



Minutes

**Roseville Economic Development Authority (REDA)
City Council Chambers, 2660 Civic Center Drive
Monday, June 7, 2021 – 8:37 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 8:37 p.m. Voting and Seating Order: Etten, Groff, Strahan, and Roe.

Present: President Dan Roe and Board Members Jason Etten, Wayne Groff, and Julie Strahan.

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

2. **Approve Agenda**

3. **Business Items**

- a. **Consider Additional Financing Assistance and Enter into a Private Redevelopment Contract and Awarding the Sale of, and Providing the Form, Terms, Covenants and Directions for Issuance of its Tax Increment Revenue Note to Roseville Leased Housing Associates II, LLLP, and Approve Subordinations of Contract for Private Redevelopment and Consents to Collateral Assignment of Contract and TIF Note**

Housing and Economic Development Program Manager Kelsey provided a brief summary of this request as detailed in the staff report and attachments dated June 7, 2021.

Member Etten explained there was talk about the use of the American Recovery Plan and working with Ramsey County around housing dollars. He asked if this was just too far along to work with them to find a way to use some of those dollars for this and TIF needs to be used in order to support this project or is there some role for those dollars.

Ms. Kelsey indicated at this point, there is not time based upon what the County is targeting to do with those additional dollars. The County has not finalized

what they will be doing since these funds are allowing a much longer time period to utilize them prior to other funds that the City has gotten.

President Roe explained, for clarification, the normal potential full term for an affordable housing TIF District is 26 years. The original \$3.7 million was a 15-year time frame and as he understood it, this was to change from 15 to 18 years and goes up to a funding amount of about \$5.1 million. He noted this is still short of the 26-year full term that could be applied to this development.

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

Etten moved, Strahan seconded, adoption of REDA Resolution No. 90 (Attachment D) entitled, “Resolution Approving Contract for Private Redevelopment with and Awarding the Sale of, and Providing the Form, Terms, Covenants and Directions for the Issuance of its Tax Increment Revenue Note to Roseville Leased Housing Associates II, LLLP” and REDA Resolution No. 91 (Attachment F) entitled, “Resolution Approving Subordination of Contract for Private Redevelopment Between the Roseville Economic Development Authority and Roseville Leased Housing Associates II, LLLP, for the Benefit of U.S. Bank National Association, and Consent to Collateral Assignment of Contract and TIF Note.”

EDA Discussion

Member Etten explained the EDA has looked at this item numerous times. He supported the program overall and that this will allow an averaging percent which means they will be able to address a huge intractable need for housing below fifty percent median income. He hoped this would help the development move forward and also help the community.

Member Strahan believed the same and appreciated they can move to a thirty percent AMI option for seniors. She indicated many of the city’s housing options address different levels of income within the city and it is nice they can provide an opportunity for people to stay within the city at a different level than other housing options offered.

Ayes: 4

Nays: 0

Motion carried.

b. Continue Discussion Regarding a Choose Local Campaign Promoting Small Businesses Post COVID

Housing and Economic Development Program Manager Kelsey provided a brief summary of this request as detailed in the staff report and attachments dated June 7, 2021.

President Roe asked if this was sort of switching gears from more of a shop local to more of a work local approach.

Ms. Bethany Quinn, Golden Shovel explained when they talk about the social media coaching and getting these businesses online, that is important for attracting customers as well as attracting work force. If there is a small business that does not have an online presence, their ability to advertise job hosting and track people to their company, is significantly reduced. That level of support would still be incredibly relevant and useful to the small business community, especially the BIPOC community that does not necessarily have their businesses online as high of a percent as other businesses. She pointed out that is a foundational step with long-term benefits. Right now, the big challenge is workers but that is not going to be the big challenge forever. She explained that having their presence online sets them up with the foundation to then be able to advertise their business services to gain more customers later on. What they did talk about is advertising dollars. Initially, the focus was to try to attract more customers, but they know that a lot of people apply for jobs on social media, especially the younger generation. These generations are applying on platforms they are scrolling through on their social feed so being able to advertise on behalf of Roseville businesses where they know job seekers may be, is definitely advantageous. It creates an opportunity to reach out to an audience that is not necessarily going to Indeed to look for a job. This is an ongoing campaign that will run through the end of the year, which will also create opportunities because staff has done a good job of being responsive to the concerns Council raised and then ongoing conversations with businesses. Because of those responses about meeting workforce, staff has decided to focus its advertising dollars to get people to work for these businesses now. Those conversations are ongoing so if October rolls around and businesses are saying it looks like that need has been met, then the advertising dollars can be directed elsewhere to help the businesses. The focus is helping small businesses.

President Roe thanked Ms. Quinn for the clarification.

Strahan moved, Etten seconded, adoption of REDA Resolution No. 92 (Attachment B) entitled, “Resolution Authorizing Staff to Negotiate and Finalize a Business Support Assistance Program with Golden Shovel Agency.”

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

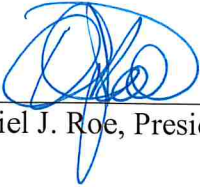
Ayes: 4

Nays: 0

Motion carried.

4. **Adjourn to City Council**

President Roe adjourned the REDA meeting at approximately 9:01 p.m.



Daniel J. Roe, President

ATTEST:



Patrick Trudgeon, Executive Director