

**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  
November 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](http://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. 06-01-16 EDC Minutes

Documents:

[06-01-16 EDC MINUTES.PDF](#)

3.B. 09-07-16 EDC Minutes

Documents:

[09-07-16 EDC MINUTES.PDF](#)

4. Unfinished And New Business

4.A. State Of The City Report

Documents:

[MEMO.PDF](#)

4.B. 2017 Work Plan

Documents:

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



**DRAFT**

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**CITY OF ARDEN HILLS, MINNESOTA  
ECONOMIC DEVELOPMENT COMMISSION  
JUNE 1, 2016 8:00 AM  
CITY HALL -- 1245 WEST HIGHWAY 96**

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**CALL MEETING TO ORDER**

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

**ROLL CALL**

Present: Chair Dan Erickson and Commissioners Liz Johnson and David Radziej

Also Present: Senior Planner Matthew Bachler; Council Liaison Brenda Holden; and Deputy Clerk Julie Hanson

**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 May 4, 2016 meeting minutes as presented.

**3. UNFINISHED AND NEW BUSINESS**

A. State of the City

**Senior Planner Bachler** stated that this year's State of the City event will consist of a business-focused event in the morning at Flaherty's, and he noted there are four proposed dates for the event in September. The resident-focused event will take place in the evening in August or September and will have an open house format with an emphasis on the TCAAP redevelopment project.

**Senior Planner Bachler** indicated that advertising and promotion would be similar to methods used previously, but noted that the City now has a larger social media presence, and so Facebook and Twitter would be relied on more heavily than in past years. He noted that **Chair Erickson** suggested the City consider using an online reservation system such as Eventbrite for the business event. This system would provide not only a registration feature but would also generate reminders to those that signed up.

A discussion ensued regarding delivery of postcards regarding the State of the City events and it was noted that property owners, both residential and commercial, receive this notification. The EDC members will also go directly to the businesses to deliver the postcards in person.

**Chair Erickson** asked for statistics regarding Facebook and Twitter outreach.

**Senior Planner Bachler** stated he could provide this information at a future meeting.

**Chair Erickson** suggested a stronger online presence regarding event promotion such as a separate page on the City's website.

**Council Liaison Holden** asked about notifying employees of local businesses, versus notifying one individual only within the company by postcard.

**Chair Erickson** stated that an online tool such as Eventbrite would increase the outreach potential as it would also allow any business professional within the organization to access the information.

**Senior Planner Bachler** stated notification is generally provided to the community relations individual at the larger companies such as Land O' Lakes and Boston Scientific.

A discussion ensued regarding potential topics that Land O' Lakes or Boston Scientific could present at the business-focused event.

A discussion ensued regarding the format for the business-focused event, noting that the program will include a presentation from the TCAAP Master Developer (Alatus), MnDOT/Ramsey County, and either Boston Scientific or Land O' Lakes (or potentially both companies), as well as time for networking and Q&A sessions.

## B. Business Retention and Expansion Program

**Senior Planner Bachler** stated the EDC previously supported the recommendation that the City focus on the Red Fox-Grey Fox Business District for its business visits in 2016. The visits will include non-retail businesses that were not visited in 2015 and include three new businesses expected to move into this district.

**Senior Planner Bachler** indicated the targeted businesses would receive the general BRE survey questions as well as supplementary questions that include transportation issues, changes in the business district, and why new companies have chosen to locate to Arden Hills. He also said the visits would be coordinated with the St. Paul Area Chamber of Commerce (SPACC) and Greater MSP to determine if either has plans to visit the same companies in order to avoid duplication.

**Senior Planner Bachler** stated City staff will notify the EDC of all scheduled visits and while not required, Commissioners would have the option of attending if they so choose.

A discussion ensued regarding relating questions from the general BRE survey to each individual company's services and needs.

**4. UPDATES**

A. Rice Creek Commons (TCAAP) Update

**Senior Planner Bachler** stated the Joint Development Authority (JDA) selected Alatus as the Master Developer for the TCAAP redevelopment project and noted the JDA will enter into a Master Development Agreement with Alatus. Following finalization of a Master Development Agreement, Ramsey County will enter into a Purchase Agreement with Alatus.

A discussion ensued regarding residential and commercial development in the TCAAP area.

B. Commission Members

**Chair Erickson** stated that Evan Cordes has expressed interest in becoming an EDC member.

**Senior Planner Bachler** noted that he would contact Mr. Cordes, Chair Erickson, and Council Liaison Holden to schedule an interview.

C. Council Liaison

None.

D. Staff Comments

**Senior Planner Bachler** stated the next EDC meeting is scheduled for July 6. He said typically in the past this meeting was cancelled due to being a holiday week. He noted that the next regular meeting would be on August 3.

It was the consensus of the Commission to cancel the July 6, 2016 meeting.

**ADJOURNMENT**

The meeting adjourned at 9:10 am

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Dan Erickson, Chair

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Sue Iverson  
Interim City Administrator



**DRAFT**

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**CITY OF ARDEN HILLS, MINNESOTA  
ECONOMIC DEVELOPMENT COMMISSION  
SEPTEMBER 7, 2016 8:00 AM  
CITY HALL -- 1245 WEST HIGHWAY 96**

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**SUMMARY OF MEETING – NO QUORUM**

Present: Commissioners Liz Johnson, Evan Cordes and Kyle Lassen

Also Present: Senior Planner Matthew Bachler; Council Liaison Brenda Holden; and Deputy Clerk Jolene Trauba

Meeting opened at 8:04 a.m.

**Senior Planner Bachler** stated that there was an absence of a quorum of EDC Commissioners. He noted that not motions or voting would occur until a quorum was recognized.

**1. UNFINISHED AND NEW BUSINESS**

A. 2016 State of the City

**Senior Planner Bachler** stated that this year’s State of the City event will be held September 29, 7:30 – 9:00 am at Flaherty’s Bowl. Representatives from the TCAAP Master Development team, Land O’Lakes and MnDOT will be making presentations.

**Senior Planner Bachler** indicated that advertising and promotion has begun. The event has been announced at City Council meetings, posted on the City’s Facebook page, and an EventBrite page. He noted that a citywide postcard mailing would be going out, an email blast will be sent, and EDC members will be passing out postcards directly to businesses. CTV will be helping with audiovisual support and filming the event so it can be rebroadcast on the City’s station and YouTube page.

A discussion ensued regarding the event and what information will be presented.

**2. UPDATES**

A. Rice Creek Commons (TCAAP) Update

**Senior Planner Bachler** stated that City and County staff, Ehlers and the Master Development team have been meeting on a weekly basis. The Master Development team held two work sessions with the City Council in August. They are looking at changes to single family and multi-family residential, parks layout and modifications to the proposal for the town center.

**Senior Planner Bachler** noted that a communications firm was approved to help the City respond to inquiries.

A discussion ensued regarding the entrances to TCAAP, densities, height, commercial activity and development phases for the TCAAP area.

B. Commission Members

None.

C. Council Liaison

**Councilmember Holden** asked for the Commissioners' thoughts about 12 story buildings possibly being built in the Town Center area of TCAAP.

**Commissioner Cordes** asked if there were any visuals to support the height.

Discussion ensued about height, densities and potential businesses.

**Senior Planner Bachler** noted the next joint work session between the City Council and the Master Development Team is September 19. He noted that he believed there would be visuals presented at that meeting.

D. Staff Comments

**Senior Planner Bachler** stated that the planned BRE visits may be postponed until there is additional staffing in place at City Hall.

Meeting closed at 8:45 a.m.

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Dan Erickson, Chair

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Sue Iverson  
Interim City Administrator



**MEMORANDUM**

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**DATE:** November 2, 2016 **EDC Agenda Item 4.A**  
**TO:** Economic Development Commission Chair and Commissioners  
**FROM:** Matthew Bachler, Senior Planner  
**SUBJECT:** Report on the 2016 State of the City

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The State of the City event was held this year on September 29<sup>th</sup> at Flaherty's Arden Bowl. Representatives from the TCAAP Master Development Team and MnDOT provided updates to the community. A representative from Land O'Lakes was scheduled to present on the company's current business plans, but was unable to do so due to unforeseen circumstances. City staff provided an update on the expansion work currently underway at the Land O'Lakes corporate campus. Additional time was also provided for Q&A and networking.

The event was attended by approximately 70 people. In comparison, the 2015 State of the City events were attended by 40 people at Flaherty's Arden Bowl and 35 people at City Hall. The cost for the event was approximately \$2,144, which is comparable to the cost for the 2015 State of the City events.

Staff is requesting that Commissioners who attended the event provide feedback on the program to be used for future event planning.



## MEMORANDUM

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**DATE:** November 2, 2016 **EDC Agenda Item 4.B**  
**TO:** Economic Development Commission Chair and Commissioners  
**FROM:** Matthew Bachler, Senior Planner  
**SUBJECT:** Draft 2017 EDC Work Plan

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### **Requested Action**

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

### **Discussion**

Staff recommends that the 2017 EDC Work Plan include the following core goals and tasks. Commissioner feedback on additional goals is requested. A joint meeting of the EDC and the Economic Development Authority (EDA) is tentatively 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 the Red Fox/Grey Fox Business District and compile year-end 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 goals and objectives within the Economic Development and Redevelopment chapter of the Comprehensive Plan
4. Marketing and Outreach
  - a. Work with the Newsletter Committee on business-focused articles
  - 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. Track and visit new businesses

### **Attachment**

- Draft 2017 EDC Work Plan




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**Economic Development Commission  
Draft 2017 Work Plan**

2017 EDC Goals	Work Tasks	Timeline
<b>New Member Recruitment</b>	Promote membership at business visits	Q1 – Q4
	Contact Arden Hills business associates	Q1 – Q4
<b>Business Retention and Expansion (BRE) Program</b>	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
<b>2040 Comprehensive Plan</b>	Assist in reviewing and updating the goals and objectives within the Economic Development & Redevelopment chapter of the Comprehensive Plan	Q1 – Q4
<b>Marketing and Outreach</b>	Work with the Communications Committee on business-focused articles	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
	Track and visit new businesses	Q1 – Q4



**ARDEN HILLS**  
**MEMORANDUM**

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**DATE:** November 2, 2016 **EDC Agenda Item 5.A**  
**TO:** Economic Development Commission Chair and Commissioners  
**FROM:** Matthew Bachler, Senior Planner  
**SUBJECT:** Rice Creek Commons Update

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**Meetings**

- The City Council held work sessions with the Master Development Team on October 10<sup>th</sup> and 17<sup>th</sup> to review proposed changes to the TCAAP Redevelopment Code and the Regulating Plan that are needed to support the Developer's proposed Master Plan. The next scheduled work session with the Master Development Team is on October 31<sup>st</sup>.

**Communications/Media**

- The City will hold an open house on Wednesday, November 16<sup>th</sup> in order to provide the community with an opportunity to share their input on the updated development plans for TCAAP. The open house will take place from 4:00 to 7:30 p.m. in the Marsden Room at the Ramsey County Public Works building located at 1425 Kirkwold Drive. A mailing announcing the open house will be sent to all residents and businesses in the City, and the event will be promoted on the City's website and social media pages.