

Housing & Redevelopment Authority in and for the City of Roseville
Meeting Agenda
Tuesday, April 15, 2014 at 6:00 p.m.

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

1. **Call to Order**
2. **Roll Call**
 - a. Adopt 2014 By-laws
3. **Approval of Minutes:** Minutes of Regular HRA Meeting on January 29, 2014
and February 18, 2014
4. **Announcements, Agenda Adjustments, Recognitions, Correspondence, and Comments**
 - a. Resolution Thanking the Living Smarter Home and Garden Fair Volunteers
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 February and March 2014
 - b. Approval of transfer of funds for administrative and staff services fees per approved contract for January, February, and March 2014
 - c. Approval of transfer of funds for financial fee per approved contract with the City of Roseville for January, February, and March 2014
 - d. Quarterly Financial Update
 - e. Abatement Report
7. **Public Hearing – None**
8. **Presentations – None**
9. **Action/Discussion Items**
 - a. BR&E recommendations
 - b. Use of CDBG funds for SHRP program
 - c. Southeast Roseville discussion
 - d. Living Smarter Fair survey information
10. **Information Reports & Other Business (Verbal Reports by Staff and Board Members):**

Next Regular Meeting: May 20, 2014, City Council Chambers at 6:00 p.m.

1 REQUEST FOR HRA ACTION

2
3 Date: 4-15-14

4 Item No: 2.a.

5 Staff Approval:

Agenda Section:

6 *Jeanne Kelsey*

Approval of Bylaws

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9 Item Description: Approval of By-Laws for the Housing & Redevelopment Authority in
10 and for the City of Roseville for 2014

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14 1.0 Background

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16 At the February 18, 2014, RHRA meeting, the Board asked staff to bring back the by-laws
17 for discussion to allow for members who were not able to attend the meeting to give input.
18 Staff has deleted language regarding terms limits, which allows the Council and the Mayor
19 to make the decision on a case-by-case basis. The Council and Mayor have, on occasion,
20 appointed a board member to additional terms after they had reached the two-term limit,
21 which is currently the policy for other commissions.

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23 Attached is the Housing & Redevelopment Authority redlined By-Laws that the RHRA
24 Attorney drafted with recommended changes. Also attached is information for the Board
25 Members regarding the number of terms each has served.

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27 2.0 Suggested RHRA Action

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29 1. Review attached Bylaws drafted by the RHRA Attorney; amend if deemed necessary by
30 the Board.
31 2. By resolution, adopt Bylaws for 2014

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37 Attachments - A. Redline HRA By-Laws
38 B. HRA Members Term Information
39 C. Resolution for adoption of Bylaws for 2014

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45 Prepared by: Jeanne Kelsey (651-792-7086)

**BY-LAWS OF THE HOUSING AND
REDEVELOPMENT AUTHORITY
IN AND FOR THE
CITY OF ROSEVILLE, MINNESOTA**

1. THE AUTHORITY

SECTION 1.1 Name of the Authority. The name of the Authority shall be the Housing and Redevelopment Authority in and for the City of Roseville, Minnesota (hereinafter, the "Authority" or "HRA"), and its governing body shall be called the Board of Commissioners (hereinafter, the "Board").

SECTION 1.2. Office. The principal office of the Authority shall be the Roseville City Hall.

SECTION 1.3. Seal. The Authority shall have no official seal.

2. ~~ORGANIZATION~~BOARD MEMBERSHIP

SECTION 2.1. Board Membership and Appointments. The Board shall consist of seven (7) voting members, who shall be residents of the City of Roseville, Minnesota. Board membership shall be comprised of one (1) Roseville City Council member and six (6) at-large members or seven (7) at-large members.

Board members shall be appointed by the Mayor of the City of Roseville with the approval of the Roseville City Council.

SECTION 2.2. Term of Office. The term of office of any Board member serving at-large shall be five (5) years. The City Council's Board representative shall serve for a term concurrent with his or her term as a City Council member. ~~Board members may serve a maximum of three (3) consecutive five (5) year terms for a total of fifteen (15) years. Thereafter, any Board member may re-apply for additional terms after a one (1) year absence from the Board.~~

Board members shall serve until a successor is appointed and qualified but not longer than ninety (90) days after the members term has expired.

SECTION 2.3. Compensation of Board Members. Board members may receive necessary expenses and compensation pursuant to Minnesota Statutes, Section 469.011, subdivision 4, as amended.

SECTION 2.4. Meeting Attendance. It shall be the duty of each Board member to attend all regular and special meetings of the Authority and to attend each subcommittee meeting to which a member is appointed. Attendance of Board members shall be entered in the minutes of each meeting.

Board members shall attend at least three-fourths (3/4) of all regularly scheduled meetings during the Authority's fiscal year. Failure of a Board member to meet these minimum attendance requirements shall be considered evidence of that member's neglect of duty, and may constitute grounds for removal from the Board pursuant to Section 2.7 of these Bylaws.

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52 SECTION 2.5. Board Vacancies. The Mayor with the approval of City Council shall fill
53 vacancies occurring on the Board, other than through expiration of term of office, for the
54 remainder of the original term of the vacated position.

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56 SECTION 2.6. Resignations. Resignations shall be submitted in writing to the Mayor
57 and the City Council, a minimum of sixty (60) days prior to the effective date of the
58 resignation.

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60 SECTION 2.7. Removal of Board Members. A Board member may be removed by the
61 Mayor and City Council for inefficiency, neglect of duty, or misconduct in office in
62 accordance with Minnesota Statutes, Section 469.010, as amended.

63 64 3. OFFICERS

65
66 SECTION 3.1. Officers. The officers of the Authority shall consist of a Chairperson, a
67 Vice Chairperson, a Secretary, and an Executive Director. The Chairperson, the Vice
68 Chairperson, and the Secretary shall be members of the Board and shall be elected at the
69 annual meeting of the Authority, and no ~~Commissioner~~Board member shall hold more than
70 one such office at the same time.

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72 SECTION 2.2.3.2. Chairperson. The Chairperson shall preside at all meetings of the Board.
73 The Chairperson, with the assistance of the Executive Director, will set the monthly Board
74 agenda. On at least a quarterly basis, the Chairperson shall meet with the City Manager to
75 discuss HRA matters.

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77 SECTION 2.3.3.3. Vice Chairperson. The Vice Chairperson shall preside at any meeting of
78 the Board in the absence of the Chairperson and may exercise all powers and perform all
79 responsibilities of the Chairperson if the Chairperson cannot exercise or perform the same
80 due to absence or other inability.

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82 SECTION 2.4.3.4. Chairperson Pro Tem. In the absence or inability of the Chairperson and
83 the Vice Chairperson at any meeting, the Board may appoint any remaining
84 ~~Commissioner~~Board member as Chairperson Pro Tem to preside at such meeting.

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86 SECTION 2.5.3.5. Secretary. In the absence of the ~~Clerk~~Executive Director, the Secretary
87 shall keep minutes of all meetings of the Board and shall maintain all records of the
88 Authority. The Secretary shall also have such additional duties and responsibilities as the
89 Board may from time to time and by resolution prescribe.

90
91 SECTION 2.6.3.6. Executive Director. The ~~Community Development~~Authority shall
92 appoint an Executive Director ~~of~~nominated by the City ~~shall serve as the~~Manager. The
93 Executive Director, ~~who~~ shall be the chief appointed executive officer of the Authority, and
94 shall have such additional responsibilities and authority as the Board may from time to time
95 by resolution prescribe. In addition, the Executive Director is responsible for recording and
96 maintaining accurate records of the meetings of the Board and of all official actions taken by
97 or on behalf of the Authority.

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99 SECTION 3.7. Replacement of Officers. In the event the office of any officer becomes
100 vacant, a replacement officer shall be elected at the next regularly scheduled meeting to serve
101 out the balance of the original term of the vacated office.

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4. ~~3.~~ PROCEDURES MEETINGS OF THE HRA BOARD OF COMMISSIONERS

SECTION ~~3.1.4.1.~~ Annual Meeting. The annual meeting of the Board shall be held on the 3rd Tuesday of the month of January in each year.

SECTION ~~3.2.4.2.~~ Regular Meetings. The Board shall hold regular meetings on the 3rd of each month, commencing at a time the Board determines, or upon the schedule adopted by the Board at the annual meeting.

SECTION ~~3.3.4.3.~~ Special Meetings. Special meetings of the Board may be called by the Chairperson or, in the event of the Chairperson’s absence or inability, by the Vice Chairperson at any time, upon twenty-four hours prior notice to all ~~Commissioners~~ Board members and the Clerk and Executive Director. Upon the same notice, special meetings of the Board may also be called by any two ~~Commissioners~~ Board members. The Clerk shall post notice of any special meeting in the principal office of the Authority no less than three days prior to such special meeting, or such other period required for notice of special meetings under Minnesota Statutes, Chapter 13D.

SECTION ~~3.4.4.4.~~ Quorum. A quorum of the Board shall consist of four ~~if of the Board consists of seven Commissioners and three if the Board consists of five Commissioners~~ Board members. In the absence of a quorum, no official action may be taken by, on behalf of, or in the name of the Board or the Authority.

SECTION ~~3.5.4.5.~~ Adoption of Resolutions. Resolutions of the Board shall be deemed adopted if approved by not less than a simple majority of all ~~Commissioners~~ Board members present, except as otherwise required by law. Resolutions may but need not be read aloud prior to vote taken thereon and may but need not be executed after passage.

SECTION ~~3.6.4.6.~~ Rules of Order. The presider shall conduct the meetings of the Board in such a fashion as to efficiently transact public business in compliance with law and fairness. In this regard, ~~Robert Rosenberg’s~~ Robert Rosenberg’s Rules of Order may be used as a parliamentary guide, but the sense of the Board operating in compliance with law and fairness rather than ~~Robert Rosenberg’s~~ Robert Rosenberg’s Rules of Order shall prevail in resolving all procedural issues. Board members may appeal procedural decisions of the presider by a motion that is made and seconded at the time of the presider’s action or inaction. Such appeal motion shall have priority over all other motions. A majority of the quorum in attendance voting in favor of the appeal motion is sufficient to reverse the presider’s ruling.

SECTION 4.7. Conflict of Interest. Any Board member or employee who has a financial interest in any matter that is before the Authority shall publicly state the nature of said interest, excuse himself or herself from participation in the discussion or any decision-making process regarding the matter, and comply with the requirements of Minnesota Statutes, Section 469.009, as amended.

5. ~~4.~~ PROCEDURES OF THE HRA BOARD OF COMMISSIONERS

SECTION ~~4.1.5.1.~~ Fiscal Year. The fiscal year of the Authority shall be the calendar year.

SECTION ~~4.2.5.2.~~ Execution of Contracts. All contracts, notes and other written agreements or instruments to which the Authority is a party or signatory or by which the Authority may be bound shall be executed by the Chairperson and/or the Executive Director

156 or by such other ~~Commissioners~~Board members or officers of the Authority as the Board may
157 be resolution prescribe.

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159 SECTION ~~4.3.5.3.~~ Amendment of By-Laws. These By-Laws may be amended by the Board
160 only by not less than a majority vote of all the ~~Commissioners~~Board members, provided that
161 any such proposed amendment shall first have been delivered to each ~~Commissioner~~Board
162 member at least five days prior to the meeting at which such amendment is considered.
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HRA Terms on the Board as of February 2014

Number of Terms	Board Member	Dates of Term
1 st	Kelly Quam	9/28/09-9/23/14
Serving out a term	Susan Elkins	4/9/12-9/23/15 finish out Battisto Term, 2 nd term 9/24/10-5/17/11 resigned, 1 st term 9/24/05-9/23/10
2 nd Term	Bill Masche	2 nd term 9/24/11-9/23/16, 1 st term 9/24/06-9/23/11
1 st Term	Jason Etten	1 st term 2/18/14-12/31/16
3 rd Term	Bill Majerus	3 rd term 9/24/12-9/23/17, 2 nd term 9/24/07-9/23/12, 1 st term 9/24/02-9/23/07
2 nd Term	Dean Mashka	2 nd term 9/24/12-9/23/17, 1 st term 9/27/07-9/23/12
2 nd Term	Vickie Lee	2 nd term 9/24/13-9/23/18, 1 st term 9/28/09-9/23/13

**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 15th day of April, 2014, 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. 53

**Resolution of the Board
Of Commissioners of the Housing and
Redevelopment Authority in and for the
City of Roseville, Minnesota, Adopting By-Laws for 2014**

BE IT RESOLVED by the Board of Commissioners (the "Board") of the Housing and Redevelopment Authority in and for the City of Roseville, Minnesota (the "Authority"), as follows:

1. Recitals. All things required by the applicable provisions of the Municipal Housing and Redevelopment Act, Minnesota Statutes, Sections 469.001 to 469.047, have been duly taken in order to create, constitute, and activate the Authority.
2. By-Laws. The By-Laws which are attached to and made a part of this resolution as Exhibit A are hereby adopted as the By-Laws of the Authority.

Adopted by the Board of the Authority this 15th day of April, 2014.

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 April 15th, 2014.

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

and the following voted against the same:

whereupon said resolution was declared duly passed and adopted.

Witness my hand as the Executive Director of the Authority this 15th day of April, 2014.

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

Housing & Redevelopment Authority
Roseville City Hall Council Chambers, 2660 Civic Center Drive
Minutes – Wednesday, January 29, 2014 at 6:00 p.m.

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1. Call to Order

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

2. Roll Call

Present: Chair Dean Maschka; and Members Bob Willmus; Bill Majerus; William Masche; Kelly Quam; and Vicki Lee

Excused: Member Susan Elkins

Staff Present: Acting HRA Executive Director Jeanne Kelsey; Communications Manager Garry Bowman

a. Approval of Bylaws (Attachment A) and Election of Officers of the Housing & Redevelopment Authority in and for the City of Roseville for 2014

Acting Director Kelsey briefly reviewed proposed revisions for the annual review of the HRA By-Laws, per State Statute 469.011 and at the recommendation of the HRA Attorney. Items for HRA consideration included a review of the By-laws revisions and recommended amendments; review of 2014 meeting dates and any amendments; discussion of the nomination of officers; and adoption of by-laws by resolution.

Ms. Kelsey noted a clarification of the terms of office, with the Mayor recommending limiting terms (Section 2.2 of Attachment A, draft by-laws) to be two (2) consecutive five (5) year terms versus the current three (3) consecutive terms. Ms. Kelsey advised that the proposed revisions were based on a review by the HRA Attorney's and cross-section of similar HRA's and their operations; with documentation in place outlining who is in which position as staff changeover occurs.

At the request of Member Majerus, Ms. Kelsey highlighted other changes of note, including Section 2.4 (minimum meeting attendance requirements); membership of the HRA Board; and other minor changes for items needing clarity and conciseness.

Ms. Kelsey reviewed Attachment B, 2014 HRA Meeting Schedule; and Tuesday meeting dates at 6:00 p.m. as follows:

January 21	May 20	September 16
February 18	June 17	October 21
March 11	July 15	November 18
April 15	August 19	December – NO MEETING

Ms. Kelsey noted that Resolution No. 52 (Attachment C) would be amended to reflect her as "Acting" HRA Executive Director.

Member Willmus provided a background on proposed changes to member terms, after his discussions with Mayor Roe, to be consistent with the City Council's advisory commissions with two (2) consecutive, three (3) year terms, for a maximum of six (6) years; or reverting to two (2) consecutive, five (5) year terms, for a total service of ten (10) years) at one time. Member Willmus noted that also provided an opportunity to bring other voices to the table at greater intervals.

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Member Majerus questioned if it was preferable or more beneficial to take the advice of the HRA Attorney to be more consistent with the operations of other HRA's and Economic Development Authorities (EDA's) or to be consistent with City Council advisory commissions. Member Majerus explained his rationale by noting that , he could see the benefit of ten (10) versus fifteen (15) years, he was concerned about losing institutional history of members and the time they would need to gain traction, based on the HRA's mission in the community versus advisory commissions. Not intending to take anything away from those advisory roles, Member Majerus noted the involvement of the HRA in things taking considerable time to develop and mature, and questioned if ten (10) years was long enough to keep productive members on board, as well as retaining that institutional history for the benefit of the body as well as the community vision.

Chair Maschka noted that, after one year of absence, a member may reapply and restart another ten (10) year cycle as application, being considered as a new applicant. However, Chair Maschka asked for additional information on how that would play out over ten (10) years based on historical appointments to the HRA, and how it would stagger out over that time.

Ms. Kelsey noted that some HRA's didn't have any term limit whatsoever.

Member Lee concurred that the nature of the HRA business is more unique than advisory commissions.

Member Masche questioned the number of members who have filled out their terms; and noted the tremendous talent pool available when applicants have come forward for other commissions, opining that there were numerous residents willing to serve the community.

While respecting that willingness to serve, Member Majerus reiterated his concern that the HRA retain its institutional knowledge.

Member Willmus concurred that institutional knowledge is vital; however, he also recognized the opportunity to hear from fresh voices and new ideas. As anyone involved in real estate over time, Member Willmus noted the rapid changes in that field; and opined that this provided an opportunity for those new voices to come forward in creating a strong benefit to the body and the community.

Member Masche noted that in past years when the HRA was first initiated, there was not a strong and consistent staff leadership in place; and opined that with that staff leadership consistency now available, some of the institutional memory would be retained.

Discussion ensued regarding whether the HRA was to retain current by-laws as amended and the number and length of terms, with the majority preferring to wait until the next meeting for further consideration once a review of the overlap of membership and those on their second term or not; and adopt the remainder of the resolution (2014 meeting dates, election of officers, and appointment of Acting Executive Director) at this time.

Chair Maschka noted that the by-laws could be amended at any time, and he would prefer to adopt them now and get the terms of office research, at which time the by-laws could be amended if necessary.

Member Majerus spoke in support of tabling the by-laws for additional information to be provided by staff, and then adopt them at the next HRA meeting.

1 **Motion: Member Majerus moved, seconded by Member Masche to TABLE adoption of**
2 **the HRA By-laws to the February HRA meeting, with the exception of election of officers**
3 **and approval of 2014 meeting dates as presented.**

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5 **Ayes: 6**
6 **Nays: 0**
7 **Motion carried.**

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9 **Motion: Member Majerus moved, seconded by Member Lee to nominate the following**
10 **slate of officers; and to approve the following 2014 meeting dates.**

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12 **Chair: Dean Maschka**
13 **Vice Chair: Vicki Lee**
14 **Secretary: Bill Majerus**
15 **Acting Executive Director: Jeanne Kelsey**

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Tuesday meeting dates (unless otherwise noted) at 6:00 pm		
January 21	May 20	September 16
February 18	June 17	October 21
March 11	July 15	November 18
April 15	August 19	December – NO MEETING

17 **Ayes: 6**
18 **Nays: 0**
19 **Motion carried.**

20
21 Chair Maschka noted that he would not be available for the March meeting, and asked Vice
22 Chair Lee to serve as Chair in his absence.

23
24 **3. Approval of Minutes**

25
26 **Motion: Member Majerus moved, seconded by Member Lee to approve the Regular HRA**
27 **Meeting Minutes of November 19, 2014 as presented.**

28
29 **Ayes: 6**
30 **Nays: 0**
31 **Motion carried.**

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33 **4. Announcements, Agenda Adjustments, Recognitions, Correspondence, and Comments**

34
35 **a. Living Smarter Home and Garden Fair Sponsor Recognition**

36 Ms. Kelsey read a list of and recognized the sponsors of this year's Home & Garden Fair; with
37 one sponsor present tonight.

38
39 Ms. Kelsey introduced Jake Sedlacek, representing Xcel Energy, who had also assisted the
40 HRA with the recent business expansion survey.

41
42 Chair Maschka thanked Mr. Sedlacek for his help in the community; and presented a
43 certification of recognition for those efforts.

44
45 **b. 2013 Living Smarter Roseville Green Award Program**

46 Ms. Kelsey advised that the City had two (2) applicants this year, both having great projects,
47 but unfortunately one applicant disqualified due to failure to pull permits in the necessary time
48 frame for the proposed work.

1 Ms. Kelsey introduced this year's Green Award Program winners: Laurie Bennett & Ahi
2 Bennuri, 2755 Merrill Street; for their remodel of a 1953 rambler to refinish an upstairs bath,
3 finish a major portion of the basement through addition of a bedroom, home theater, wet bar
4 and full spa bath. Ms. Kelsey noted that the couple had also applied for a free energy audit
5 after completion of the work, and paid for an upgrade to an infrared to determine how those
6 improvements had helped their energy efficiency, and found great results.
7

8 At the request of Chair Maschka, Ms. Bennett reviewed the history of this home, her
9 grandparent's former home, and a synopsis of the work completed.

10 Ms. Kelsey advised that a display board will be available at the Home & Garden Fair, showing
11 before and after pictures; as well as on the HRA's website. Ms. Kelsey emphasized that the
12 couple consciously made decisions for energy efforts, and other amenities that were the core of
13 what this program was all about.
14

15 Chair Maschka formally congratulated the couple, and presented them with a check from the
16 HRA in the amount of \$500.
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19 **Agenda Addition**

20 Ms. Kelsey introduced Garry Bowman, the City of Roseville's new Communications Manager,
21 advising that he would be working with the HRA as well.
22

23 Mr. Bowman provided his biography, his education credentials, and career expertise in the
24 communications field. Mr. Bowman reviewed his goals for the City of Roseville in creating a
25 brand to project the community within and beyond the greater Twin Cities and Minnesota area.
26 Mr. Bowman expressed his enthusiasm for finding that brand and developing a marketing plan
27 to accentuate the positives; proposing to present preliminary ideas over the next few months.
28 Mr. Bowman advised that the intent would be for that image or brand to project throughout the
29 City cohesively and consistently, including being ultimately reflected in a redesign of the
30 City's website and take the City's message to the community and businesses, as well as
31 beyond. Mr. Bowman expressed his confidence that this would provide an opportunity to
32 bring the entire community together.
33

34 Chair Maschka welcomed Mr. Bowman to the community and staff.
35

36 Member Majerus also welcomed Mr. Bowman, and encouraged him to take advantage of some
37 of the great resources accomplished to-date, specifically the *Imagine Roseville 2025* that had
38 been developed by the community addressing their vision.
39

40 Mr. Bowman concurred, noting that the document had been referred to throughout his hiring
41 process; and noted that this would be part of creating the brand that would authentically reflect
42 the community. Mr. Bowman expressed his excitement in working with the HRA and
43 promoting their efforts as well.
44

45 **6. Community/Citizen Comments**

46 None.
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48 **7. Consent Agenda**

49 Acting Executive Director Kelsey briefly reviewed Consent Agenda items; as detailed in the staff report
50 and attachments dated January 21, 2014.
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- 52 a. Adoption of contracts for fiscal, staff and executive director services between the HRA and the
53 City of Roseville for 2014 (HF0123) (Attachment A)

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- Approve the service contract with the City of Roseville to provide financial and accounting services based on 5% of the 2014 HRA Administrative Budget set at \$200,362.00, with the amount of \$9,662.00 prorated quarterly for 2014 (Attachment B);
- Approve the service contract with the City of Roseville for administrative staff support services at 1,040 hours annually for \$31,700.00 prorated quarterly for 2014 (Attachment C); and
- Approve the service contract with the City of Roseville for full-time staff support services (Housing Program Manager) not to exceed \$105,800.00, prorated quarterly for 2014 (Attachment D)

- b. Acceptance of Housing Resource Center (HRC) 2013 Report
- c. Acceptance of 2013 Abatement Report
- d. Affirm continuation of Martha Ingram, Kennedy Graven, as RHRA Attorney; authorizing the Acting HRA Executive Director and the HRA Chair to enter into a contract for Attorney services for 2014 based upon staff recommendation.
- e. Affirm continuation of Sheila Stowell as Recording Secretary for the RHRA; at the rate of \$25.00 per hour plus mileage reimbursement.
- f. Affirm Contract with Housing Resource Center (HRC) for services for 2014; with fee for Construction Management Services at \$13,000 and other loan service fees paid by the loan applicant.

Additional Consent item

Affirmation of 2014 financials, showing 2013 ending balances by fund.

Motion: Member Majerus moved, seconded by Member Quam to approve the Consent Agenda as presented; as amended to include acceptance of 2013 ending balances by fund.

Ayes: 6
Nays: 0
Motion carried.

8. Public Hearings

None.

9. Presentations

None.

9. Action/Discussion Items

The order of action items were amended as indicated.

a. Adopt 2014 Final Budget

Ms. Kelsey reviewed the 2014 Final Budget by fund.

Discussion included 2013 carryover; need to continue to building the cash flow reserves to meet the City's preferred 35% of the HRA's operating budget to avoid internal transfers from the City, with recommendations to increase the allotment by \$20,000 to get closer to that shortfall; recommendations for increasing and replenishing the multi-family housing fund; one-year moratorium in the Neighborhood Enhancement Program (NEP) while the implementation of rental housing inspections is put in place to determine a base line for property types, with reinstatement of the NEP in future years, as the program had achieved a much improved success rate reducing violations since its inception; and potential need for additional resources to complete economic development work with the U of MN to enhance outreach efforts to existing businesses.

Ms. Kelsey advised that the HRA should receive a report and findings from the Business Retention and Economic Development efforts in March of 2014 as completed by the task force

1 and recommendations for the HRA. Ms. Kelsey anticipated 4-5 projects in the near future,
2 which would need resources, but while they remained unknown at this time, were reflected in
3 the budget. At the request of Chair Maschka, Ms. Kelsey advised that \$25,000 in funds had
4 been allocated at this time.

5
6 At the request of Member Quam, Ms. Kelsey clarified the 2013 adopted budget and actual
7 expenses as they related to the Housing Replacement and Multi-Family Housing Program, and
8 how the funds are shown and expended to provide tracking rather than keeping the carrying
9 costs under the general operating budget and not comingling those funds. At the request of
10 Member Quam, Ms. Kelsey also reviewed investment income from an accrual accounting
11 versus cash accounting perspective, and any potential HRA funds available for investment,
12 subsequently adjusted year-end.

13
14 At the request of Member Masche, Ms. Kelsey acknowledged a typographical error in the
15 report, with the “2014 adopted budget actual revenue expense” in Fund 723 actually being
16 2013 actual expenses; duly noted for correction on future iterations.

17
18 Discussion ensued regarding the role the City’s Finance Director Miller played in advising the
19 HRA (e.g. cash flow shortfall reserves), review of all funds and advising the HRA on how
20 those funds should be expended. Additional discussion included the timing of Ramsey County
21 tax payments and adjustments to Fund 723 accordingly through reserve funds.

22
23 **Motion: Member Majerus moved, seconded by Member Lee to ADOPT FINAL**
24 **BUDGET FOR 2014**

25
26 **Ayes: 6**
27 **Nays: 0**
28 **Motion carried.**

29
30 **b. Adopt 2014 Work Plan**

31
32 **Motion: Member Majerus moved, seconded by Member Lee to approve the 2014 HRA**
33 **Work Plan as presented by staff.**

34
35 **Ayes: 6**
36 **Nays: 0**
37 **Motion carried.**

38
39 **c. Review and Discuss Information related to HRA and EDA**

40 Ms. Kelsey provided follow-up information from previous discussions with the HRA Attorney
41 regarding the differences in powers of HRA’s, EDA’s and Port Authorities. Ms. Kelsey
42 provided a copy of that summary dated April 2012 (Attachment A); along with information
43 provided from the League of Minnesota Cities Handbook (Attachment B) outlining those
44 elements and benefits of each.

45
46 Ms. Kelsey briefly summarized the differences and powers of an HRA and EDA in
47 redevelopment efforts; taxing levy powers of each legal entity; and rationale for reviewing this
48 information again as a result of recent discussions coming out of the business retention survey.

49
50 Ms. Kelsey sought HRA comment as to whether they wanted to explore this further, perhaps
51 with the City Council and HRA Attorney, to determine the best structure for this board or
52 whether they supported any structure changes to meet their goals. Ms. Kelsey reviewed
53 potential membership revisions; with EDA’s typically addressing redevelopment, but the HRA
54 currently meeting those requirements in addressing blight and expending monies accordingly.
55

1 At the request of Member Willmus, Ms. Kelsey provided her perspective on HRA's versus
2 EDA's, clarifying that the EDA levy counted against the City's overall maximum levy
3 restrictions, while the HRA levy is not considered part of the City's maximum levy ability,
4 having a distinct and separate levy authority. At the request of Member Willmus, Ms. Kelsey
5 further addressed and EDA as providing a tool, similar to the HRA; opining that as a first-ring
6 suburb, the Roseville HRA could perform redevelopment activities by addressing slum and
7 blight; with the attorney's perspective from a business retention status of an EDA preventing
8 vacant storefronts, which were not overly problematic in Roseville at this time. Ms. Kelsey
9 noted that the HRA simply needed to use care in what activities it performed that were not
10 housing-related.

11
12 At the request of Member Willmus, Ms. Kelsey advised that the current business retention
13 survey did not indicate the need for many small business loans or funding for business start-
14 ups, which would typically be done by an EDA.

15
16 At the request of Chair Maschka, Ms. Kelsey clarified that the current Local Development
17 Corporation (LDC) would be dissolved when the final loan was paid off in full; with laws no
18 longer in place related to LDC's, making it prohibitive for the City to continue it.

19
20 At the request of Chair Maschka, Ms. Kelsey advised that the Port Authority was also a
21 separate entity.

22
23 Member Majerus opined that the HRA had come a long with receiving the support of the City
24 Council and respect of the community and were working in concert. By adding an EDA to the
25 mix, Member Majerus questioned if this would further interfere with that cooperative effort.
26 Member Majerus suggested that the HRA continue to take the energy developed to-date and
27 see how many community goals could be achieved.

28
29 Chair Maschka opined that this was more of a political decision for the City Council, but
30 would get the HRA out of some of the grey areas beyond housing in the Twin Lakes
31 Redevelopment Area that might include economic development efforts as part of those housing
32 efforts; and without the need to verify slum and blight conditions; and provide a bigger
33 umbrella under which the HRA could operate.

34
35 Member Majerus spoke in support of hearing the perspective of the City Council.

36
37 Member Willmus admitted that he was intrigued by the concept, and would concur that City
38 Council input was indicated; opining that this would also provide a different perspective on
39 whether to have accountability or representation from the City Council to the HRA or an EDA.

40
41 Chair Maschka concurred, noting that an EDA would require two (2) Councilmembers to
42 serve; with Member Willmus noting this would therein bring forth the political discussion.

43
44 At the request of Member Quam, Ms. Kelsey confirmed that there was no other arm of the City
45 currently doing economic and/or commercial redevelopment efforts.

46
47 Chair Maschka noted that economic development efforts were once again starting up in the
48 blighted Twin Lakes Redevelopment Area, with Member Quam noting that those efforts were
49 driven by private interests.

50
51 Within a certain context, Member Willmus noted that the City's Comprehensive Plan and
52 Zoning Code were guiding the redevelopment, but that overall it was left to the open market.
53 Member Willmus noted that one real problem in the Twin Lakes Redevelopment Area over the
54 last thirty (30) years, was that every few years; the City comes along and moves the ball,
55 which wasn't a popular occurrence for the development community. Member Willmus opined

1 that under an EDA, the City would have more autonomy for financial assistance, which
2 reverted back to the question of whether the community wanted their elected officials making
3 those decisions on how to loan or expend those dollars, suggesting that this was where the real
4 discussion would fall.

5
6 Chair Maschka opined that business retention and networking was not the real issue, but when
7 funds were loaned for expansion purposes, this would be the real issue.

8
9 Member Quam noted that vacant storefronts were a grueling problem in some communities,
10 and having the ability to improve that situation would be a great tool to have. However,
11 Member Quam noted that, over the most recent economic crisis for retail businesses adjacent
12 to Rosedale and within the community, with minimal closures and vacancies seen, her sense
13 was that the City had survived that quite well during the 2007-2009 crisis years. From that
14 perspective, Member Quam questioned how likely it was that the City would need the EDA
15 tool.

16
17 Members Willmus and Majerus agreed that this was an excellent point made by Member
18 Quam.

19
20 Member Willmus opined that the City of Roseville was retail-based.

21
22 Chair Maschka concurred, noting that retail was constantly reinventing itself.

23
24 Chair Maschka asked Ms. Kelsey to include this discussion on the next joint meeting agenda of
25 the City Council and HRA, as well as asking the HRA Attorney to attend that meeting to
26 answer any technical questions.

27
28 **10. Information Reports and Other Business (Verbal Reports by Staff and Board Members)**

29
30 **a. Dale Street Update**

31 Ms. Kelsey provided a brief overview of the Dale Street project, with realtors interviewed this
32 week; and anticipating coming to the HRA's February meeting with design concepts to seek
33 HRA agreement with that new concept. Ms. Kelsey noted that several units were removed
34 from the original designs, as requested by residents and the HRA. However, Ms. Kelsey noted
35 that this new concept design will require a Zoning Code text amendment. Following the
36 February HRA meeting, Ms. Kelsey advised that another neighborhood meeting would be
37 scheduled that same week to start the rezoning process, along with a multitude of subsequent
38 items, including a preliminary and final plat, then construction to start on site. Ms. Kelsey
39 advised that a dual application process was anticipated to meet construction season restraints.
40 Ms. Kelsey noted that both the City Council and HRA would be involved to address property
41 ownership.

42
43 At the request of Member Quam, Ms. Kelsey advised that the project representatives would
44 provide an update on their financing, and anticipated going before the City Council at the end
45 of February to talk about their financing plan and financial assistance (TIF) needed. Ms.
46 Kelsey advised that there may be some unused pooled tax increment financing funds that could
47 be applied; with the City Council discussion including a potential TIF District amendment if
48 they were agreeable to the plan and budget, which would reimburse the City and the HRA for
49 land acquisition.

50
51 Chair Maschka noted that, if the approximate \$1.2 million in TIF funds were not expended this
52 year, they would be allocated to the three taxing jurisdictions.

53
54
55

1 **b. Business, Retention and Expansion Survey Update**

2 Ms. Kelsey advised that a meeting of the task force would be taking place in the near future for
3 the purpose of brainstorming ideas. Ms. Kelsey opined that the largest issue she found during
4 the surveys was a lack of communication, and businesses not feeling the HRA/City was doing
5 anything for outreach. Ms. Kelsey advised that one program for the HRA to consider would
6 whether or not to pursue a regular educational outreach program.
7

8 At the request of Member Majerus, Ms. Kelsey advised that Communications Director
9 Bowman would be engaged as part of this process and discussion.

10 Ms. Kelsey advised that the U of MN was highly impressed with the forty-one (41) completed
11 business visits by members of the task force; noting that this was the highest found in any
12 metropolitan city to-date. Ms. Kelsey expressed kudos to the task force, and expressed her
13 appreciation to them for their assistance, and for enhancing those relationships in the
14 community.
15

16
17 **c. Home and Garden Fair Update**

18 Ms. Kelsey provided the sign-up sheet for HRA members to choose a time to represent the
19 HRA at the upcoming Fair; and encouraged them to use this opportunity to engage with the
20 community. Ms. Kelsey noted that each year she received comments from Roseville residents
21 who find it impressive that the City Council and HRA are at the event, interacting with the
22 public. Ms. Kelsey further noted that single-sort recycling would be promoted and used at this
23 event.
24

25 **d. Foreclosure Update**

26 Ms. Kelsey reported that the trends continued down, as evidenced in the current housing
27 market; with a total of forty-two (42) foreclosures identified in 2013.
28

29 **Fairview Apartment Building Presentation**

30 At the request of Chair Maschka, Ms. Kelsey reported that the February 2014 meeting would
31 include a presentation by this group seeking a resolution of support from the HRA to apply for
32 funds. Ms. Kelsey reported that the group had received City Council support on the Consent
33 Agenda at this week's City Council meeting; and a TIF application had been submitted to the
34 City and was under review at this time. Ms. Kelsey confirmed that this project would require
35 financial assistance, but noted that this area was already an established TIF District, versus the
36 need to seek creation of a housing TIF District. Ms. Kelsey noted that, once the analysis was
37 completed, there may be a need for additional financial resources, including possible HRA
38 participation for this 110 unit market rate, 80 units of the second phase a mixture of income
39 qualification apartments, as well as 6,000 square feet of office space.
40

41 **11. Adjournment to Local Development Corporation Annual Meeting**

42 The meeting was adjourned at approximately 7:17 p.m.
43

44 **Next Regular Meeting: Tuesday, February 18, 2014, City Council Chambers at 6:00 p.m.**
45
46
47
48
49
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54

Housing & Redevelopment Authority
Roseville City Hall Council Chambers, 2660 Civic Center Drive
Minutes – Wednesday, February 18, 2014 at 6:00 p.m.

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

6 Secretary and Acting Chair Bill Majerus called to order the regular meeting of the Housing &
7 Redevelopment Authority (HRA) in and for the City of Roseville at approximately 6:00 p.m.
8

9 **2. Roll Call**

10
11 **Present:** Secretary Bill Majerus; and Members Susan Elkins and William Masche; with newly-
12 appointed member Jason Etten arriving at approximately 6:03 p.m.
13

14 **Excused:** Dean Maschka; Kelly Quam; and Vicki Lee
15

16 **Staff Present:** Acting HRA Executive Director Jeanne Kelsey
17

18 **8. Presentations**

19 As there was not yet a quorum available to consider action items, Acting Chair Majerus amended the
20 agenda to hear presentations.
21

22 **a. Ramsey County Board of Commissioners' Cultivating Economic Prosperity Initiative –**
23 **Representative Ryan O'Conner**

24 Acting HRA Executive Director introduced Mr. Ryan O'Conner to provide an overview of this
25 program and its framework developed by the County at a workshop in September of 2013, and
26 its Policy and Planning Division in response to the County's new goal of "Cultivating
27 Economic Prosperity and Addressing Concentrated Areas." A full copy of the presentation
28 materials (Executive PPT) and Supporting Data Charts, Data Sources, and References are
29 available online at the Ramsey County Board of Commissioners' website.
30

31 Mr. O'Conner reviewed the four Key Policy Themes used by Ramsey County for economic
32 considerations: people, intensity of land use, stronger, more aligned institutional and new
33 partnerships, and building on the existing foundation. Mr. O'Conner's presentation included
34 census and demographic information; poverty thresholds and concentrated areas in Ramsey
35 County; impacts on economic growth; impacts on broader economic growth and community
36 connectivity; and comparisons county-wide with the City of St. Paul in Ramsey County and
37 Hennepin County. Mr. O'Conner identified support networks available to take advantages of
38 opportunities to grow: employment; housing; investment; and people to maximize community
39 resources.
40

41 While a timeline of activity related to this initiative has mostly been completed and planned
42 internally by Ramsey County at this stage from the fall of 2013 through January of 2014; Mr.
43 Ryan advised that the next step includes community conversations such as this one before
44 finalizing internal and collaborative levers.
45

46 Ms. Kelsey asked what the City of Roseville and the HRA could start to look at to implement
47 programs to help address the issues identified.
48

49 Mr. O'Conner responded that, since this was the first time the HRA had heard the data and
50 would need time to absorb it, a subsequent consideration would be where the City of Roseville
51 saw itself fitting in locally to this larger narrative, and where the community building needed a
52 framework. Mr. O'Conner expressed the County's eagerness to engage in those discussions
53 with the City of Roseville, especially in supporting development and/or redevelopment
54 opportunities. Mr. O'Connor noted that the suburban school district collaborative had been
55 very proactive in addressing any apparent racial disparities. Mr. O'Conner suggested a serious

1 look by the City at their corner of the world, specifically land use and regional
2 connectivity/transportation issues that the HRA was aware of.

3
4 Acting Chair Majerus opined that this brought a sense of urgency to the HRA in being made
5 aware of this data.
6

7 **Oath of Office for Jason Etten**

8 Acting Chair Bill Majerus administered the Oath of Office to newly-appointed Member and
9 City Council representative Jason Etten and welcomed him to the HRA Board. Member Etten
10 is replacing former Member and City Council representative Bob Willmus.
11

12 **3. Approval of Minutes**

13 Due to the lack of quorum of members present at the January 29, 2014 meeting, approval of the meeting
14 minutes were deferred to the April 2014 meeting.
15

16 **4. Announcements, Agenda Adjustments, Recognitions, Correspondence, and Comments**

17
18 **5. Community/Citizen Comments**

19 No one appeared to speak at this time.
20

21 **Action Item - Resolution of Adopted Bylaws for 2014**

22 Acting Director Kelsey briefly reviewed proposed revisions for the annual review of the HRA By-
23 Laws, per State Statute 469.011 and at the recommendation of the HRA Attorney. Items for HRA
24 consideration included a review of the By-laws revisions and recommended amendments; review of
25 2014 meeting dates and any amendments; discussion of the nomination of officers; and adoption of by-
26 laws by resolution.
27

28 **Motion: Member Elkins moved, seconded by Member Masche (for the purpose of discussion) to**
29 **adopt Resolution No. 53 entitled, “Resolution of the Board of Commissioners of the Housing and**
30 **Redevelopment Authority in and for the City of Roseville, MN, Adopting By-Laws for 2014.”**
31

32 At the request of Member Masche, Ms. Kelsey addressed questions raised at the January 2014 meeting
33 regarding term limits and modifications made to the draft by-laws at the recommendation of the HRA
34 Attorney consistent with other area HRA Boards; as detailed in the staff report dated February 18, 2014,
35 and Draft By-Laws (Attachment A.). As noted, discussion was based on the Mayor’s request to change
36 the number of term limits on the HRA Board to two (2) terms rather than three (3) terms as proposed in
37 those draft by-laws. Ms. Kelsey advised that the rationale in this request was to bring the HRA’s
38 service in line with other Citizen Advisory Commissions (CAC’s) to the City Council. As the Mayor
39 appoints and reappoints HRA Board members, with ratification by the City Council, in accordance with
40 State Statute, Ms. Kelsey noted that they could choose not to follow the HRA’s by-laws even if adopted
41 by the HRA.
42

43 At the request of Member Masche, Ms. Kelsey clarified that the purpose was to establish more
44 consistent term limits was to aid staff in advising the Mayor and City Council on operations of CAC’s
45 and the HRA. At the request of Member Masche, Ms. Kelsey noted that the CAC’s didn’t have their
46 own spending and levy authority, along with the HRA having separate programs from those of the City
47 based on its statutory authority, making the HRA somewhat different from them. When she had visited
48 with other communities in 2012 before development of the HRA’s strategic plan, Ms. Kelsey advised
49 that she found some of their HRA’s to have term limits and some not. Ms. Kelsey suggested that the
50 HRA could avoid any discussion of term limits and allow that section of the by-laws to remain blank,
51 with the information then proceeding to the City Council to make that determination for the next
52 available appointment to the HRA.
53

54 Member Masche stated that he had given this some thought, and from his personal perspective being in
55 his second term with no intention to seek another appointment, he could see no reason to install a term

1 limit to make the body consistent with advisory commissions to the City Council. Member Masche
2 opined that, based on the Mayor’s criteria, that office could make an appropriate decision for the HRA
3 Board. Regarding the concerns raised about having sufficient institutional or corporate memory in
4 place for current projects being undertaken, Member Masche opined that there was enough consistency
5 on staff to address those concerns. Based on past turnover occurring on the HRA Board, Member
6 Masche stated that his position was to not limit HRA terms.
7

8 Member Etten provided the City Council’s perspective, recognizing that other commissions functioned
9 differently. Member Etten advised that the purpose of term limits was to engage more people in the
10 function of government in Roseville; and since the HRA is a non-elected body, the goal was to have
11 more turnovers to get more people involved. Member Etten noted that the proposal from the Mayor and
12 City Council was to have two (2), five (5) year terms with a total term of ten (10) years. Member Etten
13 opined that this would still provide sufficient institutional memory while allowing for renewal and
14 rejuvenation of the HRA Board, especially with the staff support provided to the HRA Board and also
15 providing that institutional memory. Member Etten further opined that being able to set a levy was not
16 the same as engaging in the legwork performed by other commissions; and opined that the HRA Board
17 would still function well without having 15-20 year term limits. Without attempting to speak for Mayor
18 Roe, Member Etten suggested this was his rationale in seeking a reduction in term limits from three (3)
19 to two (2).
20

21 Member Elkins recognized both points of view, but stated she need to give it more consideration before
22 making a decision.
23

24 Acting Chair Majerus expressed his concern with so few HRA Board members available tonight for a
25 full discussion, and suggested postponing a decision until the April meeting.
26

27 Member Elkins withdrew her motion.
28

29 **Motion: Member Etten moved, seconded by Member Masche to TABLE action on this item until**
30 **the April 2014 regular meeting of the HRA Board.**
31

32 **Ayes: 4**

33 **Nays: 0**

34 **Motion carried.**
35

36 **6. Consent Agenda**

37 Acting Executive Director Kelsey briefly reviewed the one Consent Agenda item; as detailed in the
38 staff report and attachments dated February 18, 2014.
39

- 40 a. Acceptance of Housing Resource Center (HRC) Monthly Report for January 2014
41

42 **Motion: Member Elkins moved, seconded by Member Etten to approve the Consent**
43 **Agenda as presented.**
44

45 **Ayes: 4**

46 **Nays: 0**

47 **Motion carried.**
48

49 **8. Presentations (continued)**

- 50
51 a. **Update on Dale Fire Station Redevelopment – Greater Metropolitan Housing Corporation**
52 **(GMHC)**

53 Ms. Kelsey introduced the GMHC development team for the Dale Street Project: Ms. Eden
54 Spencer; Bill Buelow; Todd Rhoades; and Emily Timm.
55

1 Ms. Timm provided a summary review of the revised concept plan with lower density, off-set
2 single-family homes and the addition of side yards/patios to provide more privacy. Ms. Timm
3 highlighted the increased central space, variations on the edge of the project, and setback
4 provisions to address the requirements of a Medium Density Residential (MDR) Zoning
5 District. Ms. Timm reviewed specifics for single-family homes, small and large townhome
6 units; consisting of street setbacks; proposed location of sidewalks and boulevards; increased
7 back areas to allow rain garden installations to address drainage concerns.
8

9 Mr. Buelow noted that two (2) single-family homes had been removed since the original
10 caption plan, at the recommendation of the HRA to reduce density, with ten (10) versus twelve
11 (12) units now planned, and providing a nicer side yard to those remaining units. Mr. Buelow
12 advised that information had been submitted to City Planner Thomas Paschke today, as well as
13 the Roseville Fire Marshal, for their initial review and feedback. Mr. Buelow highlighted
14 proposed elevations and floor plans with the effort to make them each unique and interesting
15 for better marketing.
16

17 Ms. Timm noted that they had also addressed some of the parking concerns, revising plans to
18 allow space to park two (2) cars versus one (1) on the parking pad; adding front porches and a
19 central green space for the single-family homes, along with that varying detail, to add variety
20 and encourage community interaction in the neighborhood.
21

22 Mr. Buelow noted that all units have two (2) car attached garages.
23

24 At the request of Member Masche, Mr. Buelow provided approximate square footages at this
25 time: 1,500 square feet for single family townhomes, 2,100 square feet for townhomes with a
26 finished basement, and 2,300 square feet for single-family homes with a finished basement.
27

28 At the request of Member Elkins, Ms. Timm addressed proposed parking for the larger
29 townhomes, with entrance from the back alley into a tuck-under garage. Mr. Buelow clarified
30 that the larger townhomes had an elevated deck to access the two-car garages.
31

32 Ms. Spencer reviewed the six (6) different realtors they had met with to consider marketing the
33 units, and their final selection of Lindsay Reuter and Jason Stockwell Team from RE/Max
34 Results after having met with several of their agents. Ms. Spencer advised that the selection
35 was based on the work of that firm to-date with newer construction in the northeast
36 metropolitan area, and their enthusiasm for this particular project and their ability to market it
37 effectively. Ms. Spencer noted the firm's excitement of the proximity of the project to the
38 inner city and work sites, its projected price points in the Roseville area, and no similar
39 products currently available in Roseville. Ms. Spencer advised that the GMHC was still
40 negotiating terms with the firm, and reviewing proposed floor plans and their desirability and
41 pricing structure. While no decisions have been made at this point, Ms. Spencer expressed
42 their interest in working with the firm based on their energy levels.
43

44 Member Masche spoke in support of the revisions and preliminary elevations of the units; and
45 opined that this should be an interesting project from a marketing perspective, with three (3)
46 completely different products all in one neighborhood. Member Masche opined that the
47 product met the goals in providing a varied collection of housing units in the community.
48

49 Mr. Buelow concurred, anticipating the project would generate lots of excitement; and
50 expressed their interest in facilitating the social aspects of the project.
51

52 Mr. Buelow advised the HRA Board that they had noticed the neighborhood of a meeting
53 coming up this Thursday evening to provide them with an update and obtain their feedback
54 based on the revised plans.
55

1 Member Etten expressed appreciation in providing two-car garages and parking pads for two
2 (2) vehicles for the townhomes, opining that it would make for a more salable product.
3 Member Etten questioned the setbacks for sidewalks and boulevards, asking if they had
4 received input from the City’s Public Works Department to determine if sufficient space was
5 available for snow storage.
6

7 Ms. Timm advised that, with the exception of final setbacks on Dale Street, there should be
8 healthy boulevards to accommodate both the sidewalk and setback.
9

10 Mr. Buelow thanked Mr. Etten for his suggestion to meet with the Public Works Department,
11 and duly noted that suggestion.
12

13 Member Etten questioned if there was any way to address additional parking needs other than
14 on-street parking, citing examples of problems developing with on-street parking and snow
15 removal attempts. Member Etten asked if the developers would see if there was any way to
16 add more off-street parking within the development, while balancing runoff and green space
17 issues, understanding all of those issues.
18

19 While Ms. Kelsey pointed out that the current site plan doesn’t show sidewalks on Lovell or
20 Cope Avenues, Mr. Buelow advised that they were proposed, as well as adding trees and
21 vegetation, a specific request of the neighborhood as noted by Ms. Timm.
22

23 Mr. Rhoades noted that the land was owned by the City, and expressed willingness to work
24 cooperatively to provide suitable sidewalks and boulevards, as well as installing trees around
25 the entire project site.
26

27 At the request of Acting Chair Majerus, Mr. Buelow advised that snow removal in the
28 alleyways was still being finalized; with Mr. Rhoades advising that the proposed rainwater
29 garden locations could also provide additional areas for snow storage. Ms. Timm noted that a
30 wider alley was being proposed to accommodate extra snow.
31

32 With Ms. Kelsey noting the addition of two (2) parking spaces between Dale Street and the
33 interior of the project, Ms. Timm noted that they could look at that nook and consider if any
34 additional spaces could be fit in to provide parking and/or snow storage.
35

36 Member Etten noted that, during the CDI process, neighbors had specifically asked for
37 sidewalks to circle throughout the development, allowing walking in that partial block and
38 making a loop at Dale Street rather than dodging cars. Member Etten noted that the proposed
39 sidewalks met and fit with the community vision; and expressed his appreciation that including
40 a sidewalk along the entire section was still under discussion.
41

42 Mr. Rhoades concurred that, while vegetation provided a good opportunity to define the
43 neighborhood, Ms. Timm had brought up a good point in needing to strengthen the sidewalk
44 within the project itself.
45

46 Member Masche agreed with comments preferring off-street versus on-street parking; and
47 suggested perhaps considering off-street parking options below Lovell Avenue, opining that
48 neighbors may be appreciative of finding some “hidden” parking options.
49

50 Mr. Rhoades noted that some visitor parking was available between units; and consideration
51 could be given to switch some parking along the perimeter with current proposed patio areas.
52 Mr. Rhoades advised that the development team had been struggling to get as much green
53 space in as possible while balancing the need for impervious surfaces.
54

1 Member Etten noted that, while everyone loved green space, realistically people still drove
2 vehicles and needed parking space.
3

4 For the benefit of the public, Ms. Kelsey reiterated the neighborhood meeting scheduled
5 Thursday, February 20, 2014, at the King of Kings Lutheran Church. Ms. Kelsey asked
6 neighbors to alert others to the meeting, noting that notices had been sent to all those
7 previously notices during the CDI process, as well as those that would be included in the
8 notice requirement area for any rezoning consideration. Ms. Kelsey advised that there will be
9 public hearing before the Planning Commission: a text amendment to the City's Zoning
10 Ordinance to address reduced setbacks for pocket neighborhoods; and amendment to the City's
11 Comprehensive Plan; and other items before the Commission and the City Council. Ms.
12 Kelsey advised that those issues were tentatively scheduled for the Planning Commission's
13 March 2014 meeting. Ms. Kelsey noted that this would be another opportunity for public
14 comment.
15

16 **c. Code Enforcement/BEP Update for 2013 – Roseville Codes Coordinator Don Munson**

17 Codes Coordinator Don Munson introduced Code Compliance Assistant David England;
18 noting that David and Jan Rosemeyer from their department were largely responsible for the
19 success of the Neighborhood Enhancement Program, and the most recent commercial and
20 multi-family residential code compliance programs.
21

22 Mr. Munson reviewed the 2013 enhancement program, focusing on the Business Property
23 Enhancement Program (BPEP) for commercial and multi-family residential properties, and
24 reviewed the background and purpose of the programs to inspect public areas, notify property
25 owners of nuisance conditions, and follow-up for correction of those violations.
26

27 Mr. Munson reviewed the specifics of the BPEP to maintain the appeal citywide of those
28 properties, and displayed a map of 2013 inspection areas and the five areas spread throughout
29 the community, with 537 individual properties inspected, including public buildings. Mr.
30 Munson noted that the most common issues found were: painting, graffiti, outside storage
31 issues; junk, debris, brush, and dilapidated conditions (property maintenance) and long grass.
32 Mr. Munson noted that other less prolific issues included inoperable vehicles and equipment.
33

34 Of those 537 inspections, Mr. Munson noted that the final recap indicated a finding of 62% or
35 335 of those properties having had violations for a total of 978 violations (average of three per
36 property), which had been considerably higher than the residential program and violations
37 found. Mr. Munson opined that those findings indicated the need for such an inspection
38 program as the City continues to age. Of those cases and types of nuisances found, Mr.
39 Munson advised that the highest number of violations involved outside storage, property
40 maintenance, and paint issues.
41

42 Mr. Munson displayed a map showing a breakdown of violation areas, and noted that 202
43 properties had no nuisance conditions at all; with 353 having violations, some involving 1 to 4
44 violations, and some even having 5 or more nuisance conditions, with 40 properties identified
45 with five or more violations. Of the total of 978 violations citywide, Mr. Munson advised that
46 806 of those violations had already been voluntarily corrects, a statistic that he found very
47 encouraging. Mr. Munson stated several times that staff had been very encouraged by the very
48 good response before, during and after the inspections from the business community. Of the
49 remaining 172 violations, Mr. Munson advised that most remained incomplete due to weather-
50 related issues; but that staff would follow-up on them when summer arrived. Mr. Munson
51 further noted that the compliance rate to correct the violations for all types of violations was
52 pretty well addressed, with not one particular type of business in the community resisting
53 making corrections.
54

1 Mr. Munson displayed some “before” and “after” pictures of property maintenance issues
2 addressed, and removal of outside storage violations, proving that a small investment greatly
3 improved property conditions and appearances citywide for the benefit of everyone.
4

5 Mr. Munson reviewed the process used in notifying property owners of the upcoming
6 inspections, asking them to walk through their property before the City’s inspection, and the
7 very good cooperation found by staff from the business community. Mr. Munson noted that
8 staff made every effort not to alienate the businesses community; and noted that some needed
9 to delay some work to work it into their next year’s budget cycle. However, Mr. Munson
10 advised that no abatements had been issued to-date; and overall the business owners expressed
11 their support in the program.
12

13 Mr. Munson reviewed some of the comments made by property owners, and the reassurance
14 expressed by the business community in the City taking pride in the community; with some
15 receiving needed impetus by the City to direct to their corporate and/or out-of-state decision-
16 makers to address local concerns. Mr. Munson advised that business property owners seemed
17 receptive to the City continuing inspections, as long as all properties were held to the same
18 standard.
19

20 Mr. Munson noted one problem found in the process was that sometimes the property
21 maintenance person had not seen the introductory letter and repair notice, creating an
22 unwelcome surprise from his supervisor, and causing a very few to therefore not be supportive
23 of the inspection program.
24

25 In the future, Mr. Munson reviewed the plan for the three-year inspection cycles, with
26 residential areas inspected in years 1 and 2, and commercial areas inspected in year 3, and then
27 repeating the cycle. Mr. Munson opined that any faster schedule would be less well-received
28 and in his opinion, less productive.
29

30 Member Masche thanked staff for their efforts, opining that they had added value to the
31 community from those efforts.
32

33 Mr. Munson again recognized the excellent code enforcement staff, and their expertise and
34 communication skills throughout the process in working with residents and business owners.
35

36 Ms. Kelsey noted that Mr. England had previously worked for the City as a temporary,
37 seasonal employee, but would now be working full-time implementing the City’s rental
38 licensing inspection program for the City, along with Jan Rosemeyer, in between his other
39 duties with the NEP.
40

41 **7. Public Hearings**
42 None.

43
44 **8. Presentations**
45 (See above)

46
47 **9. Action/Discussion Items**
48

49 **a. Sherman Associates Resolution of Support for HOME Application**

50 Ms. Kelsey reviewed the request, as detailed in the staff report dated February 18, 2014; and
51 advised that representatives of Sherman Associates had a scheduling conflict and were unable
52 to attend tonight’s meeting. Ms. Kelsey reviewed the status and success or lack thereof of
53 previous grant applications, and past support by the HRA and City Council for those efforts.
54

1 Ms. Kelsey reviewed this most current request seeking HRA support for application by
2 Sherman Associates for a Ramsey County Community Development Block Grant
3 (CDBG)/HOME Investment Partnership (HOME) funds in 2014, as outlined in the staff report.
4 Mss. Kelsey confirmed that the housing portion would be for 110 units at market rate, with the
5 intent that grant funds would facilitate four (4) subsidized units within those 110 units; with
6 the second and third phases as detailed in Section 2.2 of the staff report. Ms. Kelsey noted that
7 the application was due to Ramsey County by March of 2014.
8

9 **Motion: Member Elkins moved, seconded by Member Etten, to adopt Resolution No. 54**
10 **entitled, “Resolution in Support for Sherman and Associates, Inc. and their Application**
11 **for Ramsey County Community Development Block Grants (CDBG)/Home Investment**
12 **Partnership Funds in 2014 for the Redevelopment of 2785 Fairview Avenue.”**
13

14 **Ayes: 4**

15 **Nays: 0**

16 **Motion carried.**
17

18 **10. Information Reports and Other Business (Verbal Reports by Staff and Board Members)**
19

20 **a. Living Smarter Home & Garden Fair**

21 Ms. Kelsey provided a recap of the recent 18th annual Home & Garden Fair, estimating that
22 850 to 900 people attended, which was standard or average attendance over the last few years.
23 Ms. Kelsey advised that she had been happy with this year’s attendance given the heavy snow
24 that day. Ms. Kelsey also expressed appreciation for her observations with the extensive and
25 heavy engagement of those attending with exhibitors; as well as the reduced workshops and
26 kids’ activities having been well received and getting good feedback. Ms. Kelsey note that
27 attendees liked the separate kids activities in the solarium; and the great opportunity for
28 residents to engage with the City’s Public Works, Parks & Recreation, Fire, and Police
29 Departments; as well as clarifying the City’s new single-sort recycling program with Eureka
30 Recycling representatives and verifying what items could and could not be recycled.
31

32 While the survey is still pending with exhibitors, Ms. Kelsey opined that the right experts had
33 apparently been in place to serve the interests of those attending. Ms. Kelsey advised that staff
34 was consulting with the High School about possibly moving the event to that location next
35 year, as exhibitors expressed their interest in having everything under one roof. However, Ms.
36 Kelsey noted the logistical issues with not being able to guarantee the same day every year
37 without waiting until later in the year for a confirmation, creating scheduling issues for City
38 staff and exhibitors/vendors. Ms. Kelsey advised that another consideration may be only be
39 holding the event every other year, as some vendors had found responses so good they were
40 unable to accept more business at this time.
41

42 **b. Business Retention and Expansion Update**

43 Ms. Kelsey provided a brief summary of this process, noting that the Task Force had met
44 earlier today; and received recommendations for 25 to 35 different programs that could be
45 implemented. While there were a variety of recommendations, most fell within three subject
46 headings; and the plan for the joint meeting of the City Council and HRA is to have that
47 summary report available, along with findings and the Task Force’s top five suggestions for
48 implementation. Ms. Kelsey stated that she hoped that dialogue would be productive, and find
49 consensus, or alert staff to other priorities that maybe didn’t make it into the matrix that may
50 create the need for a bigger discussion.
51

52 **10. Adjournment**
53

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Motion: Member Majerus moved, seconded by Member Elkins to CANCEL the regularly scheduled March 11, 2014 HRA meeting; with the joint meeting of the HRA and City Council scheduled for March 3, 2014 in its place.

Ayes: 4

Nays: 0

Motion carried.

The meeting was adjourned at approximately 7:28 p.m.

Next Meeting: Joint Meeting with the City Council on Monday, March 3, 2014 at 6:00 p.m.

Next Regular Meeting: Tuesday, March 11, 2014 has been cancelled.

DRAFT

**EXTRACT OF MINUTES OF MEETING OF THE
HOUSING & REDEVELOPMENT AUTHORITY, IN AND FOR THE
CITY OF ROSEVILLE, RAMSEY COUNTY, MINNESOTA**

Pursuant to due call and notice thereof, a meeting of the Housing & Redevelopment Authority, in and for the City of Roseville, County of Ramsey, Minnesota, was duly held in the City Hall at 2660 Civic Center Drive, Roseville, Minnesota, on Tuesday, the 15th day of April, 2014, at 6:00 p.m.

The following members were present:

and the following members were absent:

Member _____ introduced the following resolution and _____ moved its adoption:

**RESOLUTION NO. 55
RESOLUTION OF APPRECIATION FOR
SPONSORS AND VOLUNTEERS OF THE
2014 LIVING SMARTER HOME AND GARDEN FAIR**

WHEREAS, the Roseville HRA encourages community participation in city-wide events and welcomes the participation and leadership of volunteers at such events; and,

WHEREAS, the City of Roseville since 1997 has sponsored the Home and Garden Fair as a means of encouraging home reinvestment in the community; and

WHEREAS, the Home and Garden Fair has become increasingly popular with the vital participation of Fair Sponsors and Volunteers; and

WHEREAS, on February 15, 2014, the 18th Annual Living Smarter: Roseville Home and Garden Fair was successfully held with the participation of 65 exhibitors and over 800 visitors to the Fair (within a six-hour period).

NOW, THEREFORE, BE IT RESOLVED, that the HRA Board of Commissioners hereby acknowledges and wishes to express their appreciation to the Sponsors, Home and Garden Fair Committee and various volunteers who successfully planned and implemented all the activities to assure the Fair's success.

Private Sponsors:

Bartlett Tree Experts
Kath Heating, A/C and Electric
Powerfully Green
Quarve Contracting
The Home Depot of Maplewood
Xcel Energy

Members of the Home and Garden Fair Coordinating Committee:

Cyndi Arneson, Fairview Community Center
Garry Bowman & Carolyn Curti, Roseville Administration
Debbie Cash, Roseville Parks & Recreation
Ryan Johnson, Roseville Public Works
Jeanne Kelsey, Roseville HRA

Jane Reilly, Roseville Community Development/Roseville HRA
Cindy Severson, Lillie Suburban Newspapers
Janell Wampler, Roseville Area Senior Program
and other volunteers who contributed to the 2014 Living Smarter Home & Garden Fair:

Community Volunteers:

Zero-Waste Volunteers: Katherine Kink, Josh Krishnan, Mary H. Schultz, Bryn Shank

Senior Center Volunteers: Lezlie Antoncich, John Antoncich, Tony Dady, Marilyn Dady, Herb Dickhudt, Laverne Dickhudt, Dottie Dowell, Marge Halvorsen, Lee Margl, Charlene Prill, Ron Prill, Kathy Fischer Ramundt, Joan Smiley, Roger Toogood, Sue Van Zanden

Additional Volunteers: Marisa Arias-Love, John Howell, Elliott Kelsey, Eliot Kelsey Olivia Kelsey, Keleabe Mamo, Ngan Nguyen, Juliana Olson, Cadence Peterson, Simon So

Representatives from the Roseville Police Department, Fire Department, Public Works Department, Parks and Recreation Department, Community Development Department, Eureka Recycling, and the Housing Resource Center

Roseville Historical Society

Roseville Commissions: Housing and Redevelopment Authority

Roseville City Council and Mayor

1 REQUEST FOR HRA ACTION

2
3 Date: 4-15-14
4 Item No: 6 b.

5 Director Approval:

Agenda Section:

6 *Jeanne Kelsey*

Consent Items

7
8
9 Item Description: Approval of transfer of staff service fees for January,
10 February, and March 2014 (HF0128)
11

12
13 1.0 Requested Action

14
15 Approve, by consent, the transfer of HRA funds to City of Roseville for administrative
16 and staff services per contract requirements for January, February and March 2014.
17

18 2.0 Background

19
20 2.1 The Contract for Administrative Services that was approved by the HRA on January 29,
21 2014 is for a total of \$ 31,700. The fee is prorated monthly with a quarterly transfer of
22 funds after approval by the HRA. The total quarterly fee is \$7,942.50. The fee is
23 transferred from the HRA Fund to the Community Development Fund.
24

25 2.2 The Contract for Housing Program Manager Services who is currently serving as the
26 Acting Executive Director for a total of \$105,800 for 2014 as approved by the HRA on
27 January 29, 2014. The fee is prorated monthly with a quarterly transfer of funds after
28 approval by the HRA. The total quarterly fee is \$26,450. The fee is transferred from the
29 HRA Fund to the Community Development Fund of the City.
30

31 3.0 Staff Recommended Action

32 Staff is recommending the approval, by consent, of the transfer of funds for
Administrative Services in the amount of \$7,942.50, and Housing Program Manager in
the amount of \$26,450 for January, February, and March 2014.

33 Prepared by: Jeanne Kelsey Acting Executive Director (651-792-7086)
34
35
36
37
38

1 REQUEST FOR HRA ACTION

2
3 Date: 04-15-14

4 Item No: 6 c.

5 Director Approval:

Agenda Section:

6 *Jeanne Kelsey*

Consent Items

7
8
9 Item Description: Approval of financial service fee transfer of funds for
10 January, February, March 2014

(HF0128)

11
12
13
14 1.0 Requested Action

15
16 Approve, by consent, the transfer of HRA funds to City of Roseville for financial service
17 per contract requirements for January, February, and March 2014.

18
19 2.0 Background

20
21 2.1 The Contract for Financial Services is for a total of \$9,662 or 5% of the HRA total
22 administrative Budget for 2014 of \$200,362. The fee is prorated monthly with a transfer
23 of funds quarterly after approval by the HRA. The total quarterly fee is \$2,415.50. The
24 fee is transferred from the HRA Fund to the General Fund of the City.

25
26 3.0 Staff Recommended Action

27
28 Staff is recommending the approval, by consent, of the transfer of funds for financial
29 services in the amount of \$2,415.50 for January, February, and March 2014 per contract
30 with the City of Roseville for HRA activities.

31
32
33
34
35
36
37 Prepared by: Jeanne Kelsey, Acting Executive Director (651-792-7086)

**City of Roseville Housing & Redevelopment Authority
2014 Abatement Funds Budget_Worksheet_Fund 722**

Agenda Item 6.d.

Funds are used for Abatement of properties that Council has approved

Account Number	Description		3/31/2014 Funds Available	Deliquent or to be paid	
722	Sources:				
0	Cash Balance		118,574.70	\$0	
	Investment Income				
	Current Assessment Amounts - deliquent		174.58	174.58	
	Assessment Amounts to be certified and payable in 2014		1,479.97	1,479.97	
					Total
	Total		\$ 118,749.28	1,654.55	120,403.83

Account Number	Description	2014 Approved Budget	2014
Proposed Sources:		Revenue	Revenue
	Cash - Carry over end of year	\$ 157,097.00	\$ 157,097.00
	Investment Income	5,000.00	
	HRA Levy - Approved by City Council	703,579.00	
	Home & Garden Fees	15,000.00	
	Miscellaneous Income	\$0	\$0
	Total Revenue	880,676.00	157,097.00
Account Number	Description	2014 Approved Budget	2014
Proposed Uses:		Expenses	Expenses
70	Home & Garden Fair	Home & Garden Fair	Home & Garden Fair
430000	Professional Services - Design Service		
433000	Advertising	5,000.00	1,749.94
434000	Printing	5,000.00	1,952.12
438000	Rental	7,700.00	6,507.50
448000	Miscellaneous & Supplies (424000)	3,000.00	406.42
430000	Professional Services - Online Registration	300.00	24.47
70	Home & Garden Fair	21,000.00	10,640.45
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		
72	Multi Family Program Total	250,000.00	
73	Ownership Rehab Program		
430000	Professional Services-HRC	13,000.00	
433000	Advertising	-	
	Other Services & Charges Fees for Loan Closing		
490000	Green Award Program	850.00	
	Energy Efficiency Program	12,000.00	1,340.00
73	Ownership Rehab Program Total	25,850.00	1,340.00
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	**	
433000	Marketing -Printing and Mailing		
	Other Services & Charges		
78	Neighborhood Enhancement Program Total	-	-
82	Marketing Studies		
430000	Prof Services - Update Comprehensive Housin	-	
	Prof Services - Charrette for Dale Street	-	
433000	Ongoing Marketing-Advertising	20,000.00	
	City Communication Shared Position	30,000.00	
434000	Printing Marketing Materials	6,500.00	
448000	Miscellaneous-Postage	1,500.00	
82	Marketing Studies	58,000.00	-
56	Economic Development		
430000	Prof Services-BR&E UofM Extension	10,000.00	7,000.00
433000	Marketing -Outreach to existing businesses	10,000.00	180.70
	Other Services & Charges		
490000	New Programming based upon BR&E survey	25,000.00	
56	Economic Development Program Total	45,000.00	7,180.70
00	General HRA Expenditures		
430000	Prof. Svs. (Staff, Secretary)	160,000.00	340.99
0006	Prof. Svs. (HRA Attorney)	15,000.00	242.00
448001	Fiscal/Overhead Fee	9,662.00	
441000	Education (Training/Conferences)	2,000.00	372.00
441000	Training/Conferences for Boardmembers	1,000.00	
442000	Mbrship/Subscriptions	1,500.00	209.85
448000	Other Services & Charges(448000,424000,433	2,000.00	830.44
00	General HRA Expenditures	191,162.00	1,995.28
	Budget Subtotal	791,012.00	21,156.43
	Reserves	69,664.00	
	Total Expenses	860,676.00	21,156.43
	Over (under)		
	Reserve		
	Required 35% Cashflow shortfall reserve	207,190.20	7,404.75
	Current Cashflow reserve for shortfalls	165,109.58	165,109.58

Multi-Family and Housing Replacement Program Budget_Worksheet_Fund 724

			Accounts Receivable
Account Number	Description	3/31/2014	
			Funds Available
724	Sources:		
71	Housing Replacement Program		
	Cash Balance		\$98,521
	Investment Income		
	Land held for resale 1840 Hamline		98,000.00
	Funds to come in from 723 budget in 2014		200,000.00
	Total	\$98,521	\$298,000
72	Multi-Family Program		
	Cash Balance		\$366,178
	Investment Income		
	Land held for resale		659,809.98

2014 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	3/31/2014	Remaining		Accounts
		Funds Available	Proposed Uses	Funds Available	Receivable
720	Sources: Reuse of funds needs County Discussion				
	Cash Balance	\$179,165.97	\$0	179,165.97	
	Investment Income and Interest Paid			-	
	Miscellaneous Revenue (loans, land proceeds, grants)	-			12,904.41
					Outstanding Loan Balance
	Total	\$ 179,165.97		\$ 179,165.97	12,904.41
721	Income Restricted funds	90,701.69		90,701.69	
	Cash Balance	-	\$0	-	
	Investment Income			-	
	Single Family				
	Outstanding loan - Sienna Green Loan	-			294,730.00
	Interest on loan balances				36,408.85
					Sienna Green Loan
	Total	\$ 90,701.69	\$0	\$ 90,701.69	331,138.85
	Total Income Restricted Funds	\$ 269,867.66	\$ -	269,867.66	344,043.26

CITY OF ROSEVILLE - ABATEMENT BILLING - 2014

Agenda Item 6.e.

Invoice Date	Abatement Date	File No.	House No.	Street Name	Property Owner	Abatement Reason	Res. Contr Charges	Com. Contr Charges	Admin. Charges ***	Sent to Finance	Charged to	Total Abatement Amount
2/1/14	1/19/14	2013-0719	1585	County Road	Jiffy Lube	snow		\$250.00	\$125.00	2/26/14	Com Dev	\$375.00
4/1/14	2/26/14	2014-0061	1585	County Road	Jiffy Lube	snow		\$250.00	\$125.00	4/4/14	Com Dev	\$375.00
TOTALS TO DATE							\$0.00	\$500.00	\$250.00			\$750.00
*** Admin. Charges do not come out of HRA Budget												

1 REQUEST FOR HRA ACTION

2
3 Date: 04-15-14

4 Item No: 9a

5 Staff Approval:

Agenda Section:

Jeanne Kelsey

Discussion

11
12 Item Description: BR&E Summary Report

13
14
15 1. Requested Action

16 Review the attached summary report of the Business Retention and Expansion
17 (BR&E) program prepared for the Roseville Housing and Redevelopment Authority
18 (RHRA) then adopt the report and implement the priority projects.

19 2. Background

20 The City Council and the RHRA met March 3, 2014, for a presentation of the full
21 BR&E report. The three strategies identified in the report were:

- 22 1. Enhance, Promote, and Develop the Roseville Business Environment;
- 23 2. Create Identity, Community, and Networking for Roseville Businesses;
- 24 3. Develop Roseville’s Workforce and Connect Business to Qualified
25 Workers.

26
27 Based on the presentation and discussion that occurred with RHRA Staff and Michael
28 Darger of the Minnesota Extension Center for Community Vitality, recommendations
29 were made to implement the following projects to address the needs of the Roseville
30 Businesses:

- 31 1. Establish a Business Liaison Position for the City and Connect Businesses
32 to Outside Resources.
- 33 2. Increase Networking Opportunities for Roseville Businesses.
- 34 3. Develop Education to Employment Connections among Business and
35 Education Providers.

36
37 The report has details regarding each of these priorities and programs. The
38 programs suggested are not all-inclusive but offers ideas. The RHRA should
39 discuss if they are in agreement with the proposed recommended priority projects
40 and, if so, the RHRA should adopt the report.

41
42 3. Staff Recommended Action

- 43 a. Adopt the Roseville Business Retention and Enhancement Summary report for
44 implementation of recommended priority projects.

45 Prepared by: Jeanne Kelsey (651-792-7086)

Attachment A: RBR&E Summary Report



Roseville Business Retention and Expansion Strategies Program

Summary Report



Roseville Business Retention and Expansion Strategies Program

SUMMARY REPORT

April 2014

Authored by Michael Darger, University of Minnesota Extension

For more information on the Roseville BR&E Program, contact Jeanne Kelsey, Roseville HRA, at 651-792-7086 or jeanne.kelsey@ci.roseville.mn.us

Sponsors:

Roseville Housing and Redevelopment Authority
Xcel Energy
University of Minnesota Extension
Minnesota Department of Employment and Economic Development

Sponsors:



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ROSEVILLE BUSINESS RETENTION AND EXPANSION PROGRAM

Communities recognize that helping existing businesses to survive and grow is a vital economic development strategy. The Roseville Business Retention and Expansion Program (BR&E) is designed to assist local businesses in thriving and expanding in the city. While attracting businesses from outside the community or encouraging new business start-ups are important components of any economic development strategy, research has shown that up to 86 percent of new jobs are created by businesses already in the community. Minnesota data from 2012 showed four times as many new jobs created by existing business as from either business attraction or entrepreneurship.

The Roseville BR&E Program is a comprehensive and coordinated community approach to assisting existing businesses. Visiting local businesses and learning their concerns is only one component of the process. The BR&E program builds awareness in the community of issues that face businesses and builds capacity for the community to address these issues. The program also assists local leaders and community members in working together to provide solutions to business concerns.

Objectives

The Roseville BR&E Program has six objectives:

- To demonstrate support for local businesses
- To help solve immediate business concerns

- To increase local businesses' ability to compete in the global economy
- To establish and implement a strategic plan for economic development and
- To build community capacity to sustain growth and development.
- To develop and foster a relationship with our existing businesses

Sponsorship

This program is sponsored locally by the Roseville Housing and Redevelopment Authority (HRA), the City of Roseville and Xcel Energy. The Minnesota Department of Employment and Economic Development also participated in the Roseville BR&E program.

BR&E History

The Roseville BR&E began with city staff Jeanne Kelsey and Patrick Trudgeon participating in the BR&E Course offered by the University of Minnesota Extension in winter 2013. Subsequently, the community contracted with Michael Darger, Extension's BR&E Specialist, to provide applied research and limited consulting assistance. Jeanne Kelsey, Acting Executive Director of the HRA, is the overall leader for the Roseville BR&E. She was assisted by Josh Hill, Community Development Intern in launching the BR&E.

Survey Instrument

Roseville created a new interview guide by combining elements of both Extension's and the Grow Minnesota! program's interview guides. The Roseville interview guide was used by volunteer visitors on the business visits.

Business Selection & Visits

With as many as 1,500 businesses in town, Roseville decided to select locally-owned businesses with ten or more employees for visits. Retailers, medical businesses, public entities, and schools were excluded. After much compiling of lists, sorting and screening, an initial target list of 101 businesses was created. These businesses were invited by letter on November 6, 2014 to be interviewed. An additional 28 businesses were invited by letter in a second wave on November 15, 2014. For more information on this process see the BR&E research report.

A total of 41 businesses were interviewed by volunteers during the business visitation phase from November to December 2013. Visitors worked in teams of two and took responsibility for arranging and conducting the interviews. This is one of the highest numbers of completed business visits in the metro area seen by Extension in the last decade.

Warning Flag Review

Reviewing the surveys individually for follow-up opportunities is an important community opportunity in a BR&E program. This is probably the single most important activity that a BR&E initiative can do - responding appropriately and confidentially to businesses on issues such as business relocations, concerns with public service, needs for resources, etc.

Research Report Development

Roseville sent copies of the surveys to the University of Minnesota for tabulation and analysis. A summary of the data was prepared for the January 9, 2014 state research review meeting, where a group of seventeen individuals (listed later in this report) reviewed the results and ideated projects that might

respond to the businesses' and community needs. Michael Darger then prepared the Research Report based on the input of the state research review panel, as well as economic development research.

The Research Report identifies three overarching strategies as a strategic framework of issues for Roseville to consider for implementation. The Research Report provides a list of potential project ideas under each strategy. The Roseville HRA and BR&E Task Force has the knowledge of their community and what projects are suitable locally. The potential projects are only suggestions for Roseville to consider.

Task Force Retreat

A 2.5 hour Task Force retreat was held on February 18, 2014 in Roseville. At this retreat, the Task Force was presented with the Research Report. The presentation included an overview of the Roseville and Ramsey County economy and demographic situation, the composite results of the business interviews, and the three strategies. The Research Report can be viewed by contacting Jeanne Kelsey, Roseville HRA, at 651-792-7086 or by contacting one of the Task Force members.

The Task Force reviewed and discussed the potential projects and developed new project ideas. In the end, the Task Force made its recommendations to the HRA board. These recommendations were considered in a joint meeting of the HRA and City Council on March 3, 2014. These priority projects chosen for near term implementation are featured in this summary.

PEOPLE IN THE ROSEVILLE BR&E PROGRAM

Three groups of people have been very important to Roseville's success in its BR&E program. These are: 1) the Roseville HRA 2) the Task Force and 3) the businesses visited. The Campus Review participants also deserve acknowledgement for their participation in the process.

Roseville HRA Board

Bill Majerus
 William Masche
 Dean Maschka, Chair
 Vicki Lee
 Kelly Quam
 Susan Elkins
 Robert Willmus

Roseville BR&E Task Force

Bryan Schmidt, Affinity Plus
 Carol Maloney, Western Bank
 Chad Commers, Roseville Properties
 Dan Roe, Roseville Mayor
 Dean Maschka, RHRA Chair
 Dick Klick, MN&WI Insurance Agent
 Lisa Laliberte, Roseville Council Member
 Duane Poppe, Transwestern
 Julie Wearn, Roseville Visitors Association
 Megan Barnett-Livgard, Greater MSP
 Jeanne Kelsey, Acting Executive Director of RHRA

Sylvia Garcia, MN DEED
 Tim Roche, Twin Cities North Chamber
 Tammy McGehee, Roseville Council Member
 Jonathan Weinhagen St. Paul Chamber
 Brian Hayes, Western Insurance Agency
 Dennis Welsch, Retired Community Development Dir.
 Pat Trudgeon, Roseville City Manager
 Katherine Phouthaphaphone, Affinity Plus Credit Union
 Jake Sedlacek, Xcel Energy
 Zachary Crain, Batten & Beasley Law Firm
 Denise Beigbeder, Ramsey County
 Joshua Hill, Roseville Community Development Intern
 Arlette Cuevas Renteria, CLUES

Businesses Visited

Forty-one businesses participated in the BR&E process. Their willingness to help the community understand their needs is greatly appreciated. Their survey responses are confidential, yet it is important to honor their participation by listing their names here.

Advanced Circulatory
 AirCorps, LLC
 ARC - Arthur's Residential Care
 B.O.S. Corporation dba: Best Outdoor Services
 Building Restoration Corp.
 Camelot Metals
 Cardinal Health- NPS 414LLC
 Certified Painting, Inc.
 Charles Cabinet
 Chris Electronics Distributors

CMD-Catheter & Medical Design, Inc.
 Color Technologies
 Cortec Enterprises
 D&M Iron Works, Inc.
 Commercial Fixtures
 Delta Management Group, Inc.
 Environmental Restoration
 Fair Isaac
 Fastest Inc.
 Gausman & Moore
 Horton
 Lee F. Murphy
 Linn Building Maintenance
 LKYB Engineers
 Lubetech
 Maguire Agency
 Meritide, Inc.
 Minnesota Industrial Battery
 Motion Industries
 Northstar Computer Forms
 Old Dutch
 Premium Carpet Installations
 Pro Media Productions Inc.
 Respiratory Tech
 Siemens Industry, Inc.
 Stantec
 Sullivan Riehm Construction
 Symantec
 The Specialty Lab, Inc.
 Torgerson Print Finishing
 Wheeler Hardware

State Research Review Panel

The panel reviewed tabulated survey results and suggested potential actions that might be taken by Roseville leaders in response to local business concerns. The participants of the January 9, 2014 meeting were:

Roseville BR&E Task Force

Jeanne Kelsey, Roseville HRA
 Dean Maschka, RHRA Chair
 Dan Roe, Roseville Mayor
 Pat Trudgeon, Roseville City Manager
 Dennis Welsch, Retired Community Development Directorsafcgcfcaa a

Minnesota Department of Employment and Economic Development

Tim O’Neill, Labor Market Information
Economic Development Professionals

Paul Ammerman, City of North St. Paul

Megan Barnett-Livgard, Greater MSP

Kathi Schaff, Minnesota Chamber of Commerce

Jake Sedlacek, Xcel Energy

University of Minnesota

Michael Darger, Extension Center for Community Vitality

Josh Hill, Graduate Student Assistant, Extension Center for Community Vitality

Matt Kane, Extension Center for Community Vitality

Kristin Mastel, Extension Librarian

Lee Munnich, Humphrey School of Public Affairs

Ward Nefstead, Department of Applied Economics

Elizabeth Templin, Extension Center for Community Vitality

ROSEVILLE’S ECONOMIC AND DEMOGRAPHIC PROFILE

A profile of Roseville’s economy and demographics was prepared for the Research Report and presented at the Task Force retreat in February. The profile was created and written by Tim O’Neill of the Minnesota Department of Employment and Economic Development. The profile contains statistics on population, employment, income,

commuting and labor sheds, occupations, and education attainment.

A full copy of the profile can be viewed by contacting Jeanne Kelsey, Roseville HRA, at 651-792-7086 or by contacting one of the Task Force members.

ROSEVILLE BR&E SURVEY RESULTS

Characteristics of Businesses Visited

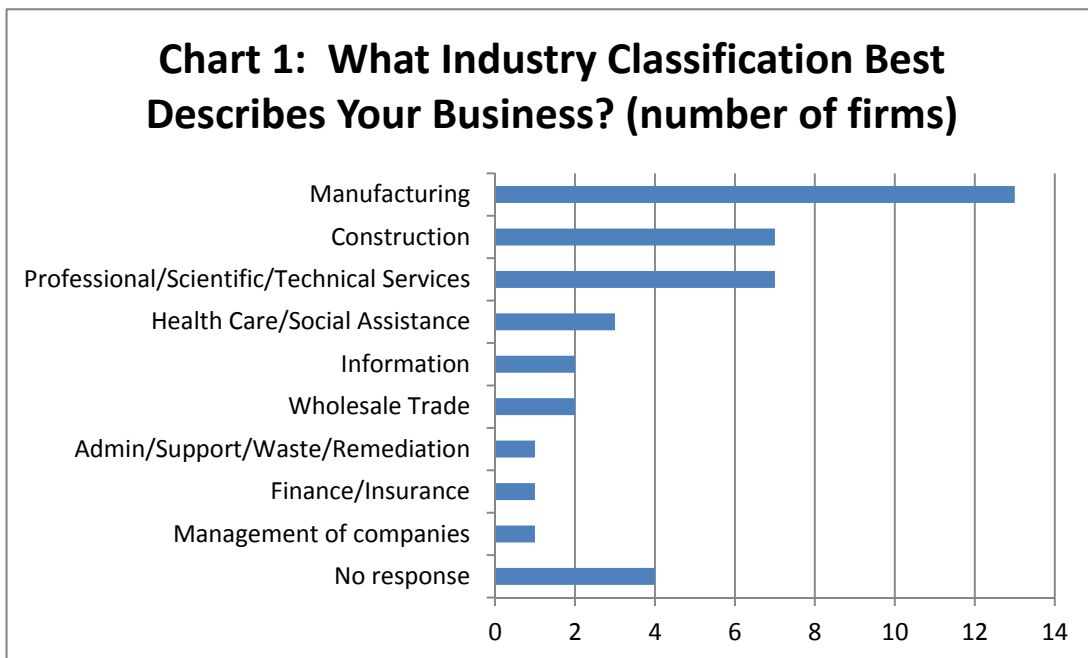
The majority of the visited businesses (70 percent) are locally-owned. Fifty-one percent of the visited businesses have other locations as well.

Roseville decided on a mixed sector sample of businesses to invite to have a BR&E visit (see chapter 1 for details, p. 3). The final mix of visits to 41 companies resulted in the most common visits being to manufacturing (13), construction (7) and professional/scientific/technical services (7). See Chart 1.

Surveyed businesses in Roseville

there are 36,921 jobs in Roseville. Total employment in the interviewed firms grew by 1,212 jobs over employment three years prior to the visits. On average, each visited business employs 59 full-time workers and 11 part-time workers. On a per-business basis, the number of full-time and seasonal jobs is up substantially but part-time and temp positions are stable.

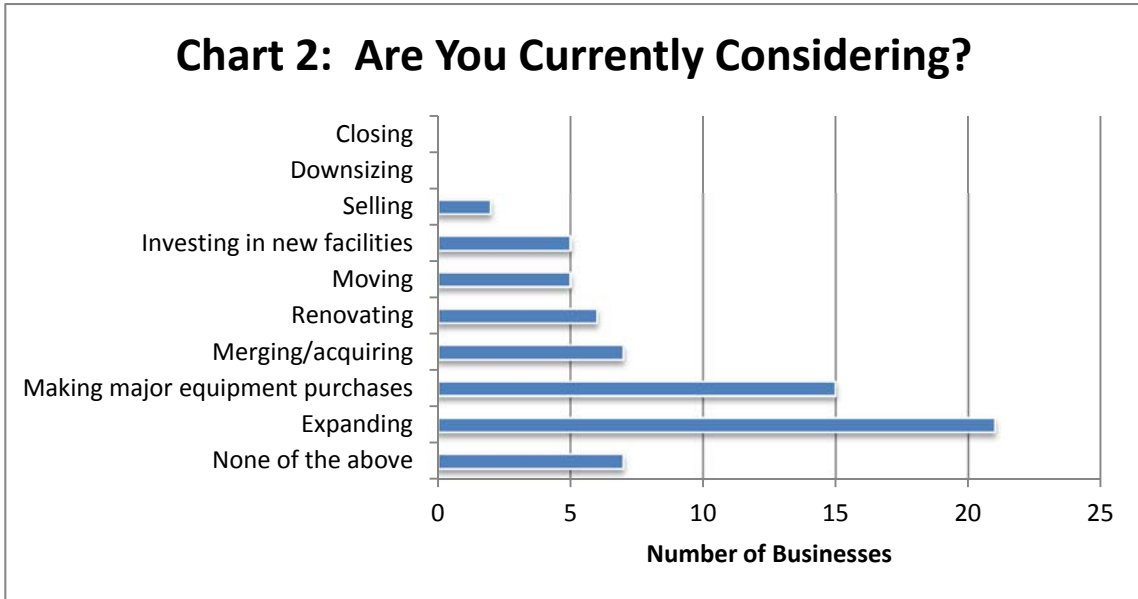
There are many reasons for this huge increase in employment in the companies. Growth in demand was cited by 29 percent, expansion by another 20 percent and New Products/Services by 17 percent.



currently employ a total of 3,020 individuals. According to DEED data,

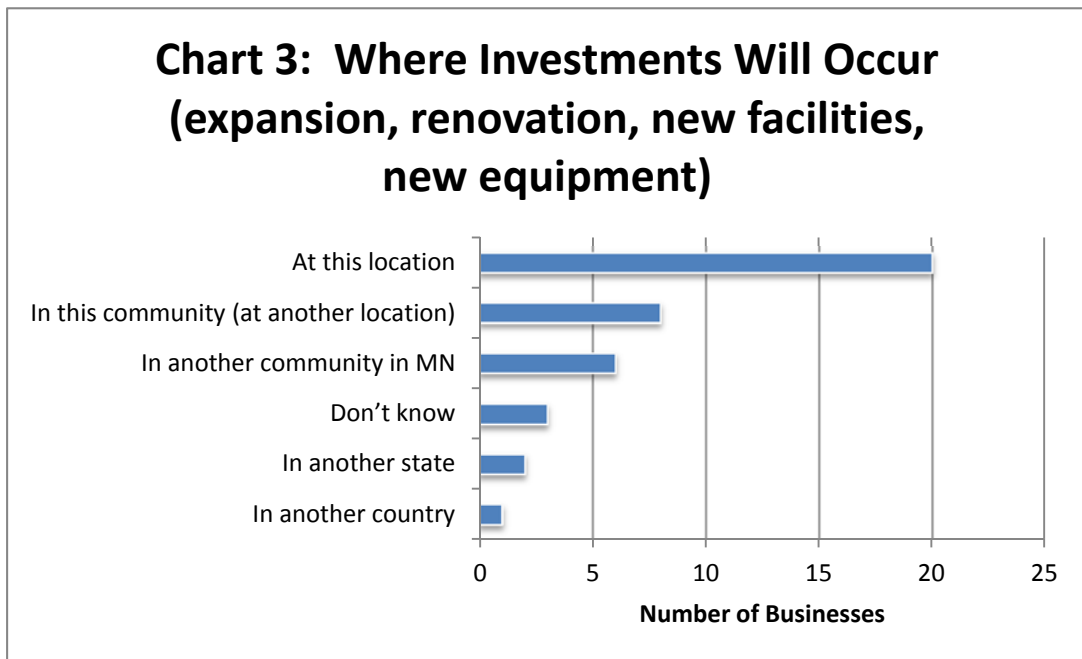
Businesses in Roseville are planning for change. Only seven of businesses indicate they are not contemplating any location change, as shown in Chart 2. Twenty-one businesses are planning to expand. None of the visited businesses

Twenty of the investments contemplated will occur in the current location in Roseville and eight would be elsewhere in the community. However, as many as nine of the investments would occur elsewhere (see Chart 3).



are planning on downsizing or closing yet two are considering selling, five are looking at a move and seven are considering merging with or acquiring another business.

On average, businesses feel Roseville is a slightly better place to live than to do business. On a scale where five equals "excellent" and one equals "poor", Roseville earned an average score of 4.00



as a place to do business. For perspective, the University of Minnesota BR&E program has a benchmark weighted average score for this question of 3.82 from over 36 previous BR&Es in communities.

As a place to live Roseville earned a 4.12 average rating from the businesses. In 27 previous BR&E communities, the weighted average score on this question was 4.09 so Roseville is right on the average.

Strategic Themes

Three primary themes emerged from an analysis of the survey results and from discussions by the state research review panel. These themes, called strategies, provide a framework for studying the issues raised in the Coon Rapids BR&E process. The three strategies identified are: 1) Enhance, Promote & Develop the Roseville Business Environment, 2) Create Identity, Community & Networking for Roseville Businesses, 3) Develop Roseville's Workforce and Connect Business to Qualified Workers

The Task Force, during their February retreat, expressed interested in many potential projects to address the business concerns. In particular, they recommended three projects to the HRA and City Council. The HRA and City Council agreed with these three recommendations, which are described below. This includes the survey data which highlight the need for the project.

STRATEGY: ENHANCE, PROMOTE & DEVELOP THE ROSEVILLE BUSINESS ENVIRONMENT

Businesses thrive in attractive, accessible communities. These communities draw resources the businesses require, whether those resources are quality employees, infrastructure improvements, technology, or desired goods and services. Businesses need these resources to be successful and profitable. Roseville has these resources at its disposal yet it can not afford to take them for granted or ignore warning signs. It can consider ways to further capitalize on these resources, promote the stronger resources and improve the weaker ones. It can also celebrate the strong business climate and continue to build on the city's success.

Related Research Results

Forty-six percent of the interviewed companies have a succession plan and 59 percent have a written business plan.

Local Business Support Ratings from the businesses seem fairly high on community attitude, community promotion and chamber of commerce but the other two factors do poorly. Of course, this should be no surprise since there is no Economic Development Authority in Roseville nor are business incentives offered. See Table 1.

Table 1: Local Business Support Ratings for Roseville

Average Score	1 to 5 Scale 1 = Least Favorable 3 = Neutral 5 = Most Favorable
3.5	Community Attitude towards Business
3.3	Community Promotion of Itself & Business
3.3	Chamber of Commerce
2.8	Economic Development Authority
2.4	Incentives for Business Investment in Facilities, Worker Skills, or More Workers

About a third of the interviewed businesses are exporting. At least 56 percent are not. See Chart 4.

Priority Project #1: Establish a Business Liaison Position for the City and Connect Businesses to Outside Resources

A Business Liaison Officer or officers would be responsible for establishing relationships with businesses in Roseville, prioritizing those who contribute significant revenue to the city in terms of taxes paid and numbers of people employed. This officer would make sure that Roseville's premium paying customers understand the value of the business environment that they are paying for. This function would also be charged with communicating critical needs and concerns of Roseville's businesses to city economic development staff.

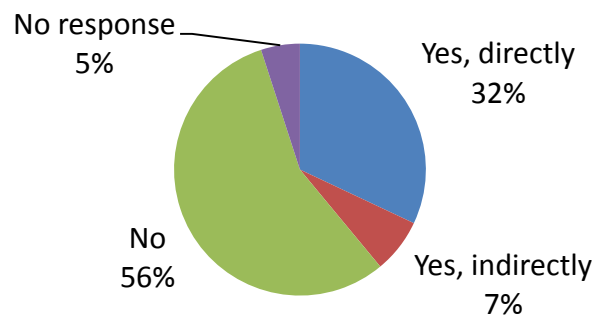
In addition, efforts will be taken to proactively connect Roseville business to public resources for business development. This potentially would include: Twin Cities SBDC and its SCORE chapter, the Minnesota Trade Office that offers services and education for exporting, training available from the

Roseville Library (computer skills), the University of Minnesota's College of Continuing Education, Hamline University, etc. The initiative could start by collecting resource info. and promoting them via city websites and information racks in city hall.

A step up would be to sponsor info. sessions over coffee, breakfast or end-of-day networking receptions. The providers would be invited to attend the event to make presentations and be available for Q&A in person. A further step up would be for the Business Liaison officer(s) to get to know these resources in depth and then conduct a personal outreach campaign targeted to companies likely to benefit from these resources. A further note, the Economic Gardening Program in Ramsey County is something to watch. It is not open for more enrollees at this time but it will possibly have another class starting in fall of 2014.

STRATEGY: CREATE IDENTITY, COMMUNITY & NETWORKING FOR ROSEVILLE BUSINESSES

Chart 4: Is Your Business Currently Exporting Internationally?



There are two local chambers serving the Roseville area. There also is a business networking group, the Roseville Business Council. A theme in the survey data and in other recent community BR&E initiatives is that business people desire opportunities to network with others.

Related Research Results

Unsolicited, three of the Roseville businesses mentioned an interest in networking in the catchall question at the end of the survey. At seven percent of the sample, this is notable since it was not an enumerated topic.

As shown in Table 1 above, the businesses gave a score of 3.3 for “chamber of commerce”. The question did not specify a particular chamber.

Priority Project #2: Increase Networking Opportunities for Roseville Businesses

The Roseville Business Council meets monthly with attendance typically in the 10-20 person range. With 1,500 or so businesses in Roseville, there is a need and opportunity to create both more events as well as more variety of opportunities for networking. Roseville Business Council members were a big part of the BR&E Task Force and expressed interest in working with the HRA and others to get more business networking going in the community.

The HRA and Roseville Business Council could host a business forum to kickstart the network. The city has plenty of topics that it is knowledgeable about that would serve as ample bait to attract local businesses to attend. With some continental breakfast and coffee and business networking will happen. Future events could feature speakers from DEED, Greater MSP, the U.M., Minnesota Chamber, etc. A few examples: in Eagan,

after their BR&E, the mayor hosted periodic “breakfasts with the mayor” open to local business owners. In Coon Rapids, they cooperate with Anoka-Ramsey Community College and others to bring in local speakers from DEED, or educational institutions, etc. quarterly to present on topics of mutual interest. Hugo launched a business breakfast series out of its BR&E, and this helped to bring the Hugo Business Association back to life. Hugo always has a spot on their agenda for a report from the city official to increase town-business communications and rapport.

STRATEGY: DEVELOP ROSEVILLE’S WORKFORCE AND CONNECT BUSINESS TO QUALIFIED WORKERS

There is no more important resource for business than its workforce. With the tremendous recent hiring in Roseville by the visited firms and more planned hiring, this strategy pertains.

Related Research Results

The businesses plan to add 223 new positions over the next three years after adding over 1,000 jobs in the past three years. See Table 2.

The companies have experienced challenges in hiring workers. Aside from competition for employees, the next three biggest cited factors relate to employee skills, attitude and training costs. See Table 3.

Finally, the interviewed firms require only a high school diploma for the majority of their entry level employees (54 percent). See Chart 5.

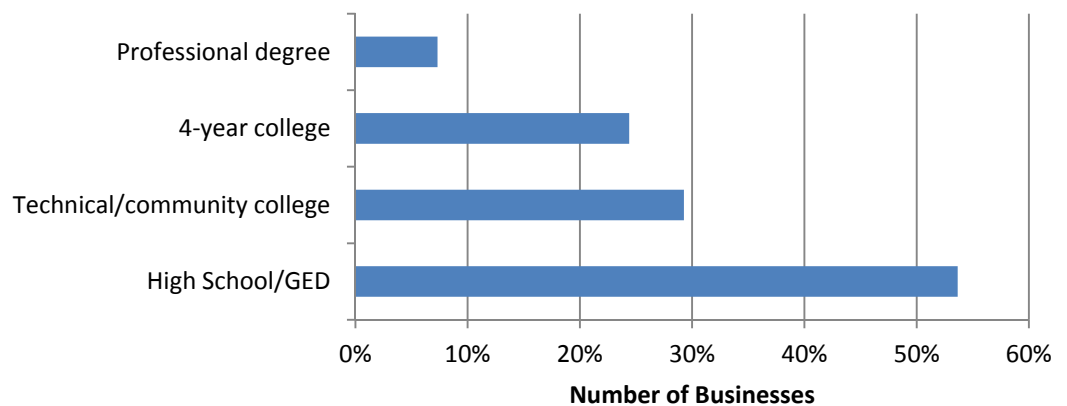
Table 2: Predicted Hiring Over Next Three Years by Occupational Category

Category	By How Many? Sum
Office Support and Assistants	39
Executives, Managers	36
Retail Sales, Sales Agents, Real Estate Agents	33
IT and Web, Actuaries, Statisticians	32
Architects, Engineers, Cartographers	24
Production--Assembly, Chemicals, Metals, Plastics, Textiles, Wood	17
Transportation and Material Moving Personnel	16
Construction, Extraction, and Trades Workers	9
Scientists: Life, Earth, Physical, and Social	6
Human Resources, Accountants, Finance, and Insurance	6
Healthcare Practitioners	4
Education/Training— Teachers, Professors, Trainers	2
Artists, Designers, Entertainers, Sports and Media	1
Total new jobs	223

Table 2: Most Important Reasons for Recruitment Challenges

Competition for employees	54%
Inadequate labor skills	24%
Poor work attitudes	20%
High cost of training employees	17%
Workers cannot pass screening (drug, criminal record check, etc.)	12%
High wage rates for labor	12%
Workers will not commute into the area	5%
Lack of worker education	5%
Workers will not relocate into the area	2%
Workers lack documentation of legal work status	2%

Chart 5: What Level of Training Needed for Majority of Entry Level Employees?



Priority Project #3: Develop Education to Employment Connections among Business and Education Providers

The Itasca project (a group composed of the leaders of Minnesota's largest and most well known companies) issued a 2012 report *Higher Education Partnership for Prosperity* that indicated that increasingly some form of higher education will be necessary for Minnesota workers:

Future economic growth and prosperity will require deeper and more relevant skills from the workforce and increased innovation from researchers, entrepreneurs, and businesses. It is estimated that Minnesota jobs requiring post secondary education will grow by nearly 8% from 2008 to 2018, while jobs requiring not more than a high school diploma will grow by only 3% over the same period. By 2018, 70% of Minnesota jobs will require post secondary education.

Minnesota is not there yet in terms of numbers of jobs needing post-secondary education (it's only 2014). Census and recent MN Office of Higher Education data show that the majority of Minnesota jobs still require a high school diploma despite the high degree of education attainment (39.5% in Ramsey County, see chapter 2 of research report). In concert with that, 54 percent of the interviewed businesses require a high school diploma for the majority of their entry level workers.

Local School Districts. The school districts that serve the communities that are sending the most workers to Roseville may be the best people to talk with. In order, that is St. Paul, Minneapolis, Roseville, and Blaine (each

community contributes 1,000+ employees.

Suggested projects include: sharing the employment data from the BR&E research report with the superintendents or secondary ed. administrators, inviting these people to meet with a Roseville business network and tour local businesses and, at the highest level, develop as many on-the-job training experiences as possible (business tours, job shadowing, internships, mentorships, scholarships, apprenticeships, other?). Real world experience with employers is what all future workers need.

Roseville's Task Force, HRA and City Council all agreed that developing education to employment connections with the Roseville Area School District is the best first step in this topic area.

CREDITS

The Roseville HRA and the City Council selected the priority projects. This summary report was prepared by Michael Darger with the University of Minnesota's Center for Community Vitality.

1 REQUEST FOR HRA ACTION

2
3 Date: 04-15-14

4 Item No: 9b

5 Staff Approval:

Agenda Section:

6 *Jeanne Kelsey*

Discussion

7
8 Item Description: Use of CDBG funds for Senior Housing Regeneration Program

9
10
11 1.0 Requested Action

12 The attached letter is a request from Greater Metropolitan Housing Corporation (GMHC)
13 to use Roseville Community Development Block Grant funds for gap financing of
14 affordable housing opportunities for families.

15 2.0 Background

16 The RHRA selected GMHC as the preferred developer for the redevelopment of
17 the Dale Street Fire Station. In their proposal, GMHC proposed assisting seniors
18 in Roseville looking to sell their single-family homes by purchasing them at fair
19 market value without requiring any repairs. GMHC works with the homeowner at
20 their pace to provide resources and a compassionate, understanding environment
21 throughout the home selling process. GMHC then renovates the property to meet
22 code and resells the property to owner occupants.

23 GMHC is requesting the use of the CDBG funds of \$269,800 to use for gap
24 financing loans to resell the property to owner occupants at or below 80% of area
25 median income (AMI). This assistance will be secured by a note and mortgage,
26 which will be repayable upon the maturity date, sale, payoff of first mortgage,
27 when the property becomes non-owner occupied, or whatever terms the RHRA
28 would like for the use of the funds.

29 Current 80% Income Limits

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
80% Limit	\$45,100	51,550	58,000	64,400	69,600	74,750	79,900	85,050

30
31 Each home that GHMC proposes to purchase and use CDBG funds for will be reviewed
32 by RHRA staff to determine required amount of gap financing and meeting the strategic
33 plan of the RHRA. Staff will update the RHRA through the process and homes that
34 have used the CDBG funds.

35 3.0 Staff Recommended Action

36 The RHRA supports the use of Roseville CDBG funds for gap financing of affordable
37 housing opportunities for families in Roseville.

38
39 Prepared by: Jeanne Kelsey (651-792-7086)

Attachment A: Letter requesting funds



GREATER METROPOLITAN HOUSING CORPORATION

15 South Fifth Street, Suite 710
 Minneapolis, MN 55402
 info@gmhchousing.org

phone: (612) 339-0601
 fax: (612) 339-0608
 www.gmhchousing.org

April 7, 2014

To: Jeanne Kelsey, City of Roseville

Greater Metropolitan Housing Corporation (GMHC) is requesting CDBG funds from the City of Roseville to be used for the Senior Housing Regeneration Program (SHRP). GMHC developed SHRP to create affordable housing opportunities for new families by assisting seniors looking to sell their single-family homes and renovating those homes to preserve the existing housing stock for the next generation of homeowners. SHRP addresses the need to rehabilitate deteriorating single-family homes owned by seniors and the need for affordable workforce housing in older suburban communities.

GMHC purchases the homes at fair market value without requiring any repairs or removal of unwanted items from the property and works with the homeowner at their pace to provide resources and a compassionate, understanding environment throughout the home selling process. GMHC then renovates the property to meet code and resells the property to owner occupants at or below 80% of area median income (AMI).

The CDBG funds will be used for affordability gap, which will be provided directly to the buyer. This assistance will be secured by a note and mortgage which will be repayable upon the maturity date, sale, payoff of first mortgage, when the property becomes non-owner occupied or whatever terms the city would like us to use for the funds. The amount of affordability gap provided will be determined based on need in order to make the home affordable to a buyer at 80% AMI. The specific guidelines for the program would be created with input from both the City of Roseville and GMHC.

Here are the current 2014 income limits.

	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
80% Limit	\$45,100	51,550	58,000	64,400	69,600	74,750	79,900	85,050

1 REQUEST FOR HRA ACTION

2
3 Date: 04-15-14

4 Item No: 9c

5 Staff Approval:

Agenda Section:

6 *Jeanne Kelsey*

Discussion

7
8 Item Description: Review demographic and economic characteristics of Southeast
9 Roseville

10
11 1.0 Requested Action

12 The attached documents are a compilation of housing information, demographic
13 information, and economic characteristics of Southeast Roseville. The RHRA should
14 review the information and give staff direction if the RHRA would like to explore
15 programming that would encourage reinvestment into Southeast Roseville.

16
17 2.0 Background

18 The data documenting Southeast Roseville’s demographic and economic characteristics
19 is from the Census Bureau’s American Community Survey. The housing information is
20 from Ramsey County property records. The Building Permit activity is from the
21 Roseville’s Community Development PermitWorks database.

22
23 When compared to the rest of Roseville, Southeast Roseville has the largest number
24 people in the age 25–34 bracket and under the age 5 bracket. It also has the largest
25 population below the poverty line at 29.7% (poverty line for 2012 was \$23,492 for a
26 family of 4). Median income is also the lowest at \$42,929 versus the rest of Roseville at
27 \$62,617 (32% less than average from then the rest of Roseville).

28
29 Home median value for southeast Roseville is roughly 9% less than the rest of Roseville
30 (excluding lake homes) at \$180,000 versus \$197,300. Building permit valuations are
31 18% less than the rest of Roseville at \$11,966 versus \$14,583. There were also fewer
32 building permits pulled in Southeast Roseville: 46% versus 59%. The building permit
33 information represents the last 5 years.

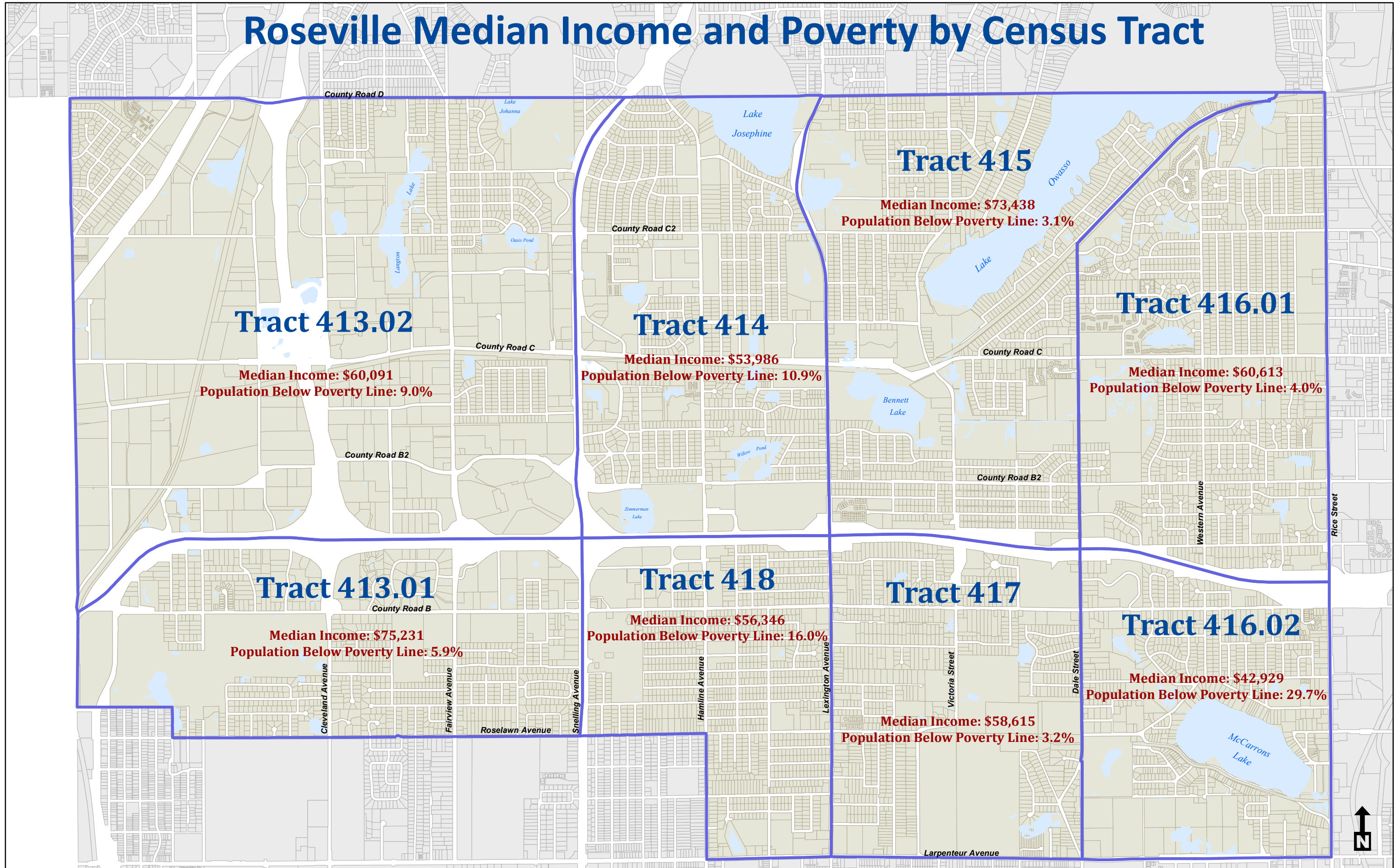
34
35 3.0 Staff Recommended Action

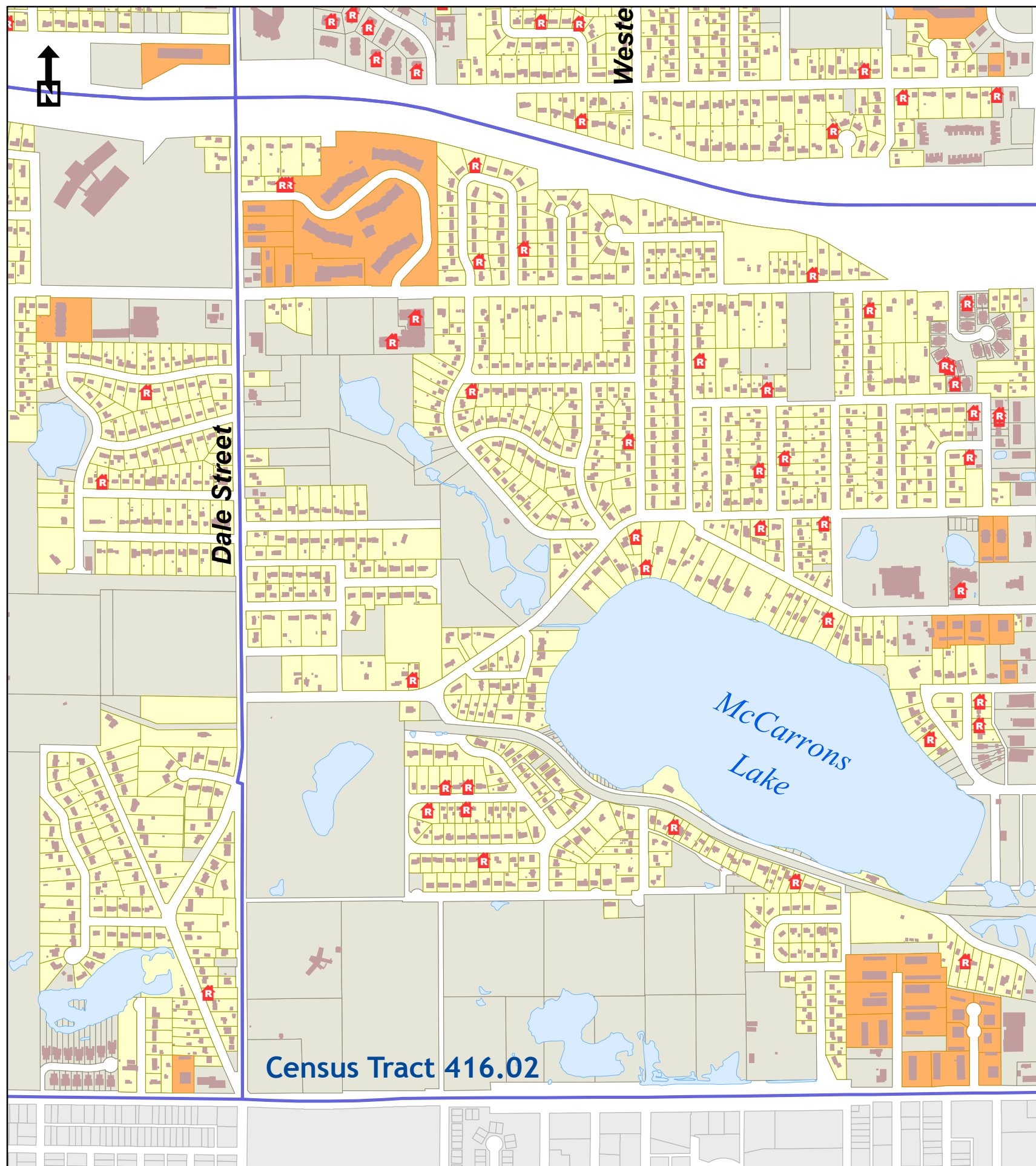
36 Provide staff direction if the RHRA would like to further explore establishing programs
37 that may encourage reinvestment into Southeast Roseville or would diversify the
38 neighborhood.

39
40 Prepared by: Jeanne Kelsey (651-792-7086)

- 41
42 Attachment A: Median Income by Census Tract
43 Attachment B: Housing Information Comparison
44 Attachment C: Population Information Comparison

Roseville Median Income and Poverty by Census Tract





Southeast Roseville

Housing Units

	Rest of Roseville	Southeast Roseville
Single Family Homes	7,855	675
Registered Rentals	258	27
Percentage Rentals	3.3%	4.0%
Multi-Family Rental Units	3,211	873
Percentage of City Total	78.6%	21.4%

Building Permit Activity 2009-13

	Rest of Roseville	Southeast Roseville
Single Family Building Permits	4,668	313
Average Valuation	\$14,583	\$11,966
Permits Per Home	0.59	0.46
Single Family Mechanical Permits	2,475	173
Average Valuation	\$3,044	\$1,534
Permits Per Home	0.32	0.26
Single Family Electrical Permits	3,485	248
Permits Per Home	0.44	0.37

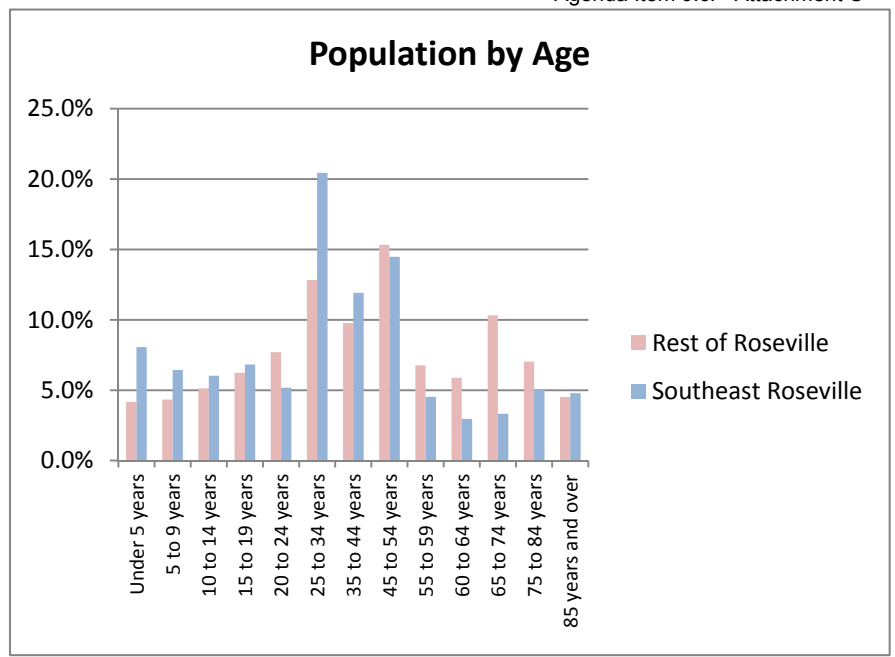
Economic Characteristics

	Rest of Roseville	Southeast Roseville
Median Household Income	\$62,617	\$42,929
Percent Below Poverty Line	7.4%	29.7%
Median Single Family Home Value	\$197,300	\$183,700
		\$180,000*

* (excluding lake homes)

- Single Family Detached
- Apartments
- Rental Registration Units

Subject	Rest of Roseville		Southeast Roseville	
	Estimate	Pct	Estimate	Pct
SEX AND AGE				
Total population	29,949		3,884	
Male	14,526	48.5%	1,825	47.0%
Female	15,423	51.5%	2,059	53.0%
Under 5 years	1,246	4.2%	313	8.1%
5 to 9 years	1,297	4.3%	250	6.4%
10 to 14 years	1,538	5.1%	234	6.0%
15 to 19 years	1,868	6.2%	265	6.8%
20 to 24 years	2,306	7.7%	201	5.2%
25 to 34 years	3,840	12.8%	794	20.4%
35 to 44 years	2,925	9.8%	463	11.9%
45 to 54 years	4,591	15.3%	562	14.5%
55 to 59 years	2,028	6.8%	176	4.5%
60 to 64 years	1,761	5.9%	115	3.0%
65 to 74 years	3,090	10.3%	129	3.3%
75 to 84 years	2,106	7.0%	196	5.0%
85 years and over	1,353	4.5%	186	4.8%
Median age (years)	44.0		33.7	
18 years and over	24,937	83.3%	2,859	73.6%
21 years and over	23,497	78.5%	2,762	71.1%
62 years and over	7,484	25.0%	580	14.9%
65 years and over	6,549	21.9%	511	13.2%
RACE				
Total population	29,949		3,884	
One race	29,259		3,703	
Two or more races	690		181	
One race	29,259		3,703	
White	25,815	88.2%	2,809	75.9%
Black or African American	1,375	4.7%	354	9.6%
American Indian and Alaska	130	0.4%	7	0.2%
Cherokee tribal grouping	16	0.1%	0	0.0%
Chippewa tribal grouping	36	0.1%	4	0.1%
Navajo tribal grouping	15	0.1%	0	0.0%
Sioux tribal grouping	28	0.1%	0	0.0%
Asian	1,840	6.3%	522	14.1%
Asian Indian	450	1.5%	76	2.1%
Chinese	658	2.2%	8	0.2%
Filipino	107	0.4%	0	0.0%
Japanese	111	0.4%	0	0.0%
Korean	100	0.3%	30	0.8%
Vietnamese	122	0.4%	0	0.0%
Other Asian	292	1.0%	408	11.0%
Native Hawaiian and Other	0	0.0%	0	0.0%
Native Hawaiian	0	0.0%	0	0.0%
Guamanian or Chamorro	0	0.0%	0	0.0%
Samoan	0	0.0%	0	0.0%
Other Pacific Islander	0	0.0%	0	0.0%
Some other race	99	0.3%	11	0.3%
Two or more races	690	2.4%	181	4.9%
White and Black or African	94	0.3%	64	1.7%
White and American Indian and	160	0.5%	52	1.4%
White and Asian	183	0.6%	32	0.9%
Black or African American and	12	0.0%	0	0.0%
Race alone or in combination				
Total population	29,949		3,884	
White	26,325	87.9%	2,957	76.1%
Black or African American	1,673	5.6%	418	10.8%
American Indian and Alaska	331	1.1%	59	1.5%
Asian	2,023	6.8%	587	15.1%
Native Hawaiian and Other	0	0.0%	33	0.8%
Some other race	316	1.1%	11	0.3%
HISPANIC OR LATINO AND RACE				
Total population	29,949		3,884	
Hispanic or Latino (of any race)	1,403		575	
Mexican	1,142		575	
Puerto Rican	0		0	
Cuban	15		0	
Other Hispanic or Latino	246		0	
Not Hispanic or Latino	28,546		3,309	
White alone	24,642		2,237	
Black or African American alone	1,336		354	
American Indian and Alaska	121		7	
Asian alone	1,796		522	
Native Hawaiian and Other	0		0	
Some other race alone	0		11	
Two or more races	651		178	
Two races including Some	173		0	
Two races excluding Some	478		178	



1 REQUEST FOR HRA ACTION

2
3 Date: 04-15-14

4 Item No: 9d

5 Staff Approval:

Agenda Section:

6 *Jeannette Kelsey*

Discussion

7 Item Description: Discuss Roseville Living Smarter Home and Garden Fair

8
9
10
11
12 1.0 Requested Action

13 The attached documents are a compilation of the surveys completed by Living Smarter
14 Fair Attendees (during the Fair) and Exhibitors (in the week after the Fair). They are
15 included to provide context for the discussion of the Living Smarter Home and Garden
16 Fair.
17

18
19 2.0 Background

20
21 Beginning in 1996, the City of Roseville, the Roseville Area School District 623, and the
22 Roseville Family Collaborative sponsored the Home and Garden Fair to provide a place
23 where present and future homeowners could learn about the latest housing improvements
24 and construction techniques from experts in the following areas: architecture, home
25 remodeling, landscaping, gardening, materials suppliers, financial services, and housing
26 inspections. Since its inception, the event has been held at the Fairview Community
27 Center and is open to the public free of charge.
28

29 The Home and Garden Fair was “rebranded” in 2009 as the Roseville “Living Smarter”
30 Home and Garden Fair and focused on 3 core areas: Energy and Environmental
31 Sustainability, Home Improvement, and Gardening for Healthy Living. The Roseville
32 “Living Smarter” Home and Garden Fair has a Fair Committee comprised of staff from
33 the RHRA, ISD623 Community Education, ISD623 Senior Center, Lillie Suburban
34 News, and Roseville Park and Recreation.
35

36 The RHRA, on August 13, 2013, discussed possible changes to the Living Smarter Fair
37 Home and Garden Fair, including changes to the venue for 2015 and beyond. Staff has
38 looked at changing the venue of the Fair to the Roseville High School. However, to find
39 a day that would work for the High School, the Fair would have to occur on a Sunday,
40 and the school district could not commit to us that the Fair could be held the same
41 weekend each year.
42

43 Staff also wanted to provide information included in the surveys that fair attendees
44 complete during the Fair and that vendors complete the week following the fair. These
45 surveys guide the Fair Committee when planning future Fairs. Each year the Fair is

46 modified to incorporate changes suggested in the surveys, however, the Fair Committee
47 also looks at majority responses when leaving major details of the fair as is. Workshop
48 attendance is also reviewed when deciding future topics for presenters in the 3 core areas
49 of the Fair.

50
51 Some of the highlights from the Exhibitor evaluation from this year follow:

- 52
- 53 54.7% gave the overall attendance good or great.
- 54 83.8% gave length of fair as just right.
- 55 70.9% gave date of fair was just right.
- 56 77.4% want the fair every year.
- 57 83.8% think registration fee is in line with what other local fairs charge.
- 58 77.4% think the fair is worth their time and expenses.
- 59 83.8% the amount of space available for their exhibit is just right.
- 60 96.7% are interested in attending the fair next year.

61
62 Staff is recommending that the Living Smarter Fair stay at the Fairview Community
63 Center Building and no change is made to the date and time of the event. Staff has and
64 will continue to do surveys every year from the Exhibitors and Attendees to refresh and
65 keep the fair relevant and informative to the changing times.

66
67 **3.0 Staff Recommended Action**

68
69 No action is necessary as information provided is discussion purposes.

70
71 Prepared by: Jeanne Kelsey (651-792-7086) Attachment A: Exhibitor Feedback
72 Attachment B: Attendees' Feedback
73

2014 Home & Garden Fair Exhibitor Evaluations

How did you initially hear about the Fair? (Check all that apply) (31 responses in 31 results)			
	Result	Responses Percentage	
Another vendor told me about it	4	12.9%	
It came up in a Google search	1	3.1%	
I received an e-mail inviting me to register	11	35.5%	
I received a card in the mail inviting me to register	3	9.7%	
Other response: Don't remember (2); Did Fair before (6); Lillie News (1); no additional comment (3)	12	38.8%	
The overall number of people in attendance was (31 responses)			
	Result	Responses Percentage	
Great	3	9.6%	
Good	14	45.1%	
Fair	12	38.7%	
Poor	1	3.2%	
Other: There were plenty of people there, but it seemed like they were the same folks that attend every year. It seemed like there were fewer people compared to last year.	1	3.2%	
The LENGTH of the Fair was (31 responses)			
	Result	Responses Percentage	
Just Right	26	83.8%	
Too Long	5	16.1%	
Too Short	0	0.0%	
What LENGTH is ideal for your business?			
<p>The length of the show that weekend was perfect. The weather was the only thing that was a little rough but that is out of everyone's control.</p> <p>5 - 6 hours for a 1-day show is perfect. 9:30 - 2:30 was Bloomington's hours this Saturday & it felt just right</p> <p>From 9 to 1 or 10 - 2 would be preferable as the afternoon really slows down.</p> <p>I think the time was great. started early for the people who like to get out right in the morning but went into the afternoon for the people who take their time getting up on a Saturday morning.</p> <p>10a-2p (3) - Comment: with amount of people that came threw</p> <p>6 hrs max (2)</p> <p>I thought the hours were perfect/ideal! (2)</p> <p>5-6 hours</p> <p>4 hours</p>			
The DATE of the Fair was (31 responses)			
	Result	Responses Percentage	
Just Right	22	70.9%	
Too Early in the Year	8	25.8%	
Too Late in the Year	1	3.2%	
What DATES are ideal for your business?			
<p>March may be better</p> <p>May, June, & July.</p>			

March and April seem a little better for traffic at events. Just beware of dates during other major home/living expos that vendors may also want to attend.

End of March beginning of April...the snow storms and potential for snow storms is so high and keeps attendees away. February is the snowiest month on record.

After Presidents day weekend. It was the same weekend as the St. Paul show and 2 weeks before the Minneapolis show. So maybe a week later.

I would wait until after April when people have tax money back and its Spring time. More people will buy in to sprucing up the home or garden.

It really depends on the weather, but late march, nicer weather, early spring works best

Don't have it on Valentine's Day next year!

Late January - February; but not conflicting with other shows.

March/April

pre- MPLS home and garden show

Late March or April. We do Landscaping and concrete work

Unfortunately, the Home Fair was at the same time as the St. Paul Home and Patio Show. Trying to schedule your fair at a different date may help to bring more "buyers" to the Living Smarter Fair.

This date is fine ; I like the date you have chosen as it does not conflict with other commitments we have on the schedule, it is also about the time people are planning for spring projects

We are thinking of moving the Fair to a new venue where all activities would be in one building but the Fair would have to be on a Sunday AND Exhibitor set up would occur in the morning immediately before the Fair (7 am - 9:30 am). Would you still exhibit if we moved the Fair to a Sunday? (31 responses)

Result	Responses	Percentage
Yes	12	38.7%
No	6	19.3%
Maybe	9	29.0%
Other: Other: It would not be a good choice to move to Sunday--Sundays are for church and family. I do not see a problem with 2 different areas. I would go but prefer Saturday. We like Saturday as it does not conflict with church.	4	12.9%

If we move to a new venue, we would not be guaranteed the same weekend every year. Would this create a barrier for you to exhibit at the Fair? (31 responses)

Result	Responses	Percentage
Yes	0	0.0%
No	19	61.2%
Maybe	11	35.4%
Other: This would also create less attendees! People save the weekend every year.	1	3.2%

We are also considering holding the Fair every other year (rather than every year). Would you prefer the Fair be held every year or every other year? (31 responses)

Result	Responses	Percentage
Every Year	24	77.4%
Every Other Year	4	12.9%
Other: Undecided; It would depend on traffic; Richfield and Bloomington do this and it works great. Is there a way you can partner up with Shoreview and do the shows every other year from each other?	3	9.6%

Please share any other thoughts you have about changes to future fairs:

I really like Sunday. Hopkins does a Sunday show and it's well-attended every year. Just don't do the same Sunday as Hopkins. Also, try to avoid the same weekend as The Home & Garden Show at the Mpls Convention Center

Despite that the fair is largely attended by the same group of people, this is one of our organization's most successful community outreach events. We like this long standing partnership with the City and the residents and I wonder what could be done to supplement the fair in the off years.

I would really like to see the opportunity to have other workshops extended to other vendors besides the high end, high paying vendors. I would also like the option to sign a waiver to take full responsibility for any problems instead of having such a high insurance requirement.

Easier for people to remember a yearly event.

This fair is a huge part of our business...it needs to be every year and on a Saturday. The only change would be to make it a few weeks later to avoid winter weather. I think the current venue is great!

Better signage. Sandwich boards blend in with the snow and the font is way too small and not a noticeable color.

It was very cold. I think people would enjoy it more if it was warmer and people are excited for Spring. They will want to update the home and plan out the garden.

We are looking for sales leads, I think home shows might be a thing of the past.

My son loved the jumpy house and the Home Depot activities. I believe this was a great draw as well.

I think you need to do something and change it up. The crowd is the older generation who don't do repair work because they live in condo's or apartments. You need to draw the younger generation. You can still have a "green" fair, but attract the younger crowds. Can you try to bring a bigger sponsor like Home Depot or Menards?

Great event for Xcel Energy every year.

Every year as people's home improvement needs are constant

Saturday is better than Sunday. The gym was cold this year.

What category best describes your product or service? (31 responses)

Result	Responses	Percentage
Energy & Sustainability	3	10%
Financial Services/Insurance/Realty	2	6.67%
Gardening/Landscaping	6	20%
Healthy Living	2	6.67%
HVAC	1	3.2%
Remodeling	2	6.67%
Siding/Roofing	3	10%
Specialty Exterior	3	10%
Specialty Interior	0	0.0%
Windows	3	10%
Other: Security; We have many products; Electrician; Cabinets; auto repair;	5	16.7%

The number of products or services similar to yours was (31 responses)

Result	Responses	Percentage
A reasonable number	21	67.7%
Too many	6	19.3%
Too few	1	3.2%
Other: None (2); we were the only security company	3	9.6%

The number of promising leads to future customers was (31 responses)		
Result	Responses Percentage	
More than I expected	1	3.2%
About what I expected	14	45.1%
Fewer than I expected	9	29.0%
Not sure yet	7	22.5%

When thinking of other local fairs, the Registration Fee for this fair was (31 responses)		
Result	Responses Percentage	
In line with other local fairs	26	83.8%
Higher than other local fairs	4	12.9%
Lower than other local fairs	1	3.2%

Was the Fair worth your time and expense? (31 responses)			
	Result		Responses Percentage
Yes	24		77.4%
No	0		0.0%
Other: Don't know yet (6); Yes and No. i was disappointed not he age group that came in	7		22.5%

Was your organization a (31 responses)		
Result	Responses Percentage	
Fair Sponsor	3	9.6%
For-Profit Exhibitor	21	67.7%
Non-Profit Exhibitor	7	22.5%

Did you present a workshop? (3 responses)		
Result	Responses	Percentage
Yes	1	33.3%
No	2	66.6%

The attendance for my workshop was (1 response)		
Result	Responses Percentage	
About what I expected	1	100.0%
More than I expected	0	0.0%
Less than I expected	0	0.0%

Did the set-up for your workshop work well? If not, what would have worked better?
perfect

As a sponsor are there any other perks you would have liked to have? (2 responses)
More high quality sales leads, actual buyers; booth choice if venue is moved

The amount of space available for your exhibit was (31 responses)		
Result	Responses Percentage	
Just Right	26	83.8%
Too Much Space	0	0.0%
Too Little Space	5	16.1%

The spacing of Booths was (31 responses)			
Result	Responses	Percentage	
Spacious	1	3.2%	
Comfortable	25	80.6%	
Tight	5	16.1%	
Did you have electricity? (31 responses)			
Result	Responses	Percentage	
Yes	11	35.4%	
No	20	64.5%	
The access to electricity was (12 responses)			
Result	Responses	Percentage	
Convenient	9	81.8%	
Awkward	0	0.0%	
As good as it could have been	2	18.1%	
Comments about the Booth Sizes?			
<p>We were in a hallway in front of lockers. We couldn't walk behind each other to access materials. Booth size was fine. There could/should have been some room between booths. Just right for me (2) We were in the same space as last year. Would like to have a different space location for 2015. if a bigger venue is chosen, we would entertain a larger booth 10x20</p>			
Did you receive clear, accurate, & timely information about registering & participating in the Fair? (31 responses)			
Result	Responses	Percentage	
Yes	30	96.7%	
No	0	0.0%	
Other: yes registration, no on raffle prizes and bingo game	1	3.2%	
Directions for Exhibitor set-up, parking, and take-down were (31 responses)			
Result	Responses	Percentage	
Great	17	54.8%	
Good	13	41.9%	
Fair	1	3.2%	
Poor	0	0.0%	
Other: already knew what to do	0	0.0%	
Did you have enough time to set up before the Fair? (31 responses)			
Result	Responses	Percentage	
Yes	28	90.3%	
No	0	0.0%	
Other: It would have been nice to start earlier than 6pm Friday; Would like to be able to get in the building before 3pm on the day; Would have preferred Friday afternoon 3-6 instead of 6-9 PM	3	9.6%	

Please rate the support you received from the Fair Organizers? (31 responses)		
Result	Responses	Percentage
Great	16	51.6%
Good	14	45.1%
Fair	1	3.2%
Poor	0	0.0%
Other response	0	0.0%
Comments about the Fair Logistics? (6 responses)		
<p>It would be nice to hold the event in a nicer/new location.</p> <p>Everyone was very helpful and friendly...this was our first fair and the organizers were very helpful.</p> <p>Great, I was directed to the janitors closet for water for my display</p> <p>Always helpful volunteers</p>		
Would you be interested in attending the Fair next year? (31 responses)		
Result	Responses	Percentage
Yes	30	96.7%
No	1	3.2%
Why not?		
<p>Not getting quality sales leads.</p>		
Are there any other vendors (or types of vendors) we should contact for next year's Fair?		
<p>No (4)</p> <p>A more diverse cross section of exhibitors. Potentially adding more Home and Garden type vendors (Hedbergs, Gerten's, etc) would get more people into the fair as they look for their next spring/summer project.</p> <p>Flooring, Closet people would be good.</p> <p>Geo thermal?</p>		
We invited 3 Ask-the-Experts to be available from 9 am - 3 pm in the areas of Home Maintenance, Gardening, and Recycling. Which other "Experts" should we include?		
<p>None (2)</p> <p>More GO GREEN sort of experts</p> <p>Tree care advisor?</p> <p>Transportation including public transit, biking/walking, and automotive</p> <p>Water management with rain gutters and covers and rain barrels</p>		
Did you purchase any food in the concessions area? (31 responses)		
Result	Responses	Percentage
Yes	16	51.6%
No	15	48.3%

Were you satisfied with the food you purchased in the concessions area? If not, what other food options would you have liked to see?

great wild rice soup
 Yes it was good, little far to go when only 1 person working the booth but over all good.
 Pizza was cold
 Yes (3)
 No...the selection was minimal...it would be good to see more traditional food (hot dogs, etc).
 I purchased a cinnamon roll before hand. It was good. I worked at a fair in Highland Park awhile back and they had a food truck but the weather was warmer.
 The prices were fine, but the quality was below previous years
 Not as good as prior years. Unsure.
 Healthy choices
 No, I didn't understand why we could purchase a soda. The pizza was cold. Sandwiches are always good. 90% of the shows we do, the vendors get lunch included with the show.
 Not satisfied. The food was Terrible, didn't accept credit cards (you can get a credit card swiper for an iphone/ipad and get payment that way).
 We enjoyed the soup and the chile, but some hot dogs would be nice for kids that don't like tomato based things like pizza and chile.
 Chili was overly thick but tasty. the cornbread was good.
 Yes. An ATM onsite will help purchases, if one is onsite, then appropriate wayfinding to nearest ATM. OR allow debit/credit to be used

You indicated that you didn't purchase any food in the concessions area. Could you tell us why? (15 responses)

Result	Responses	Percentage
I brought food with me	7	46.6%
I didn't want to leave my booth	4	26.6%
I didn't care for the food offered	1	6.6%
Other: wasn't hungry; I waited until I got home to eat; It was in the other building and was at the booth alone and would take too much time; no additional comment	3	20.0%

Would you like to enter a drawing to win a Free Booth for the 2014 Fair (31 responses)

Result	Responses	Percentage
Yes	26	83.8%
No	5	16.1%

Company Name
Budget Exteriors
Enhanced Home Improvements
Great Lakes Window & Siding
Scherer Window and Door Consultants
Friends School of MN
Neighborhood Energy Connection
Norwex Enviro Products
Garlock-French
Nighthawk Security
Moss Envy
Goodmanson Construction
Julkowski Inc.
Trustone Financial Federal Credit Union
Gladstone's Window & Door Store
The Home depot
New Windows for America DBA: Expert Exteriors
Kath HVAC
Rainbow Treecare
Harrison Electric, Inc
Country Cabinets
The Foreign Service
Lundberg's Bob cat Service
Bjorkstrand Exteriors, Inc & Twin City Gutter Topper
Johnson Creek, Inc.
Powerfully Green
Access Solutions



2014 Fair Summary/Reflections

Overall Attendance: 804

Door Prize Card Summary

175 cards completed: 146 had comments; 29 had just contact info

How did you Hear about it?

City of Roseville Website: 16

Fair Vendor: 3

Flyer from school: 16

Other: Do It Green MN (2); Twitter; Park and Rec email; Nextdoor; City Newsletter (2); Senior Center (4); volunteer; Mail; Star Tribune (2); Pioneer Press (2); St. Anthony paper (3)

Poster at a business: 9

Road Sign: 7

Roseville Patch: 3

Roseville Review: 74

Word of mouth: 23

Attended previously: 4

Where are you from?

Arden Hills: 3

Blaine: 1

Columbia Heights: 2

Falcon Heights: 7

Lakeville: 1

Lauderdale: 4

Maplewood: 2

Minneapolis: 8

Moundsview: 4

New Brighton: 7

Oakdale: 1

Roseville: 84

Shoreview: 5

St Anthony Village: 8

St. Paul: 13

Vadnais Heights: 1

White Bear Lake: 1

Willernie: 1

Woodbury: 1

What did you like about the Fair?

Great Resources/Info - 7

Give-aways - 4

Everything - 3

Workshops - 3

Recycling product - 2

People volunteering

Organized - 1

Free - 2

Relaxed Atmosphere - 1

Very good things for kids - 2

Keeping up to date on new

ideas and trends: parks, housing, trees, gardening, laws

Convenient - 1

Bingo - 2

Very Nice - 1

Vendors (25 comments)

Great Vendors - 4

Variety of Vendors - 7

Friendly Vendors - 6

Not pushy - 2

of Vendors - 3

Knowledgeable Vendors - 3

Workshop Attendance

Beneficial Insects & Prescription Soil Care – Bartlett Trees • 9:30 am

Going Solar – Powerfully Green • 10:30 am

Home Improvement – GMCH • 12:30 pm

How to Prevent Ice Dams – Quarve • 1:30 pm

Crime Prevention/Environ Design – Police Dept • 9:30 am

Garden in a Box – MNHS • 10:30 am

Minnesota Spice – Elen Swenson • 12:30 pm

Watershed (Raingardens) – RWMWD • 1:30 pm

Attendance: 17

Attendance: 19

Attendance: 23+

Attendance: 45+

Attendance: 7

Attendance: 37

Attendance: 27

Attendance: 15

Workshop ideas (from Workshop Evals and Door Prize Cards)

Permit–what is it for on projects

Evaluating appliances for work, warranty, use

More gardening/lawn care (4)

Tree variety for my yard (2)

Building a rain garden

Other solar classes

Solar projects - Roseville homes

Compare value v scope-remodel

Select a designer-bath/kitchen

Roofing

Bring back herbs/oils

Natural pest control

Energy Efficient lighting/motion lights to feel safer

Plants for MN container garden

Edible landscaping

Bee keeping

Home Repair/ Remodeling

Kids Zone

Morning: ~ 100; Afternoon: ~ 70 Wood Building Kits

Overall Zero Waste numbers

Total Waste: 121.08 lbs Compost: 20% Recycling: 67% Trash: 13%

Other Suggestions for Next Year (from Door Prize Cards)

Send out earlier (info about fair)

Shorter Hours

Have US Bank as an exhibitor

More community or general sustainability booths – 2 (like Eureka; legislative/policy action)

More children's events

Have it closer to spring

Disappointed MNHS didn't have a way to order garden bag

Music

Stagger workshops – Wanted to go to were at the same time

To increase workshop attendance, announce on a PA system that the workshop is happening

Have the workshop closer to main exhibits to increase attendance