

Housing & Redevelopment Authority in and for the City of Roseville
Meeting Agenda
Tuesday, July 16, 2013 at 6:00 p.m.

Roseville City Hall, Council Chambers, 2660 Civic Center Drive
Roseville, Minnesota 55113

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:** Minutes of Regular HRA Meeting on June 18, 2013
4. **Announcements, Agenda Adjustments, Recognitions, Correspondence, and Comments**
5. **Community/Citizen Comments** – comments from the public on items that are not otherwise on the agenda
6. **Consent Agenda**
 - a. Acceptance of HRC Monthly Reports for June 2013
 - b. Quarterly Financial Update
7. **Public Hearing – None**
8. **Presentations –**
 - a. Sherman and Associates, Andy Hughes Twin Lakes Property
9. **Action/Discussion Items**
 - a. Resolution of Support for Sherman and Associates DEED application
 - b. Budget Discussion 2014
10. **Information Reports & Other Business (Verbal Reports by Staff and Board Members):**
 - a. Rental Licensing Ordinance update and implementation timing
 - b. Business, Expansion and Retention consulting agreement

Next Regular Meeting: August 20, 2013, City Council Chambers at 6:00 p.m.

Housing & Redevelopment Authority
Roseville City Hall Council Chambers, 2660 Civic Center Drive
Minutes – Tuesday, June 18, 2013 at 6:00 p.m.

1
2
3
4
5 **1. Call to Order**

6 Chair Maschka called to order the regular meeting of the Housing & Redevelopment Authority (HRA)
7 in and for the City of Roseville at approximately 6:00 p.m.

8
9 **2. Roll Call**

10
11 **Present:** Chair Dean Maschka; and Members Bill Majerus; Bob Willmus; Bill
12 Masche; Vicki Lee

13
14 **Members Excused:** Members Susan Elkins and Kelly Quam

15
16 **Staff Present:** HRA Acting Executive Director Jeanne Kelsey

17
18 **3. Approval of Minutes**

19 **Motion: Member Majerus moved, seconded by Member Masche to approve the Regular HRA**
20 **Meeting Minutes of May 21, 2013 as presented.**

21
22 **Ayes: 4**

23 **Nays: 0**

24 **Abstentions: 1**

25 **Motion carried.**

26
27 **4. Announcements, Agenda Adjustments, Recognitions, Correspondence, and Comments**

28
29 **5. Community/Citizen Comments**

30
31 **6. Consent Agenda**

32 Acting HRA Executive Director Jeanne Kelsey briefly reviewed the Consent Agenda item as detailed in
33 the staff report dated June 18, 2013:

34
35 a. Acceptance of HRC Monthly Reports for May 2013.

36 b. Approval of transfer of funds for administrative and staff services fees per approved contract
37 for April, May and June 2013, in an amount not to exceed funds in the amount not to exceed
38 \$7,586.25 for Administrative Service; an amount not to exceed \$25,726.25 for the Housing
39 Program Manager; and an amount not to exceed \$3,510.50 for HRA Executive Director
40 services.

41 c. Approval of transfer of funds for financial fees per approved contract with the City of
42 Roseville for April, May and June 2013, in an amount not to exceed \$2,181.75.

43
44 **Motion: Member Majerus moved, seconded by Member Willmus to approve the Consent**
45 **Agenda as presented.**

46
47 **Ayes: 5**

48 **Nays: 0**

49 **Motion carried.**

50
51 **7. Public Hearings**

52 None.

53
54 **8. Presentations**

55 None.

1
2 **9. Action/Discussion Items**
3

4 **a. Request for Proposals (RFP) for Business Retention and Expansion**

5 Acting HRA Executive Director Jeanne Kelsey provided a brief overview of the request to
6 seek consulting services to establish a Business, Retention and Expansion report of Roseville
7 businesses, through preparation of a Request for Proposals (RFP) as detailed in the staff report
8 dated June 18, 2013. A draft RFP was included for HRA review.
9

10 **Motion: Member Majerus moved, seconded by Member Lee to authorize an RFP for**
11 **consultant services to assist the HRA in completing a survey and compiling the**
12 **information in a report with recommendations.**
13

14 **Ayes: 5**

15 **Nays: 0**

16 **Motion carried.**
17

18 **b. Options for Roseville Housing Replacement Program (HRP)**

19 Acting HRA Executive Director Jeanne Kelsey provided a brief overview of two parcels that
20 property owners are interested in selling to the HRA for the Roseville Housing Replacement
21 Program, as detailed in the staff report and related attachments, dated June 18, 2013. Ms.
22 Kelsey advised that this action would prompt appraisals, after which it would return to the
23 HRA for approval and subsequent demolition and related abatement costs.
24

25 Discussion included holding off on the home on County Road B at this time due to a limited
26 recourse dictating purchase of only one (1) home at this time, while retaining interest in
27 subsequent properties, including that particular property; potential issues for consideration for
28 the home on County Road B specific to lot size, setback requirements and other limitations
29 based on the unique design of the parcel and opportunities for design of a home footprint with
30 garage located behind the home based on the lots configuration, as well as continuing the
31 current non-conforming use based on the current minimum lot size and another consideration
32 if pursued. Ms. Kelsey noted that this is a standard size lot for the City of Richfield, from
33 which this Roseville program was modeled, with potential home designs available through
34 their resources if and when the property at 297 County Road B may be considered. Member
35 Masche suggested looking at home designs from the City of St. Louis Park as well.
36

37 Further discussion included the fewer challenges in developing the Hamline parcel related to
38 home design; current market assessed values of the property and home based on Ramsey
39 County records, with the Hamline property valued at \$103,000 using that market value;. And
40 the County Road B property valued at \$98,000 to \$99,000, but ultimately determined by the
41 appraisal(s).
42

43 Ms. Kelsey advised that the current owner of the Hamline property had already questioned the
44 recourse if they didn't like the City's appraisal, and told that he could have his own conducted;
45 and if no agreement reached, a third appraisal by a third party if necessary.
46

47 Regarding questions on the turnaround time projected, Ms. Kelsey advised that the owner was
48 currently renting the home to his daughter and family, and wanted to work with them to find
49 them alternative housing if a deal was reached. Ms. Kelsey anticipated approximately six (6)
50 weeks for completion of an appraisal, given their current work load; and suggested an
51 approximate four (4) month minimum to close on the property. Ms. Kelsey suggested that the
52 HRA could possibly see a Purchase Agreement within 2-3 months, at which time the process
53 could move forward in cooperation with the owner's family in vacating the home.
54
55

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36

Ms. Kelsey advised that the HRP Fund had a \$200,000 budget available, and estimated projected acquisition and demolition/abatement costs; with additional funding established in the 2014 budget, and as the fund moves into a revolving status as properties are sold.

Ms. Kelsey noted that it was in the long-run the most economic purchase of a lot, for homes with a minimum standard of value; with the overall goal to benefit and increase the City’s tax base with a new home on the lot.

Motion: Member Willmus moved, seconded by Member Majerus to authorize staff to enter into a Letter of Intent (LOI) for purchase of 1840 Hamline Avenue.

Ayes: 5

Nays: 0

Motion carried.

10. Information Reports and Other Business (Verbal Reports by Staff and Board Members)

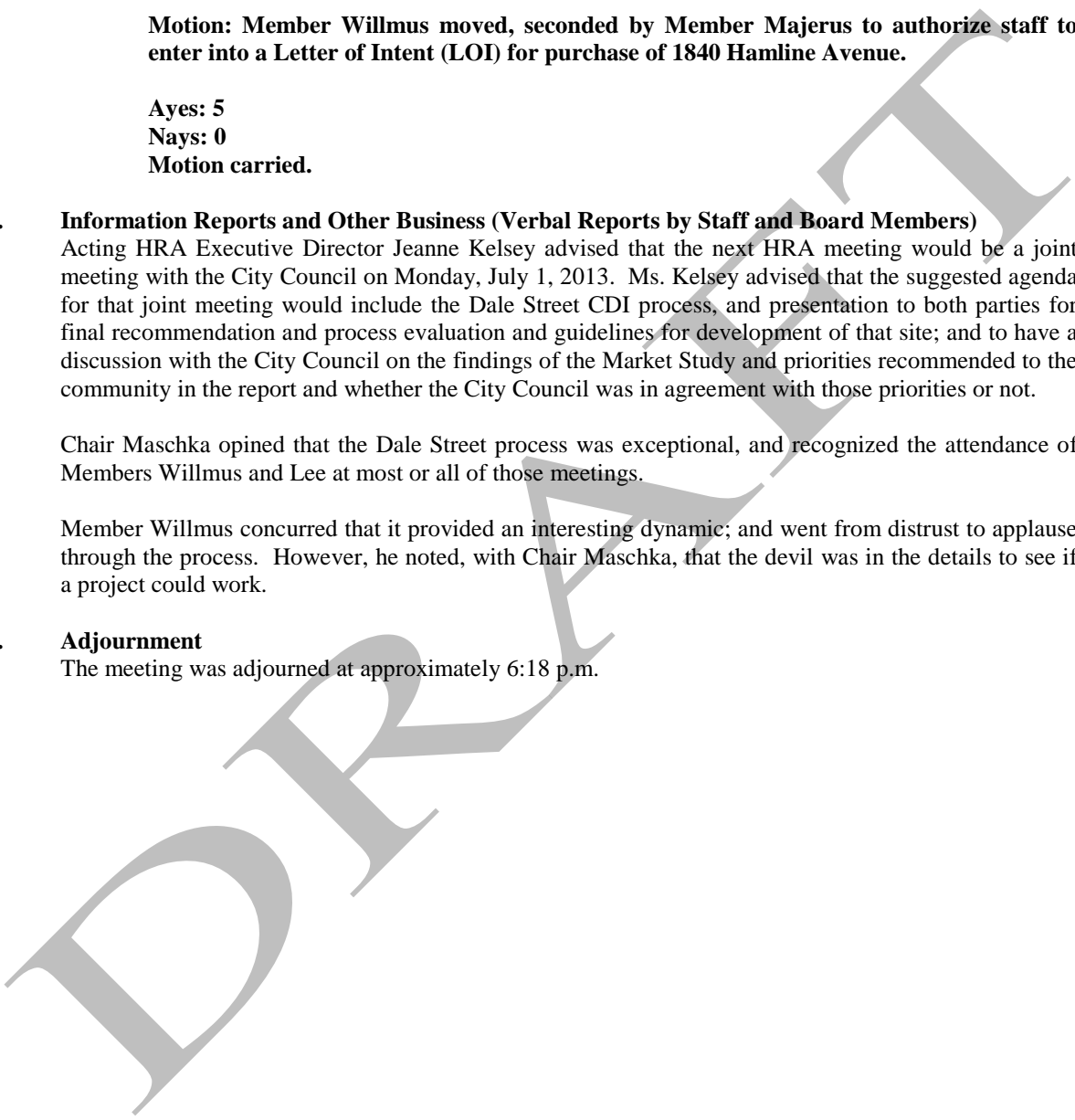
Acting HRA Executive Director Jeanne Kelsey advised that the next HRA meeting would be a joint meeting with the City Council on Monday, July 1, 2013. Ms. Kelsey advised that the suggested agenda for that joint meeting would include the Dale Street CDI process, and presentation to both parties for final recommendation and process evaluation and guidelines for development of that site; and to have a discussion with the City Council on the findings of the Market Study and priorities recommended to the community in the report and whether the City Council was in agreement with those priorities or not.

Chair Maschka opined that the Dale Street process was exceptional, and recognized the attendance of Members Willmus and Lee at most or all of those meetings.

Member Willmus concurred that it provided an interesting dynamic; and went from distrust to applause through the process. However, he noted, with Chair Maschka, that the devil was in the details to see if a project could work.

11. Adjournment

The meeting was adjourned at approximately 6:18 p.m.



City of Roseville Monthly Status Report Housing *Resource* Center - North and East Metro January 1, 2000 - June 30, 2013

	Thru- Dec '00	Jan- Dec '01	Jan- Dec '02	Jan- Dec '03	Jan- Dec '04	Jan- Dec '05	Jan- Dec '06	Jan- Dec '07	Jan- Dec '08	Jan- Dec '09	Jan- Dec '10	Jan- Dec '11	Jan- Dec '12	Jan '13	Feb '13	Mar '13	Apr '13	May '13	Jun '13	Jul '13	Aug '13	Sep '13	Oct '13	Nov '13	Dec '13	Year- to- Date	TOTAL	
Roseville Home Improvement Loan																												
Applications Rec'd									16	8	8	8	5	0	0	0	0	0	2	0	0	0	0	0	0	0	2	42
Loans Closed									14	4	3	5	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26
Multi-Family Rental Loan																												
Calls/Inquiries										2	1	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Applications Rec'd										0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Loans Closed										0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Revolving Loan																												
Applications Rec'd	13	32	25	14	22	19	26	15	1	This loan merged into the Roseville Home Improvement Loan																		167
Loans Closed	11	30	21	12	18	7	21	13	1	This loan merged into the Roseville Home Improvement Loan																		134
Family Home Ownership Loan																												
Applications Rec'd							4	4	1	This loan merged into the Roseville Home Improvement Loan																		9
Loans Closed							3	3	0	This loan merged into the Roseville Home Improvement Loan																		6
MHFA Fix Up Fund/Rehab/Rental																												
Loan Applications Rec'd	0	0	6	2	4	7	2	1	4	1	5	5	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	37
Loans Closed	0	0	4	1	4	6	1	1	1	0	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	
Ramsey County Deferred Loan																												
Loan Applications Rec'd	0	0	0	6	2	3	1	0	5	8	6	7	6	0	1	0	0	3	2	0	0	0	0	0	0	0	6	44
Loans Closed	0	0	0	4	2	1	1	0	2	3	7	2	3	1	0	1	0	0	0	0	0	0	0	0	0	0	2	24
Construction Consultation Report																												
Consultation Phone or Walk- Site Visits, Inspection	25	61	61	49	156	125	153	165	152	196	244	143	91	19	14	13	12	17	17	0	0	0	0	0	0	92	1,622	
Scope of Work	38	100	54	85	20	4	2	0	2	5	5	1	0	0	0	0	1	1	0	0	0	0	0	0	0	2	318	
Additional HRC Services																												
Number of calls	409	207	507	622	468	490	543	391	414	321	398	321	254	6	16	13	15	22	17	0	0	0	0	0	0	89	5,180	
Total SERVICES Provided	538	506	742	871	814	767	852	690	731	669	805	612	428	35	39	33	36	54	51	0	0	0	0	0	0	248	8,845	
NOTE: These numbers reflect the number of CLIENTS serviced. In many instances a client will receive more than one service.																												

City of Roseville Housing & Redevelopment Authority
2013 Restricted Fund Budget Worksheet Fund 720,721

Funds are restricted to programs where incomes are at or below 80% of median income

Account Number	Description	6/30/2013		Remaining		Accounts Receivable
		Funds Available	Proposed Uses	Funds Available		
720	Sources: Reuse of funds needs County Discussion					
	Cash Balance	\$151,334.30	\$0	151,334.30		
	Investment Income and Interest Paid	\$819.18		819.18		
	Miscellaneous Revenue (grants, land proceeds, etc)	-				36,743.29
						Outstanding Loan Balance
	Total	\$ 152,153.48		\$ 152,153.48		36,743.29
721	Income Restricted funds	89,532.94				
	Cash Balance	-	\$0	-		
	Investment Income	484.65		484.65		
	Single Family					
	Outstanding loan - Sienna Green Loan	-				294,730.00
	Interest on loan balances					26,764.03
						Sienna Green Loan
	Total	\$ 90,017.59	\$0	\$ 484.65		321,494.03
	Total Income Restricted Funds	\$ 242,171.07	\$ -	242,171.07		358,237.32

City of Roseville Housing & Redevelopment Authority
2013 Abatement Funds Budget Worksheet Fund 722

Funds are used for Abatement of properties that Council has approved

Account Number	Description		6/30/2013 Funds Available	Assessments to be paid	
722 0	Sources:				
	Cash Balance		114,110.29	\$0	
	Investment Income		602.89		
	Current Assessment Amounts		-	4,816.59	
	Assessment Amounts to be certified and payable in 2013				
					Total
	Total		\$ 114,713.18	4,816.59	119,529.77

Account Number	Description	2013 Adopted Budget	2013 Actual Revenue/Expense
Proposed Sources:		Revenue	Revenue
	Cash - Carry over end of year	\$ 89,895.69	\$ 89,895.69
	Investment Income	5,000.00	1,360.98
	HRA Levy - Approved by City Council	698,471.00	5,799.74
	Home & Garden Fees	15,000.00	
	Miscellaneous Income	\$0	\$0
	Total Revenue	808,366.69	97,056.41
Account Number	Description	2013 Proposed Budget	2013 Proposed Budget
Proposed Uses:		Expenses	Expenses
70	Home & Garden Fair	Home & Garden Fair	Home & Garden Fair
430000	Professional Services - Design Service		
433000	Advertising	5,000.00	2,308.15
434000	Printing	5,000.00	3,836.87
438000	Rental	7,700.00	7,109.38
448000	Miscellaneous & Supplies (424000)	3,000.00	911.06
430000	Professional Services - Online Registration	300.00	49.94
70	Home & Garden Fair	21,000.00	14,215.40
71	Housing Replacement Program		
430000	Professional Services	-	-
434000	Printing	-	-
448000	Miscellaneous	-	-
490000	Contractor Payments		
71	Housing Replacement Program	200,000.00	
72	Multi Family Program		
430000	Professional Services	-	-
434000	Printing	-	-
448000	Miscellaneous	-	-
	Other Services & Charges	-	-
490000	Contractor Payments	175,000.00	
72	Multi Family Rehab Program Total	175,000.00	-
73	Ownership Rehab Program		
430000	Professional Services-HRC	13,000.00	13,000.00
433000	Advertising	-	-
	Other Services & Charges Fees for Loan Closing		
490000	Greene Award Program	850.00	500.00
	Energy Efficiency Program	12,000.00	6,600.00
73	Ownership Rehab Program Total	25,850.00	20,100.00
74	First Time Buyer Program		
430000	Professional Services		
433000	Advertising		
448000	Other Services & Charges (448000, 424000)	-	-
490000	Live/work RSV program		
74	First Time Buyer Program Total	-	-
78	Neighborhood Enhancement Program		
430000	Prof Services	23,540.00	
433000	Marketing -Printing and Mailing	4,500.00	
	Other Services & Charges	690.00	
78	Neighborhood Enhancement Program Total	28,730.00	-
82	Marketing Studies		
430000	Prof Services - Update Comprehensive Housing Stud	13,215.00	13,215.00
	Prof Services - Charrette for Dale Street	10,000.00	
433000	Ongoing Marketing-Cost for Design	2,500.00	
	Living Smarter Green Marketing	30,000.00	
434000	Printing Marketing Materials	6,500.00	
448000	Miscellaneous-Postage	1,500.00	
82	Marketing Studies	63,715.00	13,215.00
56	Economic Development		
430000	Prof Services-Engage the community in developing o	30,000.00	
433000	Marketing -Outreach to existing businesses	10,000.00	
	Other Services & Charges		
490000	Capital Payments-Energy Audits & Loan Programs		
56	Economic Development Program Total	40,000.00	-
00	General HRA Expenditures		
430000	Prof. Svs. (Staff, Secretary)	154,313.00	80,652.77
0006	Prof. Svs. (HRA Attorney)	15,000.00	1,834.05
448001	Fiscal/Overhead Fee	8,727.00	
441000	Education (Training/Conferences)	1,725.00	732.00
441000	Training/Conferences for Boardmembers	1,000.00	
442000	Mbrship/Subscriptions	1,500.00	175.00
448000	Other Services & Charges(448000,424000,433000)	2,000.00	1,108.27
00	General HRA Expenditures	184,265.00	84,502.09
	Budget Subtotal	738,560.00	132,032.49
	Reserves	69,806.69	
	Total Expenses	808,366.69	132,032.49
	Over (under)	-	
	Reserve		
	Required 35% Cashflow shortfall reserve	282,928.34	46,211.37
	Current Cashflow reserve for shortfalls	145,309.58	145,309.58

City of Roseville Housing & Redevelopment Authority
Multi-Family Rental Loan Program Budget Worksheet Fund 724

Account Number	Description	Accounts Receivable	
		6/30/2013	Funds Available
724 0	Sources:		
	Cash Balance	\$192,846	
	Investment Income	\$1,188.26	
	Land held for resale		623,940.98
	Funds to come in from 723 budget in 2013		175,000.00
	Loan to Sienna Green Apartments		55,270.00
	Interest due on Sienna Green loan		407.20
	Total	\$194,034	\$854,618

REQUEST FOR HRA ACTION

Date: 7-16-13

Item No: 9a.

Director Approval:
CB

Agenda Section:
Action

Item Description: Support for Department of Employee and Economic Development (DEED) Application – City of Roseville (HF0126)

1.0 Requested Action

1.1 Sherman Associates, Inc. is requesting the Roseville HRA's resolution of support for the City of Roseville to make application to the Department of Employment and Economic Development (DEED) for the redevelopment of 2785 Fairview Avenue North.

2.0 Background

2.1 Sherman Associates, Inc. is a leading firm specializing in the design, construction, and financing of quality commercial and housing properties in Minnesota, Wisconsin, Iowa, Missouri, Colorado, and California. Through its successful execution of several projects, Sherman Associates, Inc. has earned a strong reputation for high quality and strong follow-through around the country.

2.2 Sherman Associates, Inc. is proposing a three-phase redevelopment of 2785 Fairview Avenue North. Phase 1 would result in approximately 110 units of market rate rental housing. Phase 2 would feature approximately 6,000 square feet of office/retail. Phase 3 would provide approximately 65-80 units of mixed-income rental housing. All units of housing would be non-age restricted. Approximately 20% of the housing units in Phase 3 will be affordable households earning at or below 50% of area median income (AMI), with the balance of the units rented at market rate.

2.3 Phases 1 and 2 would commence construction in spring or early summer of 2014; Phase 3 would commence construction in spring 2015 or sooner.

2.4 At this time, Sherman Associate, Inc is not requesting a financial commitment from the RHRA. However, it is possible that a request for financial assistance from the RHRA could be made in the future as the project proceeds.

3.0 Staff Recommendation

Because the Comprehensive Multifamily Housing Needs Analysis recommended that the City have as it's number one of priority to develop market-rate general occupancy rental housing and because one of the HRA's goals outlined in the 2012-2016 Strategic Plan is to create and maintain high quality, sustainable multi-family housing options and to pursue partnerships with other public, private and non-profit housing providers, staff recommends that the HRA support the City of Roseville DEED application on behalf of Sherman Associates, Inc.

4.0 **Suggested HRA Action**

1. The RHRA is recommending to the City of Roseville to apply for DEED funds on behalf of Sherman Associates, Inc., for the redevelopment of 2785 Fairview.
2. By **resolution**, the RHRA support the City of Roseville Application for DEED funds for the redevelopment of 2785 Fairview into mixed income housing options with a commercial amenity.

Attachment – Aerial
Resolution

Prepared by: Jeanne Kelsey, Acting Executive Director (792-7086)

2785 Fairview Ave N



Location Map



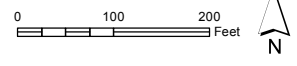
Prepared by:
Community Development Department
Printed: July 9, 2013



Site Location

Data Sources
 * Ramsey County GIS Base Map (7/1/2013)
 * Aerial Data: MnGeo (4/2012)
 For further information regarding the contents of this map contact:
 City of Roseville, Community Development Department,
 2660 Civic Center Drive, Roseville MN

Disclaimer
 This map is neither a legally recorded map nor a survey and is not intended to be used as one. This map is a compilation of records, information and data located in various city, county, state and federal offices and other sources regarding the area shown, and is to be used for reference purposes only. The City does not warrant that the Geographic Information System (GIS) Data used to prepare this map are error free, and the City does not represent that the GIS Data can be used for navigational, tracking or any other purpose requiring exacting measurement of distance or direction or precision in the depiction of geographic features. If errors or discrepancies are found please contact 651-792-7085. The preceding disclaimer is provided pursuant to Minnesota Statutes §466.03, Subd. 21 (2000), and the user of this map acknowledges that the City shall not be liable for any damages, and expressly waives all claims, and agrees to defend, indemnify, and hold harmless the City from any and all claims brought by User, its employees or agents, or third parties which arise out of the user's access or use of data provided.



**EXTRACT OF MINUTES OF MEETING OF THE
HOUSING AND REDEVELOPMENT AUTHORITY
IN AND FOR THE CITY OF ROSEVILLE**

Pursuant to due call and notice thereof, a regular meeting of the Housing and Redevelopment Authority in and for the City of Roseville, County of Ramsey, Minnesota, was duly called and held at the City Hall on Tuesday, the 16th day of July, 2013, at 6:00 p.m.

The following members were present:

and the following were absent:

Commissioner _____ introduced the following resolution and moved its adoption:

Resolution No. 49

**RESOLUTION IN SUPPORT OF CITY OF ROSEVILLE APPLICATION TO THE
MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC
DEVELOPMENT FOR THE REDEVELOPMENT OF 2785 FAIRVIEW AVENUE**

WHEREAS, the 2785 Fairview Avenue in the City of Roseville was identified by the City as a potential mixed use redevelopment site in the Twin Lakes Redevelopment Area; and

WHEREAS, the Housing and Redevelopment Authority has recently completed a Comprehensive Multifamily Housing Needs Analysis and such proposed development meets an identified need in Roseville; and

WHEREAS, proposed redevelopment site meets the Housing and Redevelopment Authority 2012-2016 Strategic Plan; and

WHEREAS, Sherman Associates, INC. a reputable Twin Cities housing developer, has proposed to build approximately 110 units of market rate housing in Phase I, approximately 6,000 sq.ft. office/retail in Phase II and approximately 65-80 units of mixed income housing options in Phase III.

NOW THEREFORE BE IT RESOLVED THAT the Housing and Redevelopment Authority, in and for the City of Roseville hereby supports and strongly recommends funding to The City of Roseville for DEED funds to assist with the redevelopment of 2785 Fairview Avenue into mixed income housing options with a commercial amenity that will significantly improve the Twin Lakes Redevelopment Area.

Adopted by the Board of the Authority this 16th day of July, 2013.

Certificate

I, the undersigned, being duly appointed and acting Executive Director of the Housing and Redevelopment Authority in and for the City of Roseville, Minnesota, hereby certify that I have carefully compared the attached and foregoing resolution with the original thereof on file in my office and further certify that the same is a full, true, and complete copy of a resolution which was duly adopted by the Board of Commissioners of said Authority at a duly called and regularly held meeting thereof on July 16, 2013.

I further certify that Commissioner _____ introduced said resolution and moved its adoption, which motion was duly seconded by Commissioner _____, and that upon a vote being taken thereon, the following Commissioners voted in favor thereof:

And the following voted against the same:

And the following abstained from voting:

Whereupon said resolution was declared duly passed and adopted.

Witness my hand as the Executive Director of the Authority this 16th day of July, 2013

Acting Executive Director
Housing and Redevelopment Authority
In and for the City of Roseville, Minnesota

Request for HRA Action

Date: 07-16-13

Item No: 9.b.

Director Approval:

Jeanne Kelsey

Agenda Section:

Action

Description: 2014 RHRA Budget

Requested Action

The RHRA should review the budget prepared by staff and preliminarily discussed by the RHRA Finance Subcommittee and make a recommendation to staff on any further programming the Board may want.

Budget Process

Per State Statute 469.033, subdivision 6, the HRA must formulate and file a budget each year in accordance with the budget procedure of the City and in the same manner executive departments of the City.

To request an HRA levy, the RHRA must adopt a resolution and a budget and present it to the City Council by September. Assuming approval, it will be included within the City budget and levy request that is submitted to Ramsey County in September. The City Council will hold hearings on all elements of the budget, including any proposed HRA levy, in December 2013.

2014 RHRA Budget Details

As part of preparing the 2014 RHRA budget, staff has used Strategic Plan 2012-2016 and the 2013-2016 Work Plan along with discussion from the RHRA Finance Subcommittee.

According to Chris Miller, City Finance Director, the maximum levy that the RHRA can impose in 2014 is \$703,579. It is proposed that the RHRA seek the maximum levy for 2014 budget year. The proposed 2014 levy increase is a less than .0075% increase from 2013 levy of \$698,471. The impact on a median valued home of \$188,400 would be approximately \$34 annually, the same as last year. This is a flat increase request for the HRA levy from 2013 levy.

The draft 2014 budget shows an estimated carryover amount of \$143,500. This carry over is due to unexpended dollars for programming budgeted in 2013 of \$40,500 for ongoing marketing and Living Smarter marketing, \$20,000 for Professional Services, \$5,000 for outreach marketing for economic development activities, \$10,000 for Attorney fees and a reserve contingency of \$69,800.

In 2014, the following programs will continue to operate, and will receive no additional funds:

- ✓ Roseville Loan Program (consolidated home improvement loan program).
- ✓ Abatement Assistance (payment of abatement costs for code enforcement activities).

In 2014, the following programs will be continued or expanded:

- ✓ Living Smarter Home and Garden Fair: reflects the cost to continue the same marketing approaches that were put in place in 2009. The cost for the fair is (\$21,000), is offset by booth and sponsorship fees of \$16,000.
- ✓ Housing Replacement Program: reflects additional funds being set aside to purchase additional homes that are obsolete; this is based upon high interest of willing sellers from this year (\$200,000).
- ✓ Multi-family Program: reflects additional funds being set aside for a revolving acquisition and loans for Multi-family housing (\$250,000). These funds are moved to the 724 account at the end of the year. Currently the HRA is looking at using these funds to be used to acquire additional property identified in its work plan.
- ✓ Contract with Housing Resource Center for construction services of (\$13,000).
- ✓ Green Award Program for awards (\$850).
- ✓ Energy Efficiency program, which provides funds for 200 energy audits for Roseville residents (\$12,000).
- ✓ Neighborhood Enhancement Program: reflects a slight decrease based on new staffing and services (\$26,000).
- ✓ Advertising and Printing: reflects cost for materials that promote the RHRA and its programs to Roseville residents along with Living Smarter Campaign. The budget is broken out for maintaining advertising efforts of (\$12,500), printing costs of (\$6,500), and postage costs of (\$1,500).
- ✓ The RHRA has authorized hiring a consultant to engage the Business community by conducting a survey and report findings. Funds were budgeted in 2013 to complete the survey; and report is expected to be completed in 2014 (\$10,000).
- ✓ Outreach to existing businesses to engage them in roundtable discussions related to what their needs are, as well as updating our database and doing newsletters. (\$10,000)
- ✓ General HRA Expenditures: this budget is increased to reflect an increase in staffing costs along with step increases and cost of living. (Pat 15%, Jeanne

@ 40 hours per week, Jane @ 20 hours per week, Sheila @ 5hrs a month).
(\$162,028.65)

- ✓ Attorney Services: Expenditures for HRA attorney services have been kept at same dollar amount to reflect additional work that the HRA will be doing in 2014 (\$15,000).
- ✓ Fiscal/Overhead Fee: reflects 5% fee of the HRA General Expenditures for Financial Services (\$9,721.72).
- ✓ Education/Training/Conferences: reflects opportunities for staff to attend conferences or attend workshops that would benefit the RHRA (\$2,000).
- ✓ Training/Conferences for Board Members: \$1,000 has been set aside to pay for RHRA Board members to attend seminars and conferences (\$1,000).
- ✓ Other Services and Charges: reflects the amount that the RHRA pays for phone, supplies, software, meeting materials, and membership subscriptions (\$3,500).

In 2014, the following program will be new:

- ✓ Living Smarter Green Marketing – City Administration is considering hiring a new communication position. This is an opportunity for the RHRA to bring marketing services in house by participating on funding of this new position (\$30,000).
- ✓ Based upon findings of businesses survey report there will be programs that will need to be implemented (\$20,000).

Suggested RHRA Action

Discuss and review proposed 2014 RHRA Budget and give staff direction.

Prepared by: Jeanne Kelsey, Acting Executive Director (651) 792-7086

Attachments: 2012-2016 Strategic Plan
Work Plan 2013-2016
Proposed 2014 RHRA Budget



Roseville HRA Strategic Plan 2012-2016

The mission of the Housing & Redevelopment Authority for the City of Roseville is to Contribute to a strong city economy and vibrant community through environmental stewardship, investment of resources, and intentional leadership so that Roseville:

- Is known for innovation and flexibility in housing design and business development
- Maximizes a sense of community in a large scale context
- Advances the unique benefits of Roseville as a destination and place where people want to live and work in for a life time
- Embraces the diversity of its residents culture and their ever-changing housing and business needs
- Makes decisions with a focus on the future and intergenerational uses over time

Below are the goals and objectives of the HRA strategic plan:

I. Foster, promote, and effectively communicate the advantages of living in Roseville.

- a. Increase the use of HRA's financial resources, housing programs and *HousingResource Center* services by residents, property owners, and others. (Meets SP-IIIc.)
- b. Continue to position the HRA as a leader in providing education and information about resources that support sustainable life styles.
- c. When marketing the City, highlight advantages for changing demographics.
- d. Produce events such as the Living Smarter Home and Garden Fair, workshops, and create partnerships that encourage environmental stewardship when creating and/or remodeling housing stock and when developing neighborhoods. (Meets HG#4)
- e. Create programs and resources that assist residents in incorporating healthy building techniques. (Meets HG#4.4, SP-Vid., and SP-VIg.)
- f. Expand the HRA's presence in social media and Web-based services. (Meets SP-Vf.)
- g. Promote innovative housing developments to foster neighborhood-level places that maximize the sense of community.

II. Create and maintain high quality, sustainable multi-family housing options.

- a. Increase alternative housing options and flexible designs to support both changing demographics and long term uses. (Meets SP-Ib.)

- b. Provide financial resources to preserve and develop new housing in partnership with non-profit community groups, private sector development partners, and federal, state, and regional agencies. (Meets SP-If.)
- c. Create walkability and pedestrian connectivity in all redevelopment plans that the HRA participates in. (Meets HG4.6 and SP-VIc.)
- d. Provide leadership in assembling sites and/or providing financial assistance for the development of intergenerational housing. (Meets SP-Id.)
- e. Continue to provide resources that support affordable housing options in the community. (Meets HG#1)
- f. Identify preferred redevelopment sites and increase partnerships so the HRA has a development “in the works” at all times.

III. *Create, and maintain high-quality, sustainable single-family housing options.*

- a. Increase resources to renovate, redevelop, and/or undertake infill projects. (Meets HG2.3)
- b. Maintain and encourage a mix of housing types in each neighborhood by directly purchasing available properties for demolition and supporting new home construction. (Meets HG2.4)
- c. Ensure availability of appropriate resources to rehabilitate and upgrade existing housing stock for changing demographics. (Meets HG2.2)

IV. *Prevent and eliminate blight on individual properties, neighborhoods and the entire communities.*

- a. Identify properties that are underutilized, deteriorated, or blighted and use available tools (such as condemnation, licensing and/or regulations) to revitalize or redevelop. (Meets LU#3)
- b. Utilize funding tools such as Housing Improvement Areas, Conduit Debt Financing, and Bonding to be used to promote the improvement of housing and redevelopment sites. (Meets SP-IIb.)
- c. Continue to provide resources to maintain proactive code enforcement policies to prevent nuisance properties from negatively impacting surrounding properties. (Meets SP-Va, SP-Vb and ED4.4)
- d. Continue to explore, in partnership with the City, further regulation (such as licensing) of rental units within the City and develop a better understanding of the resources needed. (Meets SPV-g.)
- e. Identify at-risk neighborhoods and create partnerships to strengthen them.

V. *Retain and attract desirable housing and businesses that lead to employment, investment, and commitment to the community.*

- a. Engage the community in developing objectives that articulate business development priorities. (Meets ED1.4)
- b. Support the creation of redevelopment plans for areas and corridors that would benefit from reinvestment and revitalization. (Meets ED1.1)
- c. Use public-private partnerships to encourage reinvestment, revitalization, and redevelopment of retail, office, and employment districts. (Meets ED#4 and ED1.5)
- d. Create strong relationships with existing and prospective businesses to understand their needs and to maximize opportunities for business retention, growth, and development. (Meets ED2.1)
- e. Develop programs for businesses that encourage people to live within the community. (Meets ED2.2)
- f. Incentivize environmental stewardship of commercial redevelopment. (Meets ED#6)
- g. Partner with City Council to provide financial resources to facilitate community economic development and redevelopment objectives. (Meets ED#5)

VI. *Provide the necessary staff support and resources to work with partners to ensure goals and objectives of the strategic plan are accomplished in a timely manner. (Meets SP IV)*

- a. Review current HRA staffing levels and provide any additional support needed to ensure implementation of the Strategic Plan (Meets SP-IVa., and SP-IVb.)
- b. Explore and evaluate financial resources available to support the implementation of the Strategic Plan.
- c. Actively promote education, growth, and advancement of staff, board members, and community members. (Meets SP-IVc.)
- d. Provide a Quarterly Progress Report to the HRA board of all HRA's funding sources, grant programs, and overall operations. (Meets SP-IVd.)
- e. Conduct an annual review with the City Council of the HRA's strategic plan and budget. A new strategic plan will be developed every four years. (Meets SP-IVe.)
- f. Seek and nurture partnerships with police and fire departments, neighboring cities, school districts, non-profits, and consumers to foster a better overall quality of life in the City. (SP-IIIa.)

Action	Responsible	New or Existing	Timeline	Budget Implications	Sources of Funds	Outcome	Financial Needs				
1. Foster, promote, and effectively communicate the advantages of living in Roseville							2013	2014	2015	2016	
A. Increase the use of HRA's financial resources, housing programs and HRC Center services by residents, property owners, and others. <ul style="list-style-type: none"> Construction Services Rehab loans (3-5 a year) Loan closing costs/fees General marketing 	HRC HRC	Existing	Ongoing	Was \$15,000 Loan pool \$554,000 receivables \$465,000	Levy	Revolving loan	Home Improvement	13,000	13,000		
	HRC Staff		Upon loan closing	General overall marketing and operations				Levy	10,500	20,500	
B. Continue to position the HRA as a leader in providing education and information about resources that support sustainable life styles.	Staff	Existing	Ongoing	Staff time Participation in NAHRO, SLUC, ULI and others							
C. When marketing the City, highlight advantages for changing demographics.	Staff/Consultant	Existing	Ongoing	\$30,000	Levy	Shared resource with Admin for new position		30,000	30,000		
D. Produce events such as the Living Smarter Home and Garden Fair, workshops, and create partnership that encourage environmental stewardship when creating and/or remodeling housing stock and when developing neighborhoods.	Staff/partners	Existing	Yearly	\$21,000-cost \$16,000-income	Levy	Fees		21,000	21,000		
E. Create programs and resources that help residents incorporate healthy building techniques.	NEC/Staff	Existing	Ongoing	\$12,000 for Energy Audits \$850 for Green Award	Levy			12,000	12,850		
F. Expand the HRA's presence in social media and Web-based services.	Staff/Consultant	Existing	Ongoing								
G. Promote innovative housing developments to foster neighborhood-level places that maximize the sense of community	Staff	New	Ongoing	Part of 2.							
2. Create and maintain high quality, sustainable multi-family housing options											
A. Increase alternative housing options and flexible designs to support both changing demographics and long term uses.	Developer/Staff	New	2012-2018	Part of 2 d. Project specific							
B. Provide financial resources to preserve and develop new housing in partnership with non-profit community groups, private sector development partners, and federal, state, and regional agencies.	Developer/Staff	Existing	Ongoing	Part of 2 d. and 2 e.	Levy 724 acct	State, County, Met Council, Federal Reserve		175,000	250,000		
C. Create walkability and pedestrian connectivity in all redevelopment plans the HRA participates in.	Developer/Staff	New	Ongoing	Project specific		Met Council County Funds					
D. Provide leadership in assembling sites and/or providing financial assistance for the development of intergenerational housing. <ul style="list-style-type: none"> Dale Street Station Good Samaritan Owasso School 	Staff Developer/Staff Staff	New	2012-2014 2013-2015 2014-2016	\$686,000 less costs for taxes, clearing/maintaining. Unknown 1.6 Million	Levy	720/721 Possibly if affordable housing 724 Balance +2B budget 724 Account					
E. Continue to provide resources that support affordable housing options in the community.	Staff	Existing	Ongoing	Part of 2 b.		720/721 State, Cty & Met Council					
F. Identify preferred redevelopment sites and increase partnership so that HRA has a "development in the works" at all times.	Staff	New	1 per year	Part of 2 d.							
3. Create and maintain high-quality, sustainable single-family housing options.											
A. Increase resources to renovate, redevelop, and/or undertake infill projects.	Staff	New	2013 forward	Existing fund balance of \$553,965		Revolving Loan Funds					
B. Maintain and encourage a mix of housing types in each neighborhood by directly purchasing available properties for demolition and supporting new home construction.	Staff	New	2-3 Homes a year	\$200,000	Levy			200,000	200,000		
C. Ensure availability of appropriate resources to rehabilitate and upgrade existing housing stock for changing demographics.	HRC	Existing w/ possible program change	Ongoing	Existing fund balance of \$553,965		Revolving Loan Funds					
4. Prevent and eliminate blight on individual properties, neighborhoods and the entire community.											
A. Identify properties that are underutilized, deteriorated, or blighted and use available tools (such as condemnation, licensing and/or regulations) to revitalize or redevelop.	Staff/Code Officials	New	1 a year	Condemnation, Licensing, Regulations	Levy						
B. Utilize funding tools such as HIA's, Conduit Debt Financing, and Bonding to be used to promote the improvement of housing and redevelopment sites.	Staff	Existing	Ongoing review	HIA's, Conduit Debt Financing and Bonding		HIA's, Conduit Debt Financing					
C. Continue to provide resources to maintain proactive code enforcement policies to prevent nuisance properties from negatively impacting surrounding properties.	Staff	Existing	6 mo. each year	Account 722 for abatement	Levy	NEP Revolving funds		28,730	26,000		
D. Continue to explore, in partnership with the City, further regulation (such as licensing) of rental units within the City and develop a better understanding of the resources needed.	Staff/Consultant Code Officials, Police	New	Start 2015 annually	Fee based program operated by Comm Dev.		Fee based					
E. Identify at-risk neighborhoods and create partnerships to strengthen them.	Staff	New	Start 2013 continuing	Southeast Roseville Neighborhood integration	Levy	County and State Funds					
5. Retain and attract desirable housing and businesses that lead to employment, investment, and commitment to the community.											
A. Engage the community in developing objectives that articulate business develop priorities.	Consultant/Staff	New	2013	Planning process	Levy			30,000	10,000		
B. Support the creation of redevelopment plans for areas and corridors that would benefit from reinvestment and revitalization.	Staff/Planners/ Consultant	New	Ongoing	Review previous corridor plans for use and implementation		Met Council Planning Grants					
C. Use Public-Private partnerships to encourage reinvestment, revitalization, and redevelopment of retail, office, and employment districts.	Staff/Developer/ Owners	New	2014 ongoing	Loan program outcome from outreach process	Levy	Clean-up grants			20,000		
D. Create strong relationships with existing and prospective businesses to understand their needs and to maximize opportunities for business retention, growth, and development.	Staff/Mayor/ Consultant	New	Ongoing	Programs & Outreach	Levy			10,000	10,000		
E. Develop programs for businesses that encourage people to live within the community.	Staff/HRC	New	2014		Levy						
F. Incentivize environmental stewardship of commercial development.	Staff/Xcel	New	2013 ongoing	Audit/resource program/loan program	Levy Levy						
G. Partner w/ City Council to pro-vide financial resources to facilitate community economic development & redevelopment objectives.	Staff	New	Ongoing	Meet with council quarterly to discuss objectives.							
6. Provide the necessary staff support & resources to work with partners to ensure goals & objectives of strategic plan are accomplished in a timely manner.											
A. Review current HRA staff levels and provide any additional support needed to ensure implementation of the Strategic Plan.	CDD/Program Man./Debt Assistant Secretary Attorney	Existing	Ongoing	Increase in staff \$50000-\$60000 Increase fee to \$15,000	Levy			154,313	162,029		
B. Explore and evaluate financial resources available to support the implementation of the Strategic Plan.	Staff	New and Existing	Ongoing	Staff time	Levy	Met Council Funds, Excess TIF districts		15,000	15,000		
C. Actively promote education, growth, and advancement of staff, board members, and community members.	Staff	Existing	Ongoing					3,225	4,500		
D. Provide Quarterly Progress Report to the HRA board of all HRA's funding sources, grant programs, and overall operations.	Staff	Existing	Ongoing	Staff time							
E. Conduct an annual review with the City Council of the HRA's strategic plan and budget. A new strategic plan will be developed every four years.	Staff/consultant	Existing	Yearly meetings with Council	Update in 2016	Levy	Other programs that qualify for action					
F. Seek & nurture partnership w/ police & fire departments, neighboring cities, school districts, non-profits, and consumers to improve overall quality of life in the City.	Staff	Existing	Ongoing	Staff time. Some new programming will require additional staff time.							
Subtotal								808471	794,878		
Miscellaneous								10,727	11,722		
Reserves for cash flow								+69807	63,279		
Income from Cash Carryover, Investment Income and H&G Fees								-99,896	-166,300		
Total Levied								698471	703,579		

City of Roseville Housing & Redevelopment Authority **DRAFT**
2014 Proposed Budget Fund 723

Account Number	Description	2013 Adopted Budget	2014 Proposed Budget
Proposed Sources:		Revenue	Revenue
	Cash - Carry over end of year	\$ 89,895.69	\$ 145,300.00
	Investment Income	5,000.00	5,000.00
	HRA Levy - Approved by City Council	698,471.00	703,579.00
	Home & Garden Fees	15,000.00	16,000.00
	Miscellaneous Income	\$0	\$0
	Total Revenue	808,366.69	869,879.00
Account Number	Description	2013 Proposed Budget	2014 Proposed Budget
Proposed Uses:		Expenses	Expenses
70	Home & Garden Fair	Home & Garden Fair	Home & Garden Fair
430000	Professional Services - Design Service		
433000	Advertising	5,000.00	5,000.00
434000	Printing	5,000.00	5,000.00
438000	Rental	7,700.00	7,700.00
448000	Miscellaneous & Supplies (424000)	3,000.00	3,000.00
430000	Professional Services - Online Registration	300.00	300.00
70	Home & Garden Fair	21,000.00	21,000.00
71	Housing Replacement Program		
430000	Professional Services	-	-
434000	Printing	-	-
448000	Miscellaneous	-	-
490000	Contractor Payments		
71	Housing Replacement Program	200,000.00	200,000.00
72	Multi Family Program		
430000	Professional Services	-	-
434000	Printing	-	-
448000	Miscellaneous	-	-
	Other Services & Charges	-	-
490000	Contractor Payments	175,000.00	
72	Multi Family Rehab Program Total	175,000.00	250,000.00
73	Ownership Rehab Program		
430000	Professional Services-HRC	13,000.00	13,000.00
433000	Advertising	-	-
	Other Services & Charges Fees for Loan Closing		
490000	Greene Award Program	850.00	850.00
	Energy Efficiency Program	12,000.00	12,000.00
73	Ownership Rehab Program Total	25,850.00	25,850.00
74	First Time Buyer Program		
430000	Professional Services		
433000	Advertising		
448000	Other Services & Charges (448000, 424000)	-	-
490000	Live/work RSV program		
74	First Time Buyer Program Total	-	-
78	Neighborhood Enhancement Program		
430000	Prof Services	23,540.00	20,800.00
433000	Marketing -Printing and Mailing	4,500.00	4,500.00
	Other Services & Charges	690.00	700.00
78	Neighborhood Enhancement Program Total	28,730.00	26,000.00
82	Marketing Studies		
430000	Prof Services - Update Comprehensive Housing Stud	13,215.00	-
	Prof Services - Charrette for Dale Street	10,000.00	-
433000	Ongoing Marketing-Advertising	2,500.00	12,500.00
	Living Smarter Green Marketing	30,000.00	30,000.00
434000	Printing Marketing Materials	6,500.00	6,500.00
448000	Miscellaneous-Postage	1,500.00	1,500.00
82	Marketing Studies	63,715.00	50,500.00
56	Economic Development		
430000	Prof Services-Engage the community in developing o	30,000.00	10,000.00
433000	Marketing -Outreach to existing businesses	10,000.00	10,000.00
	Other Services & Charges		
490000	New Programming		20,000.00
56	Economic Development Program Total	40,000.00	40,000.00
00	General HRA Expenditures		
430000	Prof. Svs. (Staff, Secretary)	154,313.00	162,028.65
0006	Prof. Svs. (HRA Attorney)	15,000.00	15,000.00
448001	Fiscal/Overhead Fee	8,727.00	9,721.72
441000	Education (Training/Conferences)	1,725.00	2,000.00
441000	Training/Conferences for Boardmembers	1,000.00	1,000.00
442000	Mbrship/Subscriptions	1,500.00	1,500.00
448000	Other Services & Charges(448000,424000,433000)	2,000.00	2,000.00
00	General HRA Expenditures	184,265.00	193,250.37
	Budget Subtotal	738,560.00	806,600.37
	Reserves	69,806.69	63,278.63
	Total Expenses	808,366.69	869,879.00
	Over (under)	-	
	Reserve		
	Required 35% Cashflow shortfall reserve	282,928.34	304,457.65
	Current Cashflow reserve for shortfalls	145,309.58	145,309.58