

Chair:
Dan Erickson

Commissioners:
Ed von Holtum
Michael Hands
Kyle Lassen
Liz Johnson
David Radziej
Vacant
Vacant

Council Liaison:
Brenda Holden



**Economic Development
Commission
March 2, 2016
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. Approval Of Minutes
Documents: [01-06-16 EDC MINUTES.PDF](#)

4. Unfinished And New Business
 - 4.A. Business Retention And Expansion (BRE) Recommendations
Documents: [MEMO.PDF](#)
 - 4.B. Small Business Workshop Project
Documents: [MEMO.PDF](#), [ATTACHMENT.PDF](#)
 - 4.C. New Business Update
Documents: [MEMO.PDF](#)

5. Updates
 - 5.A. Rice Creek Commons (TCAAP) Update

Documents: [MEMO.PDF](#)

5.B. Commission Members

5.C. Council Liaison

5.D. Staff Comments

6. Adjourn

ADJOURN

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



**CITY OF ARDEN HILLS, MINNESOTA
ECONOMIC DEVELOPMENT COMMISSION
JANUARY 6, 2016 8:00 AM
CITY HALL -- 1245 WEST HIGHWAY 96**

CALL MEETING TO ORDER

The meeting was called to order by Chair Heikkila at 8:03 am

ROLL CALL

Present: Chair Steve Heikkila and Commissioners Ed von Holtum, Dan Erickson, Liz Johnson, Kyle Lassen and David Radziej

Also Present: Jonathan Weinlagen, Vice President, St. Paul Area Chamber of Commerce; Community Development Director Jill Hutmacher; Senior Planner Matthew Bachler; and Deputy Clerk Julie Hanson

1. APPROVAL OF AGENDA

Commissioner von Holtum moved to accept the agenda and it was the consensus of the Commission to accept said agenda.

2. APPROVAL OF MINUTES

Commissioner von Holtum moved to accept the minutes from the December 2, 2015, meeting, and it was the consensus of the Commission to accept said minutes.

3. UNFINISHED AND NEW BUSINESS

A. Business Retention and Expansion Report

The Commission discussed comments following their review of the draft Business Retention and Expansion Program Report (BRE Report) provided by Jonathan Weinlagen, Vice President, St. Paul Area Chamber of Commerce (SPACC).

Senior Planner Bachler stated the final report would be provided to the EDA at the Joint EDA/EDC meeting on January 25, 2016.

Community Development Director Hutmacher stated that the feedback in general was positive. One recommendation from City staff was to include an Executive Summary with the findings and recommendations at the beginning of the report.

Jonathan Weinhalten stated that the findings in the report shows the community is well-received and that businesses identify themselves as being Arden Hills companies.

A short discussion ensued regarding land capacity challenges and economic development options for existing businesses which are growing and looking to expand and that wish to remain in Arden Hills.

A discussion ensued regarding integration of data into the report in narrative form versus charts and graphs. Suggestions included highlighting key findings under general headings, which include traffic, transportation/transit, workforce recruitment, workforce retention, access and development.

A discussion ensued regarding the potential extension of the Metro Transit A-Line Bus Rapid Transit corridor through Arden Hills to the TCAAP site in order to increase transit opportunities for residents, local college students, and the local workforce. Discussion continued regarding how mass transit can affect a community in general.

Community Development Director Hutmacher indicated that initial feedback from the Met Council does not support an extension at this time and it has been the Met Council's opinion that the TCAAP redevelopment is not enough to financially justify an extension of the line. The Met Council has urged communities to consider pedestrian improvements and land use decisions along the entire route that would better support transit.

Community Development Director Hutmacher added that the City and SPACC have encouraged the Met Council to consider a phased extension at the A-Line or regular, improved transit service to serve businesses and the universities along the route.

Chair Heikkila asked for more information pertaining to the comments made by some businesses that included: "It is difficult to find reliable part time help." and "The employee pool lacks technical skills."

A discussion ensued regarding local educational institutions that serve Arden Hills (Mounds View High School, Bethel University, and University of Northwestern) and the technical skills needed by some of the local businesses. The importance of fostering workforce training through partnerships with community or technical colleges was also discussed as Arden Hills has a large number of manufacturing businesses. Other challenges the City faces include the number of skilled labor positions versus the available housing stock options and determining the City's role in attracting a varied workforce.

It was discussed that feedback on the draft report would be provided to Jonathan Weinhalten by January 14, 2016.

Community Development Director Hutmacher stated that as a Commission and as a community, a priority should be to prepare TCAAP for development so current Arden Hills businesses have the option to stay and expand within the city.

The Commissioners agreed to present the revised draft of the BRE Report to the Economic Development Authority (EDA) at the meeting on January 25, 2016.

Jonathan Weinhagen left the meeting at 8:40 a.m.

B. 2016 EDC Work Plan

Chair Heikkila stated the EDC supported the work tasks as outlined in the 2016 Work Plan but had postponed final approval until the Commission could review the BRE Report.

A discussion ensued regarding the role of the EDC and City pertaining to the BRE program.

MOTION: Commissioner von Holtum moved and Commissioner Radziej seconded a motion to accept the 2016 Work Plan. The motion carried unanimously (6-0).

C. New Business Update

Community Development Director Hutmacher provided a new business update and stated City staff will provide to the EDC a periodic update of businesses that opened or relocated to Arden Hills in 2015. She indicated City staff will visit the remaining businesses during the first quarter of 2016 and that several new businesses are expected to move in to the Red Fox Business Center this year. She also stated tracking new businesses through the permitting software is not entirely reliable since many businesses do not pull permits.

Chair Heikkila asked how the new business visits are structured and documented.

A discussion ensued regarding the City's approach to visiting new businesses in Arden Hills and also what the EDC's role could be.

D. Newsletter Topics

Community Development Director Hutmacher reported on her discussion with the Staff Liaison to the Communications Committee regarding business-focused newsletter articles.

A discussion ensued regarding the EDC's contributions for newsletter articles. The Commission agreed that it will provide suggestions, topics and photographs, if applicable, to the Communications Committee with the understanding the Communications Committee will format the articles to better fit the writing style utilized in the newsletter as a whole.

4. UPDATES

A. Rice Creek Commons Update

Community Development Director Hutmacher indicated the JDA met on January 4, 2016, and approved the Solicitation for a Master Developer to be released on February 1, 2016. She stated

the Solicitation will be marketed nationally and that it would be helpful if a Master Developer could be selected before final design decisions on the Spine Road were made.

A discussion ensued regarding elements related to the TCAAP redevelopment project, including the Rice Creek Remeander project and Rice Creek Trail project.

B. Commission Members

Chair Heikkila stated that this was his last meeting as an EDC member.

C. Council Liaison

None.

D. Staff Comments

Community Development Director Hutmacher stated that Commissioner Erickson indicated he is interested in the Chair position. She asked if any other EDC members were interested in the position and if so, to let her know. She then explained the process of appointing a new EDC Chair.

Community Development Director Hutmacher indicated that Brenda Holden was appointed as the new City Council Liaison.

The February 3, 2016, EDC meeting was cancelled. The next meeting is scheduled for March 2, 2016.

The Commission thanked Chair Heikkila for serving as the EDC Chair for the past few years.

ADJOURNMENT

MOTION: Commissioner von Holtum moved and Commissioner Radziej seconded a motion to adjourn. The motion carried unanimously (6-0)

Chair Steve Heikkila adjourned the meeting at 9:15 a.m.

Dan Erickson, Chair

Jill Hutmacher
Community Development Director



MEMORANDUM

DATE: March 2, 2016 **EDC Agenda Item 4.A**

TO: Economic Development Commission Chair and Commissioners

FROM: Matthew Bachler, Senior Planner

SUBJECT: Business Retention and Expansion Report Recommendations

Requested Action

Review the recommendations in the Business Retention and Expansion Report from the St. Paul Area Chamber of Commerce and provide feedback on next steps.

Discussion

SPACC presented the BRE Report to the Economic Development Authority at their meeting on January 25, 2016. The report includes a recommendations section that identifies priority projects the City should consider based on the business survey analysis. Staff will be working on a list of action steps to implement each recommendation, which will be presented at the next EDA meeting. In preparation for this, staff is requesting that the EDC review the recommendations below and provide feedback on possible next steps.

Transit Advocacy

City staff has been engaged in discussions regarding the proposed extension of the Snelling Avenue Bus Rapid Transit corridor to provide improved transit service to the business community. The report recommends that the City continue in these efforts and invite Metro Transit to an EDA work session to provide an overview of transit improvements and how transit needs relate to employment.

Workforce Training

One of the major issues identified by local businesses is the challenge of accessing skilled workers. While the City has limited capacity to address the skills gap in the workforce, it was recommended that staff explore relationships with community and technical colleges with job training programs that may meet the needs of Arden Hills businesses. These institutions often have a business liaison on staff that could provide information to be passed along to businesses.

Tracking Growing Businesses

Several businesses noted having plans to expand their facilities in the near future. The report recommends creating a database to track these businesses with a regular schedule to check in on their progress and provide assistance as needed. This list would also be added to as the City continues its business retention and expansion visits and identifies other growing companies.

Continued BRE Program

Effective business retention and expansion programs require a long-term commitment from the City. To establish an on-going BRE program, the report recommends that the City identify a targeted list of businesses to visit each year, coordinate with other visitation efforts by local chambers and GreaterMSP, convene a roundtable of local commercial real estate brokerage firms, and consider sharing BRE data collected by the City with regional and state databases.



ARDEN HILLS
MEMORANDUM

DATE: March 2, 2016 **EDC Agenda Item 4.B**

TO: Economic Development Commission Chair and Commissioners

FROM: Jill Hutmacher, Community Development Director

SUBJECT: Small Business Workshop

The City of Arden Hills collaborated with the City of Shoreview, the Saint Paul Area Chamber of Commerce, and the Twin Cities North Chamber of Commerce on the Shoreview-Arden Hills Business Council. The Business Council met monthly. Speakers were invited to give presentations on public policy and other topics of interest to local businesses, and attendees shared information and news updates in a round robin. Unfortunately, attendance at the Business Council meetings dwindled, and the cities decided to try a new approach to business outreach.

The Vadnais Heights Economic Development Corporation (VHEDC) has had success with free small business workshops. Staff met with the VHEDC to determine if there was an opportunity to partner on future workshops. During discussions, it was decided to widen the reach of the workshops to all communities along the Highway 96 corridor in order to maximize attendance and provide additional networking opportunities for local businesses.

The Cities of Arden Hills, Shoreview, New Brighton, White Bear Lake, Vadnais Heights, and North Oaks; White Bear Lake Township; the Economic Development Corporations for White Bear Lake and Vadnais Heights; the Saint Paul Area Chamber of Commerce; the Twin Cities North Chamber of Commerce; and the White Bear Area Chamber of Commerce are all participating in marketing the workshop and will contribute to planning future events. The cost to the participating entities is expected to be minimal as speakers are willing to exchange their time for the networking opportunity, and marketing will be done electronically.

The first workshop will be held on Thursday, March 17, 2016, at the Vadnais Heights Fairfield Inn. The topic is Content Marketing – how it has put the consumer in control of the buying process and what that means for marketing. The workshop will show how to plan, create, and promote content that delivers a return.

Networking begins at 7:30 am, and the workshop and interactive panel session are scheduled from 8:00 to 9:30 am. Registration information can be found in the attached flyer.

Attachment

- Marketing flyer

North East Metro Cities and
Business Groups Presents



Cameron Clark
CEO, Catch22 Marketing



Marshall Mullet
COO, Catch22 Marketing



The Benefits of Content Marketing & How to Do it Better

The content marketing revolution is here and in full swing. Every business needs to not only understand it, but how to do it...better. Join us as we break down the paradigm shift that has put the consumer in control of the buying process and what that means for your marketing. This workshop will explain the key benefits (and challenges) of planning, creating and promoting helpful content for your audiences that actually delivers a return.

THE Q&A PANELISTS



Cameron Clark
Catch22
@camsjclark



Marshall Mullet
Catch22
@MarshallMullet



Dr. Angie Elliot
My Family First
@mychildschiro



Mike Thomas
Clear Peak
@ClearPeakBI

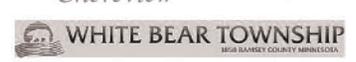
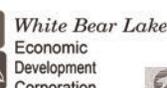


Jon Jakoblich
BaconScouts.com
@BaconScouts

To register go to: www.c22.co/vhedc



Thursday, March 17th | 7:30 - 9:30am | Fairfield Inn Vadnais Heights
1125 Co Rd E East, Vadnais Heights, MN 55110





ARDEN HILLS
MEMORANDUM

DATE: March 2, 2016 **EDC Agenda Item 4.C**
TO: Economic Development Commission Chair and Commissioners
FROM: Jill Hutmacher, Community Development Director
SUBJECT: New Business Update

City staff visited new businesses in January and February. Please see detailed information about each business below which has been provided to the Communications Committee for inclusion in future newsletters.

Interior finishes at the Red Fox Business Center are being completed, and the first tenants are expected in March.

Counselor Realty – 1201 County Road E

Counselor Realty moved into approximately 4,000 square feet of space in the former McGuire’s building at 1201 County Road E in July 2015. Nineteen full-time real estate brokers office out of the space which also includes a training center and conference room. Counselor subleases space to a Minnesota mortgage broker and title company for the convenience of their clients. Counselor was previously located in Fridley, but according to Kevin Bumgardner, Managing Partner, the brokers are largely based in the Arden Hills-Shoreview area in terms of their work and their families. “Brokers really wanted to find a location in Arden Hills.” Now that they are settled into the new office, Counselor looks forward to hosting gatherings on their patio this summer.

Preferred Insurance – 1306 County Road F

This past year Preferred Insurance Services relocated their corporate offices from Maplewood to Arden Hills. The office building previously known as the Bethel Office Center at 1306 County Road F is now owned by Preferred Insurance Services. The agency currently occupies about half of the first floor with plans to expand their offices into the remaining real-estate on the first floor in the future. Preferred Insurance Services is looking to lease the remaining sections of the building to other professional office users.

Since 1993 Preferred Insurance Services has been a local independent agency that offers a wide variety of insurance products that reach to over 100 insurance companies.

Preferred Insurance Services is planning to enhance the curb appeal of their building in the future by improving the landscaping on property, updating the signage on the building, and reorganizing the parking lot to better fit their needs.

China Express – 3673 Lexington Avenue

China Express recently completed renovations to a tenant space in the Shannon Square retail center and opened in November 2015. The restaurant serves traditional Chinese food and includes a small dining room with a buffet station.



ARDEN HILLS
MEMORANDUM

DATE: March 2, 2016 **EDC Agenda Item 5.A**
TO: Economic Development Commission Chair and Commissioners
FROM: Jill Hutmacher, Community Development Director
SUBJECT: Rice Creek Commons (TCAAP) Update

On Monday, January 4, 2016, the TCAAP Joint Development Authority approved a solicitation for a master developer which was released on February 1, 2016.

The Ramsey County Board of Commissioners voted to approve the TCAAP Master Plan on Tuesday, January 19, 2016. Ramsey County's approval of the Master Plan was required by the terms of the TCAAP Joint Powers Agreement in order to fully implement the TCAAP Joint Development Authority.

The schedule for the selection of a Master Developer is as follows:

Solicitation released	Feb 1, 2016
Solicitation responses due	Mar 2, 2016
Solicitation Review Committee evaluation and shortlist	Mar 18, 2016
Deadline for submission of additional information	Mar 24, 2016
Evaluation, interviews, and recommendation to the JDA	Mar 31, 2016
JDA selects master developer	Apr 4, 2016

The pre-solicitation conference was held at Landmark Center in Saint Paul on Thursday, February 18, 2016. Over 30 people attended including developers and consultants. The majority of the 55 plan-holders are from the planning, engineering and construction sectors but 15 can be characterized as developers or from the real estate field.

The County is marketing the solicitation through professional organizations including ULI (Urban Land Institute-Minnesota), NAIOP-MN (Commercial Real Estate Development Association) and MNCAR (Minnesota Commercial Association of Real Estate/Realtors).