

Chair:
Dan Erickson

Commissioners:
Ed von Holtum
David Radziej
Kyle Lassen
Liz Johnson
Evan Cordes
Vacant
Vacant
Vacant

Council Liaison:
Brenda Holden



**Economic Development
Commission
January 4, 2017
8:00 am to 9:30 am
City Hall**

Address:
1245 W Highway 96
Arden Hills MN 55112

Phone:
651-792-7800

Website:
www.cityofardenhills.org

City Vision

Arden Hills is a strong community that values its unique environmental setting, strong residential neighborhoods, vital business community, well-maintained infrastructure, fiscal soundness, and our long-standing tradition as a desirable City in which to live, work, and play.

Agenda

CALL TO ORDER

1. Call To Order

 2. Approval Of The Agenda

 3. Minutes
 - 3.A. 11-02-16 EDC Minutes
- Documents:
- [11-02-16 EDC MINUTES.PDF](#)
4. Unfinished And New Business
 - 4.A. Draft 2017 EDC Work Plan

Documents:

[MEMO.PDF](#)
[ATTACHMENT.PDF](#)

- 4.B. 2017 Newsletter Topics

Documents:

[MEMO.PDF](#)

5. Updates

6. Adjourn

ADJOURN

**A quorum of the City Council may be
present at this meeting.**

DRAFT



**CITY OF ARDEN HILLS, MINNESOTA
ECONOMIC DEVELOPMENT COMMISSION
NOVEMBER 2, 2016 8:00 AM
CITY HALL -- 1245 WEST HIGHWAY 96**

CALL MEETING TO ORDER

Chair Erickson called the meeting to order at 8:05 am

ROLL CALL

Present: Commissioner David Radziej and Commissioner Liz Johnson

Also Present: Senior Planner Matthew Bachler and Council Liaison Brenda Holden

1. APPROVAL OF AGENDA

It was the consensus of the Commission to accept the agenda as presented.

2. APPROVAL OF MINUTES

It was the consensus of the Commission to accept the June 1, 2016 and September 7, 2016 meeting minutes as presented.

3. UNFINISHED AND NEW BUSINESS

A. State of the City Report

Senior Planner Bachler noted that the State of the City event was held on September 29 at Flaherty's Arden Bowl. Representatives from the TCAAP Master Development Team and MnDot were at that meeting to present updates. The person from Land O'Lakes had to cancel last minute but Mayor Grant stepped in to present their information.

Senior Planner Bachler indicated the event had approximately 70 people attend, and in 2015 there were two events with a total of 75 attendees. An evening State of the City event has not been held yet this year until work has progressed further with TCAAP.

Senior Planner Bachler noted that approximately 10-15 people RSVP'd through Eventbrite, although people were not required to register through that site.

Commissioner Johnson commented that the attendance of 70 at the morning event was significant.

Senior Planner Bachler noted that there was not a sign in sheet this year so we did not track how many in attendance were business people or private citizens.

Council Liaison Holden said she thought about 70% of the attendees were business people.

Commissioner Johnson noted that people were happy to have the postcards delivered to their businesses. She felt the event went well and was educational.

Council Liaison Holden thought there would have been a better introduction of the Alatus Partners.

Senior Planner Bachler explained that that was what staff had requested and recommended.

Commissioner Radziej agreed that he would have liked to have heard more about the team themselves but felt it was well received.

Senior Planner Bachler stated the cost for this year's event was approximately \$2100, which was about the same as the 2015 event.

Commissioner Radziej asked if there was a set budget for the event and if more could be spent in the future if they chose to change venues and expand.

Senior Planner Bachler responded that there was not a budget set at this time.

It was agreed that a larger venue might be necessary next year.

B. 2017 Work Plan

Senior Planner Bachler explained that staff put together a draft 2017 Work Plan for the EDC. A tentative meeting is scheduled with the Economic Development Authority on January 30. The meeting will be a joint work session with a chance for the EDC to show what they have worked on in the past year and what they plan to work on in the coming year.

Goals: new member recruitment, and marketing and outreach, which includes working with the Communications Committee.

Commissioner Radziej asked to discuss the relationship with the Communications Committee.

Senior Planner Bachler said that in the past EDC members would write articles about and for local businesses and the Communications Committee would write similar articles so the EDC articles were often not published. Now if the Communications Committee wants someone from the EDC to write an article they will ask.

Council Liaison Holden stated the need for a policy in regards to introduction of new businesses in the monthly newsletter.

Commissioner Johnson feels we should have an online business directory.

Discussion ensued regarding the involvement level with the Communications Committee and if it should be included in the Work Plan.

Commissioner Radziej asked for clarification on working with staff to plan additional small business outreach events.

Senior Planner Bachler said there was a group that was working on events but after having to cancel one of the events they basically disbanded but it would be beneficial to continue to have them.

Senior Planner Bachler noted the Business Retention Expansion program items were also on the Work Plan for last year, but due to limited staff time they could not be completed. The Commercial Real Estate Roundtable was going to be convened by the St. Paul Chamber but the lead person started at the Minneapolis Chamber and transitioned away from the Roundtable. We will need to reconnect with the St. Paul Chamber contact and have a meeting with them.

Senior Planner Bachler explained the recent moratorium that was approved by Council to limit higher education uses in the city. A study will take place over the next year and the EDC will probably have a role in that report. Also, the EDC will need to provide feedback on the City's new Comprehensive Plan. Work is anticipated to start the early part of next year and the EDC will be commenting on the economic and redevelopment sections of the plan.

Commissioner Radziej wanted to know if there was a process in place for marketing and outreach to new businesses.

Senior Planner Bachler stated that we are trying to keep a running list of new businesses and visit a certain number of them each quarter.

Commissioner Radziej said the names could be distributed to the EDC members and they could help make visits.

Discussion ensued about timelines and expectations of the business visits.

4. UPDATES

A. Rice Creek Commons (TCAAP) Update

Senior Planner Bachler stated there was a study done to potentially extend the Bus Rapid Transit line to TCAAP site but at this time there is not enough density to support the extension. This will most likely be re-evaluated as the site becomes developed. Discussion ensued.

Senior Planner Bachler noted the City Council has been meeting regularly with the Master Development team in Work Sessions and reviewing proposed amendments to the TCAAP Redevelopment Code. A public Open House will be held on November 16 at the Ramsey County Public Works Facility, from 4:30 – 7:30. A series of stations will be set up and members of the Development team will be at each station to answer questions. A mailing will be sent out and information will be on the City’s website.

Discussion ensued regarding design standards in the Redevelopment Code.

B. Commission Members

None.

C. Council Liaison

Council Liaison Holden stated that the Council passed a moratorium on higher education so they can look at where it fits in the City. Zoning in particular will be discussed.

Council Liaison Holden said she is concerned about sustainability of the retail sections in the town center area of TCAAP and asked for feedback from the Commission.

Council Liaison Holden noted that Med Express will be going in next to Walgreens in Arden Plaza.

Council Liaison Holden said there is concern about Scherer Brothers and Big Ten leaving the City due to MnDot’s decision to close Hwy 10 so there would be no access to those businesses.

Council Liaison Holden also stated that Bremer Bank has brought a forward a proposal to reconfigure their corner by adding two other buildings.

Senior Planner Bachler noted that Bremer Bank would be downsizing their own building and adding a 7500 square foot commercial building and a day care center building.

D. Staff Comments

None.

ADJOURNMENT

The meeting adjourned at 9:10 a.m.

Dan Erickson, Chair

Matthew Bachler
Senior Planner



MEMORANDUM

DATE: January 4, 2017 **EDC Agenda Item 4.A**

TO: Economic Development Commission Chair and Commissioners

FROM: Matthew Bachler, Senior Planner

SUBJECT: Draft 2017 EDC Work Plan

Requested Action

Review and provide comments on the draft 2017 EDC Work Plan.

Discussion

Staff has made revisions to the draft 2017 EDC Work Plan based on feedback provided by the Commissioners at the meeting on November 2, 2016. The 2017 EDC Work Plan includes the following core goals and tasks. A joint meeting of the EDC and the Economic Development Authority (EDA) is scheduled for Monday, January 30, 2017 at 6:00 pm. The EDA will consider approval of the 2017 EDC Work Plan at the joint meeting.

1. Recruit new members
2. Business Retention and Expansion Program
 - a. Complete business visits in Red Fox/Grey Fox District and compile report
 - b. Work with St. Paul Area Chamber of Commerce to convene commercial real estate broker roundtable and prepare summary report
3. 2040 Comprehensive Plan
 - a. Assist in reviewing and updating the Economic Development goals and objectives in the Comprehensive Plan
4. Marketing and Outreach
 - a. Provide Communications Committee with business-focused article topics and assist with articles as needed
 - b. Plan and promote State of the City events
 - c. Work with staff to plan additional small business outreach events
 - d. Expand and update business contact list
 - e. Work with staff to complete new business visits

Attachment

- Draft 2017 EDC Work Plan



**Economic Development Commission
Draft 2017 Work Plan**

| 2017 EDC Goals | Work Tasks | Timeline |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------|
| New Member Recruitment | Promote membership at business visits | Q1 – Q4 |
| | Contact Arden Hills business associates | Q1 – Q4 |
| Business Retention and Expansion (BRE) Program | Complete 6-8 business visits in the Red Fox/Grey Fox Business District and compile year-end report | Q1 – Q3 |
| | Work with SPACC to convene commercial real estate broker roundtable and prepare summary report | Q2 – Q4 |
| 2040 Comprehensive Plan | Assist in reviewing and updating the goals and objectives within the Economic Development & Redevelopment chapter of the Comprehensive Plan | Q2 – Q4 |
| Marketing and Outreach | Provide Communications Committee with recommendations on business-focused article topics and assist with articles as needed | Q1 – Q4 |
| | Plan and promote State of the City events | Q2 – Q3 |
| | Work with staff to plan additional small business outreach events | Q1 – Q4 |
| | Expand and update business contact list | Q1 – Q4 |
| | Work with staff to complete new business visits | Q1 – Q4 |



MEMORANDUM

DATE: January 4, 2017 **EDC Agenda Item 4.B**
TO: Economic Development Commission Chair and Commissioners
FROM: Matthew Bachler, Senior Planner
SUBJECT: 2017 Newsletter Topics

Requested Action

Suggest topics for the Arden Hills newsletter.

Discussion

For several years, EDC Commissioners contributed business-focused articles for the *Arden Hills Notes* newsletter. After discussions with the staff liaison to the Communications Committee, it was suggested that the EDC contribute business-related topics, and the Communications Committee will write articles when space is available.

The exception may be articles featuring new businesses in Arden Hills, particularly those that are not focused on local consumers. Communications Committee members are often unaware of these new businesses. When EDC Commissioners visit new businesses, it would be helpful if content and photos could be provided to staff to share with the Communications Committee.

Potential article topics for 2017 include:

- Business Retention and Expansion visits in the Red Fox/Grey Fox District
- Land O'Lakes campus expansion project
- Public infrastructure improvements for the TCAAP redevelopment
- 2017 State of the City (summary report)
- Highlight new businesses, particularly those with high-quality jobs that sell goods and services outside of Arden Hills. It would be helpful if the EDC could submit content and photos following new business interviews.

Commissioners are requested to comment on the potential 2017 newsletter topics.