

Sean Sullivan (Originator)
Brian Hagen
Form Started By: Sean Sullivan
Final Approval Date: 05/31/2022

Reviewed By

Sean Sullivan
Brian Hagen

Date

05/31/2022 09:07 AM
05/31/2022 03:18 PM
Started On: 05/27/2022 04:12 PM



Real People. Real Solutions.

7533 Sunwood Drive NW
Suite 206
Ramsey, MN 55303-5119

Ph: (763) 433-2851
Fax: (763) 427-0833
Bolton-Menk.com

January 11, 2022

Mr. Sean Sullivan, EDFP
Economic Development Manager
City of Ramsey
7550 Sunwood Drive NW
Ramsey, Minnesota 55303

RE: City of Ramsey COR Analysis – 2022 Traffic Counts

Dear Mr. Sullivan:

In 2017, traffic counts were obtained at 17 locations throughout The COR with the thought of collecting traffic data at those same locations on a yearly basis. The traffic volumes could then be reviewed to determine growth trends in the area, and also to gain an understanding of local traffic patterns. Although no counts were obtained over the past several years, the City desires to renew the program and obtain counts in 2022.

Our proposed work scope for 2022 is as follows:

- Use a combination of methods including tube counters, video cameras, and count sticks to collect base data.
- Review the raw data, complete refinements of the data, and update the traffic count exhibit.
- Review the data and look for trends, anomalies, etc. in the information.
- Prepare a brief memo outlining our findings.
- Notify the City Engineering Department and the Anoka County Highway Department prior to performing the data collection.

We anticipate collecting the data over a series of installations. We anticipate all counts will be completed prior to the summer of 2022.

We estimate our fees to be \$10,580.00 to complete the traffic counts and prepare the memo.

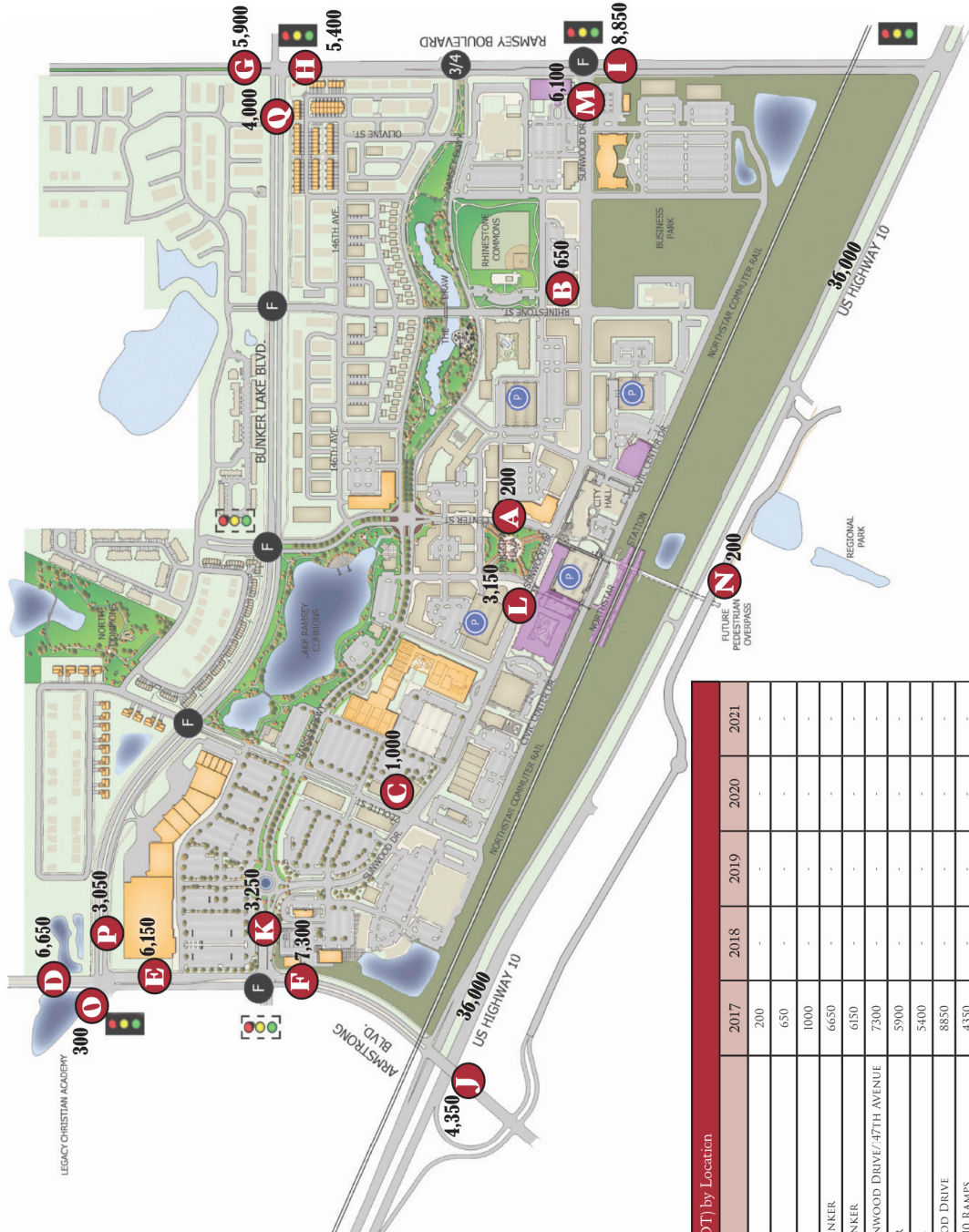
If there are any questions or concerns, please call me at (651) 968-7760.

Sincerely,

Bolton & Menk, Inc.

Kevin P. Kielb, P.E.
Principal Engineer

AVERAGE DAILY TRAFFIC COUNTS



5 Year Annual Average Daily Traffic (AADT) by Location

Location	2017	2018	2019	2020	2021
A CENTER STREET	200	-	-	-	-
B RHINESTONE STREET	650	-	-	-	-
C ZEOLITE STREET	1000	-	-	-	-
D ARMSTRONG BOULEVARD - NORTH OF BUNKER	6650	-	-	-	-
E ARMSTRONG BOULEVARD - SOUTH OF BUNKER	6150	-	-	-	-
F ARMSTRONG BOULEVARD - SOUTH OF SUNWOOD DRIVE/47TH AVENUE	7300	-	-	-	-
G RAMSEY BOULEVARD - NORTH OF BUNKER	5900	-	-	-	-
H RAMSEY BOULEVARD - SOUTH OF BUNKER	5400	-	-	-	-
I RAMSEY BOULEVARD - SOUTH OF SUNWOOD DRIVE	8850	-	-	-	-
J ARMSTRONG BOULEVARD - BETWEEN TH 10 RAMPS	4350	-	-	-	-
K SUNWOOD DRIVE - EAST OF ARMSTRONG	3250	-	-	-	-
L SUNWOOD DRIVE - CITY HALL	3150	-	-	-	-
M SUNWOOD DRIVE - WEST OF RAMSEY BVD	6100	-	-	-	-
N RIVERSDALE DRIVE	200	-	-	-	-
O BUNKER LAKE BVD - WEST OF ARMSTRONG	3050	-	-	-	-
P BUNKER LAKE BVD - EAST OF ARMSTRONG	4000	-	-	-	-
Q BUNKER LAKE BVD - WEST OF RAMSEY BVD	4000	-	-	-	-

Economic Development Authority (EDA)

4. 3.

Meeting Date: 06/09/2022

Submitted For: Sean Sullivan, Community Development

By: Sean Sullivan, Community Development

Title:

Receive 2022 Business Expo Summary and Select 2023 Venue and Date

Purpose/Background:

Purpose:

Provide EDA with 2022 Business Expo event summary and to select 2023 venue and date

Background:

Adrenaline Sports Center has proven to be a successful location for the Ramsey Business Expo. Staff has put together a short presentation summarizing the 2022 Event.

Notification:

N/A

Observations/Alternatives:

The 2022 Event:

The April 30, 2022 spring event was full at 59 booths which was up from 52 in October 2021. Attendance was estimated to be between 650-750 people which is most this event has ever had. Staff has received positive feedback from the exhibitors, venue and attendees. A cool, rainy spring day and a corn-hole bag tournament on the other half of Adrenaline could have help attendance for the event. Staff did incorporate Facebook marketing for the event and believes that this did help attendance. The event still included some businesses outside of the City of Ramsey (65% were Ramsey businesses) which means that there is still room for Ramsey growth at the current venue.

The Budget (2022 Event):

The EDA allocated \$5,000.00 for the 2022 Business Expo. Total Revenues (including EDA Allocation) for 2022 were \$8,460.00 with 2022 Expenses coming in at \$7,488.77 leaving a \$971.23 net cash reserve for the 2022 event. Based on the reserve the net contribution in 2022 by the EDA was \$4,028.77.

The Future (2023 Event):

Based on the success of the 2022 Expo staff would like to begin to set a date for next year's event. April 22 and April 29 are dates that work for the venue in 2023. The EDA will need to decide which day to select so that Adrenaline can plan accordingly for other event planning. A 2023 budget will be developed later once costs are determined in the future but staff is confident that \$5,000 should be sufficient. Staff is currently not suggesting any changes to the event format. Staff is also open to suggestions on how we can improve the event in the future.

Funding Source:

N/A

Recommendation:

Select Adrenaline Sports Center as the home of the 2023 Business Expo and to reserve the venue for a Saturday in April of 2023.

Action:

Motion to select Adrenaline Sports Center as the home of the 2023 Business Expo and to reserve the venue for April 22 or April 29 (SELECT ONE) and to allocate \$5,000 from the EDA.

Attachments

2022 Biz Expo Summary

2022 Biz Expo Budget FINAL

Form Review

Inbox

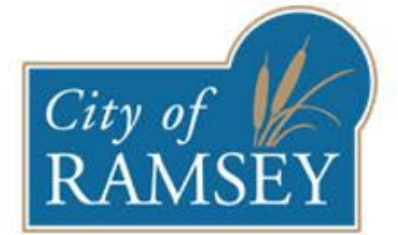
Sean Sullivan (Originator)
Brian Hagen
Form Started By: Sean Sullivan
Final Approval Date: 05/31/2022

Reviewed By

Sean Sullivan
Brian Hagen

Date

05/23/2022 10:22 AM
05/31/2022 03:16 PM
Started On: 05/02/2022 03:50 PM

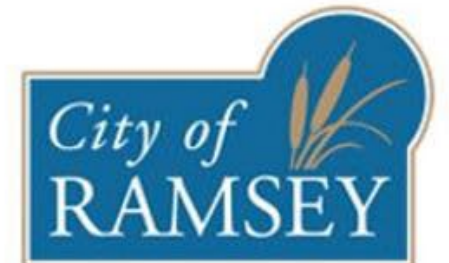


ECONOMIC DEVELOPMENT

2022 Business Expo Summary

2022 BUSINESS EXPO - OVERALL SUMMARY

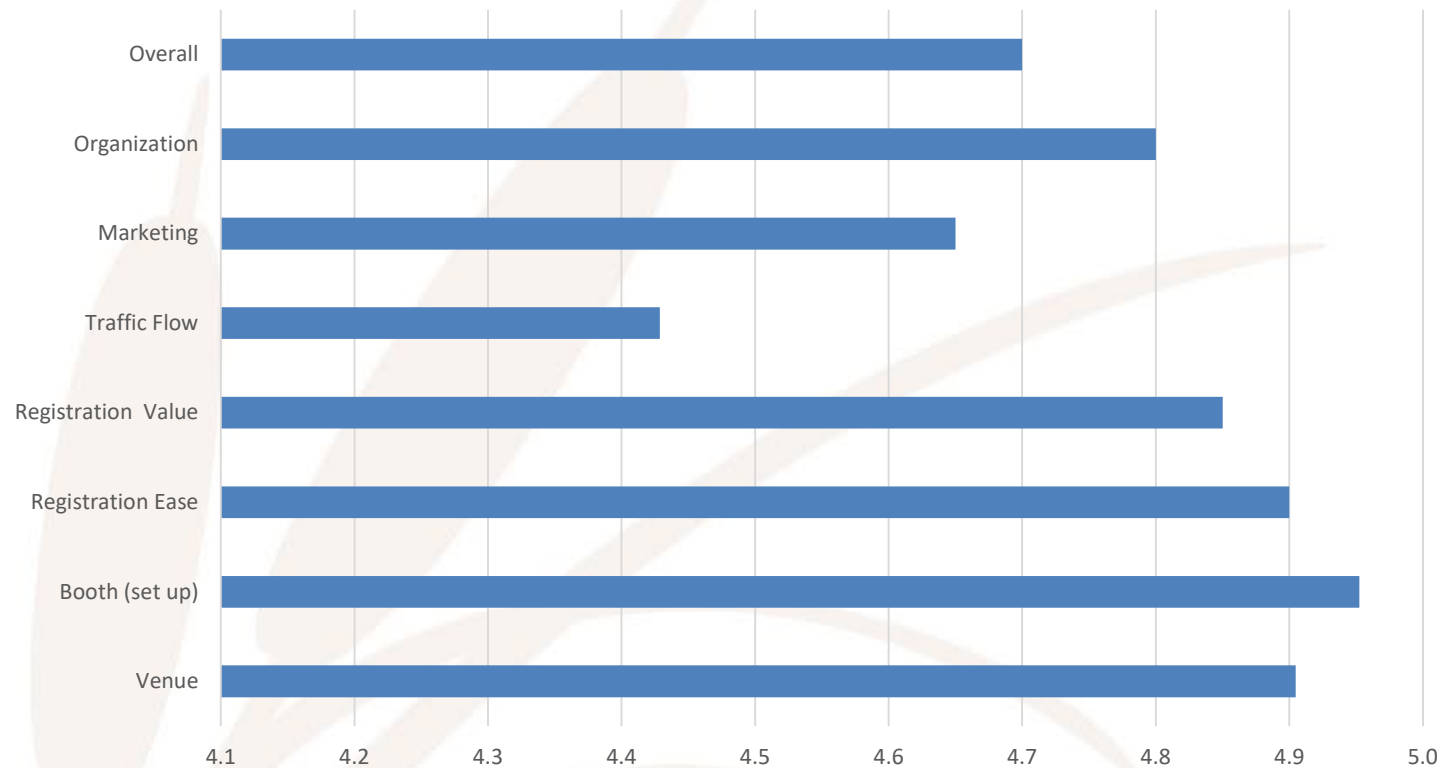
- Estimated Attendees: 650-750
- 430 City of Ramsey bags handed out
- 59 Registered Exhibitor/Vendors (+ Adrenaline, 2 Not Attend, 9 on waitlist)
- 65% Vendors were Ramsey Businesses
- Kid-focused vendor section & activities was popular again
- Lots of Activity at City of Ramsey Booth
- Newer Ramsey businesses expressed positive feedback
- Multiple events taking place



2022 BUSINESS EXPO - VENDOR FEEDBACK

Post-Expo Vendor Average Survey Ratings

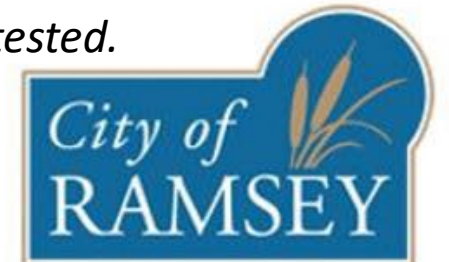
Scale: 5 = Very Satisfied, 3= Neutral, 1 = Very Dissatisfied



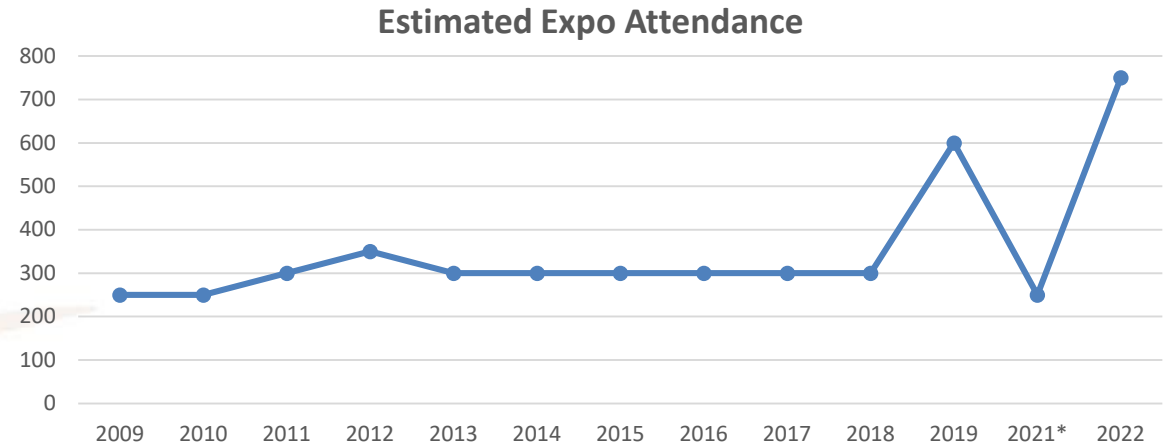
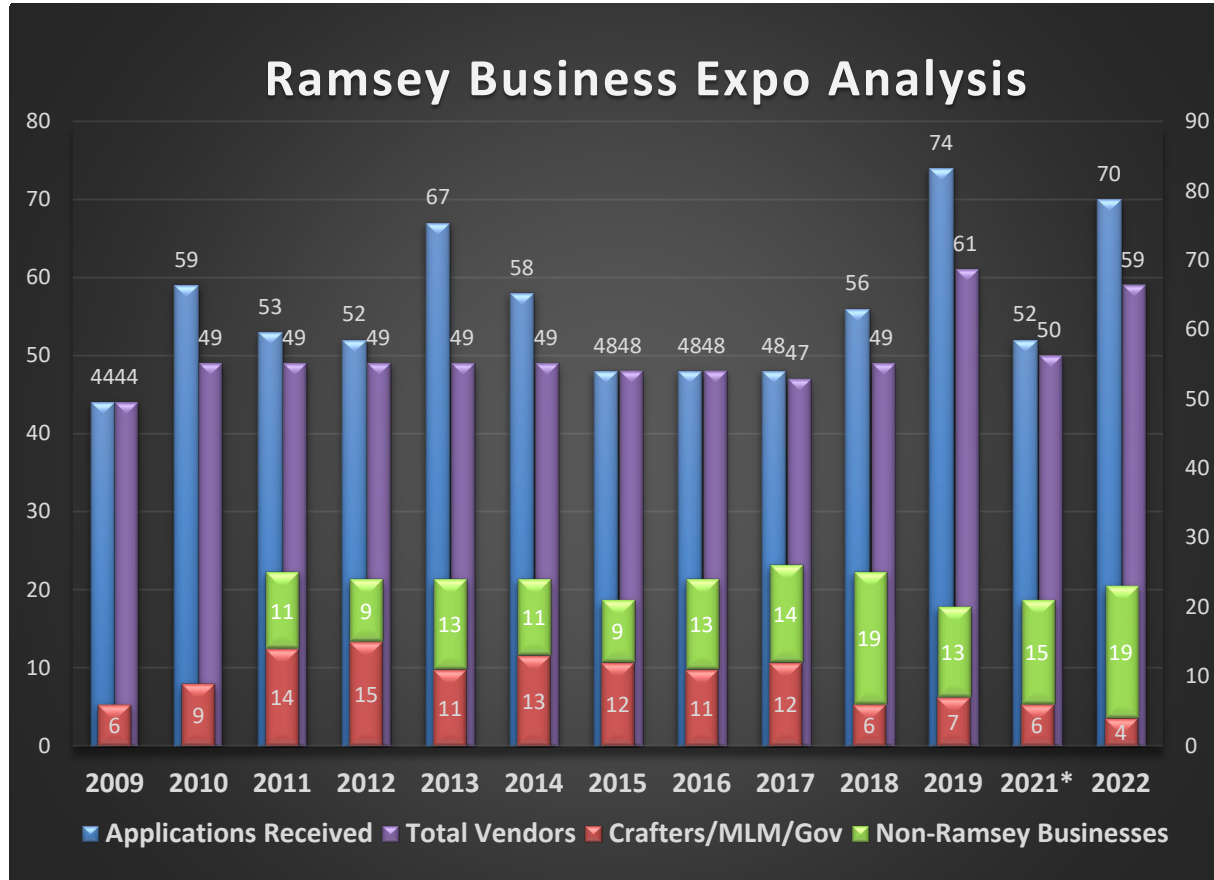
- 38% responded to survey
- Come back next year?
 - 81% said Yes, 10% Maybe
- Average contacts made = 66

Comments:

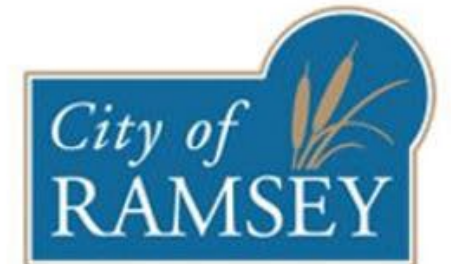
- *Easy set up of booth. Easy to work with.*
- *Well organized, well done.*
- *It was a great event!*
- *First time here. Everyone running the place was extremely friendly and helpful. Will return for sure!*
- *Loved it. Thank you so much.*
- *Two mentioned it was hard to hear with Tesla radio being tested.*



BUSINESS EXPO ANALYSIS 2009-2022

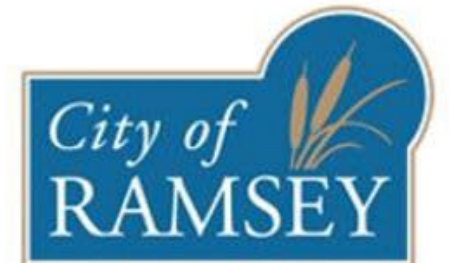


*Postponed due to COVID/Held in October



BUSINESS EXPO 2022

- Staff Recommendations & Input for 2023
 - Select venue as Adrenaline Sports Center
 - Utilize Facebook Marketing again
 - Reserve April 22 or 29, 2022
 - Allocate \$5,000 for event (same as 2022)
- Questions?
- Comments?



2022 EDA Business Expo Budget

EXPENSES	Details	2021 Actual	2022 Projected	2022 Actual	
Adrenaline Sports Ctr		\$ (800.00)	\$ (1,000.00)	\$ (1,000.00)	
Electrical booth	\$75/booth (max \$500)	\$ (500.00)	\$ (500.00)	\$ (500.00)	
*Cenaiko: Booths Pipe/Draping, tables/chairs, set up, take down	Includes 2 pin boards (29"x 66" on wheels \$25/ea)	\$ (2,117.00)	\$ (2,117.00)	\$ (2,397.00)	
Cenaiko: Pin boards (2)	29"x 66" on wheels (\$25/show)	\$ (50.00)	\$ (50.00)	Incl above	
Tote Bag giveaway at door	Ace Sales, TJ Associates (Qty 250)	\$ (924.50)	\$ (1,000.00)	\$ (877.86)	**Same price both Ace & TJ** Canvas Tote (Qty 300): \$2.39ea+\$50setup+\$100ship = \$867; Boat Tote (non-woven, Qty 400): \$1.79+\$50 setup+\$100ship = \$866
Express Signs	5 large black/bright signs	\$ (725.00)	\$ (725.00)	\$ (725.00)	
Inky Elf: Sandwich board signs	(8) 2x3 signs, reusable 2021; need 2 Loading Zone signs 2022 (\$25/ea -- > \$32.50)	\$ (192.00)	\$ (50.00)	\$ (65.00)	
ECM: Shopper Ad space + (NEW) flyer insert in Rum River Reserve Shopper flyer \$100	Front page "A" section	\$ (183.00)	\$ (300.00)	\$ (298.10)	Changed budget from \$200 to \$300
*A Touch of Magic: Balloon Artist Advertising	Balloon Art/Airbrush tattoo	\$ (1,235.00)	\$ (1,164.00)	\$ (1,164.00)	Down payment \$582 made, rest due after event
	Social media, AAC, Explore MN online advertising, flyer in utility bill? Facebook Ads \$10-150; Evtnt HometownSource.com \$45	\$ -	\$ (150.00)	\$ (155.00)	
Ace Sales	6 Shirts			\$ (266.80)	
Do All Printing	12 - 26"x26" event parking covers, reusable	\$ (288.00)	\$ -	\$ -	
Misc. Supplies	Candy, Water, sign strips	\$ (58.74)	\$ (100.00)	\$ (40.01)	
Total Expenses		\$ (7,073.24)	\$ (7,156.00)	\$ (7,488.77)	
REVENUES					
Applications		\$ 2,760.00	\$ 2,700.00	\$ 3,250.00	2022: 59 registrants, 9 waitlist, 2 cannot attend (Total 70 registered)
Electrical hookup		\$ 150.00	\$ 150.00	\$ 210.00	2022: 14 vendors @\$15 ea
EDA allocation		\$ 4,000.00	\$ 5,000.00	\$ 5,000.00	
Total Revenues		\$ 6,910.00	\$ 7,850.00	\$ 8,460.00	
*BALANCE:		\$ (163.24)	\$ 694.00	\$ 971.23	
	<i>Fees Charged</i>				
		<i>Ramsey</i>	\$50	\$50	\$50
		<i>Non-Ramsey</i>	\$75	\$75	\$75
Inputs/estimated	# Booths	50	59		
Public/Non Profit	No Fee Booths	5	5		
<u>Booth fees waived for:</u> City of Ramsey, Anoka Co Water Task Force, Rum River Art Center, Touch of Magic, Bob FM (free ad)					

Apply charges to account 9230-6246 (marketing), all others 9230-6249