

**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 14, 2023, at the Ramsey Municipal Center, 7550 Sunwood Drive NW, Ramsey, Minnesota.

Members Present: Chairperson Scott Winyninger
 Member Chelsee Howell
 Member Rachal Johnson
 Member Chris Riley
 Member Shanna Stewart

Members Absent: Member Brittany Lindahl
 Member William MacLennan

Also Present: Sean Sullivan, Economic Development Manager
 Stephanie Hanson, Community Development Director

1. CALL TO ORDER

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

2. APPROVE AGENDA

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

Motion carried. Voting Yes: Chairperson Winyninger, Members Riley, Johnson, Howell, and Stewart. Voting No: None. Absent: Members Lindahl and MacLennan.

3. CONSENT AGENDA

3.01: Approve Meeting Minutes Dated August 10, 2023

Motion by Member Johnson, seconded by Member Stewart, to approve the August 10, 2023, minutes as presented.

Motion carried. Voting Yes: Chairperson Winyninger, Members Johnson, Stewart, Howell, and Riley. Voting No: None. Absent: Members Lindahl and MacLennan.

4. EDA BUSINESS

4.01: Consider Amendment to Temporary Signage Regulations During Highway 10 Ramsey Gateway Project

Economic Development Manager Sullivan presented the staff report.

Member Johnson asked if there would be temporary signage that identifies the route to reach businesses that are directly impacted by the construction and detours.

Economic Development Manager Sullivan replied that would not be part of the proposed amendment to sign regulations and would be addressed by communications during the project, such as business district signage which is done by MnDOT. He stated that perhaps the City could look into supplemental signage above what would be done by MnDOT. He explained that this discussion today would allow for businesses themselves to have temporary signage during construction.

Chairperson Winyinger asked what businesses would be hoping to use these signs for, using the example of advertising or direction.

Economic Development Manager Sullivan replied that the responses have been varied but multi-tenant businesses are limited in signage, and this would allow additional opportunity. He noted that if people decide to take Bunker Lake Boulevard rather than the highway, it would be nice to have signage on that roadway to direct traffic and gain new customers. He noted that directional signage would not be as helpful as offsite signage is not allowed.

Member Riley acknowledged that this will be hard on the businesses but for the greater good and therefore believes that this would be a good thing they could do for the businesses. He stated that he does not have a strong feeling on the map. He asked if there has been consideration of waiving the cost.

Economic Development Manager Sullivan replied that was discussed internally but when they did that for advertising in the newsletter, it did become an accounting issue and there was still a cost which was paid by the EDA. He stated that the problem would also be if this is not offered city-wide, the City could be seen as helping one business at the cost of another business.

Member Howell stated that she is also generally supportive of this and asked if an addendum could be added that the businesses be revisited one month into the program to see how it is going and see if there are any tweaks necessary such as allowing off-site signage, larger signs, or more signage.

Economic Development Manager Sullivan asked if that would be done with a survey. He stated that could be done and there would be minimal cost if that were done through email.

Member Howell confirmed that is what she was thinking.

Economic Development Manager Sullivan suggested that they let the program roll out for a bit longer. He noted that if March 1st is the start date, construction would probably not begin until April or May. He suggested sending the survey in August or later to get better feedback.

Member Howell agreed.

Member Stewart asked what the issue would be with letting all Ramsey businesses do this versus just the options within the case.

Economic Development Manager Sullivan replied that was a suggestion staff discussed noting that all businesses would most likely enjoy the option. He commented that his thought was to start with the businesses more directly impacted by the construction project in the case that the Council did not want the city to be a sea of signs for 18 months.

Motion by Member Stewart, seconded by Member Johnson, to recommend extending the duration of temporary signs for the whole of Ramsey for 12 to 20 weeks during the period of March 1, 2024 through December 31, 2025 and bring that forward to the City Council for consideration.

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

4.02: 2023 Business Appreciation Day Wrap Up and Selection of 2024 Date and Location

Economic Development Manager Sullivan presented the staff report.

Member Johnson commented that the event was fantastic, and the hole sponsors were great. She noted that perhaps they could review the sponsor setups for each hole as some holes just had a table and you were not really sure who it was. She commented that some of the hole sponsor setups were a lot of fun and provided good networking opportunities.

Economic Development Manager Sullivan replied that staff set up tables for the holes that were going to be sponsored but sometimes the organization staffing the hole cannot attend. He noted that there were two or three holes that did not have people show up and the EDA was able to sell multiple hole sponsorships for some holes this year.

Member Johnson stated that she also liked that the prizes were drawn ahead so that people are not waiting around. She commented that she would be willing to show up early and go around to check whether the holes are staffed or not.

Chairperson Wyingner commented that the event was great and staff did a phenomenal job. He thanked Economic Development Manager Sullivan and his staff.

Motion by Member Johnson, seconded by Member Stewart, to select an event date of Tuesday, August 20, 2024, the Links of Northfork as the venue for the 2024 Business Appreciation Day Event, and to allocate \$5,500 for the event.

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

5. MEMBER / STAFF UPDATE

Economic Development Manager Sullivan provided an update on development activity and interest by developers.

6. ADJOURNMENT

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

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

The regular meeting of the Economic Development Authority adjourned at 8:10 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.