



**Minutes**  
**Roseville Economic Development Authority (REDA)**  
**City Council Chambers, 2660 Civic Center Drive**  
**Monday, August 24, 2020 – 6:00 p.m.**

*Pursuant to Minn. Stat. 13.D.021,  
Economic Development Authority members, City Staff, and members of the  
public participated in this meeting electronically  
due to the COVID-19 pandemic.*

**1. Roll Call**

President Dan Roe called to order a meeting of the Roseville Economic Development Authority (REDA) in and for the City of Roseville at approximately 6:00 p.m. Voting and Seating Order: Willmus, Laliberte, Groff, Etten, and Roe.

**Present:** President Dan Roe and Board Members Robert Willmus, Jason Etten, Wayne Groff, and Lisa Laliberte.

**Others Present:** Attorney Martha Ingram, Executive Director Pat Trudgeon, Community Development Director Janice Gundlach, and Housing & Economic Development Program Manager Jeanne Kelsey

**2. Pledge of Allegiance**

**3. Approve Agenda**

Willmus moved, Etten seconded, approval of the August 24, 2020 EDA Meeting Agenda as presented.

**Ayes: 5**

**Nays: 0**

**Motion carried.**

**4. Public Comment**

**5. Business Items**

**a. Discussion Regarding The Budget And Preliminary Levy Collectible in 2021**

Community Development Director Janice Gundlach provided a brief summary of this request as detailed in the staff report and attachments dated August 24, 2020.

Member Etten indicated when looking at the proposal around marketing, it is normally around a \$5,000 budget item but staff has requested \$7,000 in levy

dollars for a general housing study and it would be an additional \$8,000 to look at the inclusive housing piece.

Ms. Gundlach indicated she was not sure what the October 2018 study cost, but she has been told that it was more than the \$5,000 budgeted. She did not think that the \$5,000 was enough to fund just the standard housing needs assessment. Because staff has cut numerous dollars out of other line items, staff did increase that line item by an additional \$7,000 or \$8,000, which brought the amount up to \$12,000. Staff feels that this amount might not even be enough to fund a general housing needs assessment and is why staff said if the Council wants to levy more dollars with a need to do the study, staff thinks another \$20,000 could easily be put in to do the more exhaustive study that goes beyond the standard study.

Member Etten asked if Ms. Gundlach was saying in addition to the \$12,000, there would be need for another \$20,000 to do the exhaustive study or would it be a grand total of \$20,000 in the budget area.

Ms. Gundlach indicated she would propose an additional \$20,000 on top of the \$12,000. The more exhaustive study that staff feels might have value in the community has not been done by a lot of communities. She knew the City of Bloomington has done one, but she was not sure that many other communities have done one. She did not want to pretend that she knew exactly how much it is going to cost and is just an estimated figure.

Member Laliberte asked if Bloomington has done this type of exhaustive study, is that something that can be shared with the City in order to see how this goes further than what has been done in the past. She also asked if the study data the City currently has sufficient for when working with third parties, the Met Council and Livable Communities grant applications or is there a need to have a more updated study in order for the City to participate in those grant programs.

Ms. Gundlach responded in the affirmative to both questions. She noted as far as the Bloomington study, she has shared it with a couple of the Board Members who asked specific questions about it but she will send out to the rest. She noted there has been some interest in inclusive housing ordinances or other ordinance that point toward the affordability need and the nexus between what that costs the City compared to market rate and that is what the study that Bloomington did. It took a much deeper dive. The City does not have any obligation to do that in order to meet some of the requirements from agencies for grants.

President Roe asked regarding the thirty-five percent reserve levels the City wants to have, what the thirty-five percent figure was. He thought the City was above that at \$441,000 but he wondered what that would be specifically.

Ms. Gundlach explained she calculated an excess of \$278,784 based upon using thirty-five percent of the City's current years levy of \$463,400.

President Roe asked regarding the housing study, in terms of the most in-depth study related to the inclusive housing and affordability aspects, if that is a type of study Ms. Gundlach would see the EDA needing to do on an annual basis at that level or is that more of a one-time expenditure the EDA might look at using reserves for as opposed to the ongoing annual set aside for the more basic study being used.

Ms. Gundlach envisioned this as a one-time study that the EDA can utilize excess reserve funds to fund.

Member Etten indicated he would personally take the levy down \$7,000 for that, but would continue to think about how the City is helping some of the small businesses. He would consider bringing the bottom number up some to help with that. He would look at a \$40,000 to \$50,000 increase to that small business program to be able to help in 2021 more businesses that will be struggling.

President Roe wanted to clarify on the \$7,000 Member Etten referred to, is that amount is already in the request from staff which is to account for potentially a more accurate accounting for the typical annual or semi-annual study that would be done. He wondered if that would remain levy funded or not, based on the fact that the City wants to do this fairly frequently.

Ms. Gundlach thought this was up to the Board if a housing needs assessment should be done on an annual basis, she was not sure if there was value in doing it on an annual basis. She noted projects take a while to get going and a lot can happen from the time those projects are approved to the time the projects are implemented. Doing it annually might be too much and doing it every two years might even be too much, but the City might still want to do that on a somewhat frequent basis. She explained \$5,000 is not enough to do it, \$12,000 is getting pretty close but again, not something is needed to be done every year.

President Roe offered an opportunity for public comment with no one appearing to speak to this issue.

Etten moved, Willmus seconded, adoption of REDA Resolution No. 70 entitled, "Resolution Requesting A Tax Levy in 2020 Collectible in 2021," and reducing the marketing levy amount from \$12,000 to \$5,000 and adding \$50,000 in the last area, Open Business, Small Business Assistance program to bring the combined levy to \$453,670.

Member Etten indicated he was supportive of a larger housing study that looks at affordable components and the livability piece. Thinking strictly about the levy he felt like, as discussed, the marketing work can be a one-time expense

using reserves rather than on-going tax dollars. He also thought the City needed to be prepared to better help smaller businesses as 2021 approaches. As hopefully coming out of the Pandemic, many businesses will be struggling.

Member Willmus thought this was a reasonable proposal as put forward by Member Etten. One of the things he thought the City needed to get a handle on is the affordable homes study with what is currently going on. The City needs to have a better, solid understanding of specifically what the city's needs are.

Member Laliberte indicated she was supportive of the motion as put forward and agreed that the City has made the current housing study work pretty hard for them. She stated it would be good to pursue a more exhaustive study that would address the affordable housing the EDA has been talking about, working towards, and prioritizing as well as digging a little deeper into the inclusive housing, where the City is with that, and how to do better. She also supported the additional funding to support the small businesses.

Member Groff agreed with everyone and thanked Member Etten for thinking down the road, noting having something in place for next year is a smart move which he supported. He stated the more intensive housing study sounds good and he would like more information because that seems to be a good piece of the plan the City needs to look at in order to make decisions over the next five years.

President Roe noted this also gives the EDA an opportunity to talk a little more about what the study might look like and since it is not being funded out of the levy, that takes some of the pressure off having that discussion at this point. He thought the amount talked about regarding the small business help would essentially double the funds and get to approximately \$100,000 of potential funding, even if it is not dealing with issues related to the Pandemic.

**Ayes: 5**

**Nays: 0**

**Motion carried.**

**b. Adopt A Resolution Authorizing Entering Into A Listing Agreement For Sale of 2501 Fairview Avenue (Fairview Fire Station)**

Housing and Economic Development Program Manager Jeanne Kelsey provided a brief summary of this request as detailed in the staff report and attachments dated August 24, 2020.

Mr. Mellon was at the meeting to answer questions.

President Roe offered an opportunity for public comment with no one indicating a desire to speak to this issue.

Groff moved, Etten seconded, adoption of REDA Resolution No. 71 entitled, “Resolution Approving Listing Agreement For Sale of 2501 Fairview Ave. North Between The Roseville Economic Development Authority, The City of Roseville, and Cushman & Wakefield U.S., Inc.”

Member Groff thought the work was done pretty thoroughly, the comps were comparable, and hoped the market stays strong to sell this parcel quickly.

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

Member Laliberte explained she participated in a discussion last week with Tara Beard, new program manager for the Livable Communities Programs at Metro Cities. She indicated it was a great conversation and there were a couple of items that stood out to her in which she felt Roseville would be interested. Specifically, that they are starting to look at the uses of funds that in the past have not been permitted and part of that would be for rehab projects. The intent of the Livable Community Grants is to preserve as well as create affordable housing projects and yet not being able to use those grant funds for the purposes of rehab has certainly impacted them in Roseville as other communities, especially because Roseville is fully developed and other communities are as well. She stated there have not been any promises about that but it is being looked into. She thought the other interesting piece is that they are exploring different solutions that would be available through grant programs to allow affordable housing projects to be funded for single-family homes instead of always having to use them towards multi-housing units or multi-family developments. She was pleased to hear that and expressed her own personal support for both of those initiatives to be explored further.

President Roe thanked Member Laliberte for the update and clarified Ms. Beard is the new program manager at the Met Council, not at the Metro Cities organization.

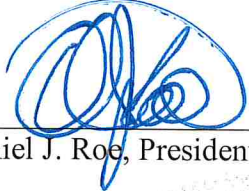
6. **Adjourn**

Willmus moved, Laliberte seconded, adjourning the REDA meeting at approximately 6:40 p.m.

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

ATTEST:

  
Patrick Trudgeon, City Manager

  
Daniel J. Roe, President

