



Minutes
Roseville Economic Development Authority (REDA)
City Council Chambers, 2660 Civic Center Drive
Monday, 10, 2021 – 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, Strahan, Etten, Groff and Roe.

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

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

Etten moved, Willmus seconded, approval of the May 10, 2021 Agenda as presented.

Ayes: 5

Nays: 0

Motion carried.

4. Public Comment

5. Business Items

a. Visit Roseville Presentation

Ms. Julie Wearn and Ms. Melissa Fournier from Visit Roseville, gave a presentation to the EDA on the Rose'ingo' program.

President Roe thanked Ms. Wearn for the presentation on the Rose'ingo' and indicated this is part of the local economy that has struggled over the last year, so it seemed to make sense to try getting people back out and into the restaurants as restrictions ease up.

Member Groff stated this is what people need now after this last year. He thought it would be a fun summertime activity.

Member Strahan asked if the City was doing anything to help these businesses have adequate staff to entertain a whole bunch of additional people who might come based on this activity.

Ms. Wearn indicated that has been talked about and with the hotels as well. Staffing is crucial for everyone in the hospitality industry, and they can only hope that more people start going back to work as things start to open up. She indicated everyone is very excited and the businesses all want to participate in this.

b. Consider an Amendment to Contract for Private Development with Edison Apartments, LLC

Housing & Economic Development Program Manager Jeanne Kelsey provided a brief summary of this request as detailed in the staff report and attachments dated May 10, 2021.

President Roe noted the number of units in the different categories did change from earlier in the project and moved towards more affordable units, which was good to see, and a few more units went into the homeless and disabled as well. He noted this is for the second building only, the Phase II.

Ms. Kelsey indicated the grant will cover both Phase I and Phase II.

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. 89 (Attachment E) entitled, “Resolution Approving First Amendment to Contract For Private Development Between The Roseville Economic Development Authority and Edison Apartments, LLC.”

Member Etten thought this made sense and he appreciated the developer finding ways to continue to support this development.

Ayes: 5

Nays: 0

Motion carried.

c. Receive Golden Shovel Marketing Overview and Discuss a Choose Local Campaign Promoting Small Business Post-COVID

Community Development Director Janice Gundlach provided a brief summary of this request as detailed in the staff report and attachments dated May 10, 2021.

Mr. Darren Varley and Ms. Bethany Quin introduced Golden Shovel and gave a presentation to the EDA.

President Roe thanked Mr. Varley and Ms. Quinn for the presentation. He asked if anyone had questions.

Member Willmus asked what kind of metrics Golden Shovel had for other communities that show the nexus between what Golden Shovel is doing and direct results that the businesses would reap.

Ms. Quinn explained this is more of a unique need and based on the pandemic. Their marketing to support small businesses and raise awareness in communities has been more holistic and general in nature. It has not been a specific local campaign and instead has been part of a more broad community effort to market the entire community. They have developed this proposal for Roseville using best practices and elements of what Golden Shovel has done for other communities, but this is a much more narrowly focused campaign.

Mr. Varley explained similar work being done for other clients has just kicked off as well. Actual numbers cannot be given yet because Golden Shovel does not have them yet.

President Roe asked what sort of tracking or metrics are being anticipated to be built into the program, is this more data driven, and is there a methodology built into the plan already.

Ms. Quinn explained there are multiple ways. With the digital campaign, Golden Shovel will have drilled down analytics, as far as how many people are seeing any of the ads, the number and percentage that are clicking through, and being able to track their progress. That is one element, and they are always looking to edit and refine the ads on any platform to make sure Golden Shovel gets the best possible ROI. There are analytics for the micro sites, and they will be able to tell the number of people who are visiting the microsite. In regard to the businesses that are participating, Golden Shovel will be reaching out to them to follow up to see what their impact has been from participating in the campaign.

Member Strahan wondered how dynamic it will be for search capabilities and how categories are set up. She hoped there would be some collaboration between the Roseville Business Council, the Roseville Rotary, and maybe the St. Paul Chamber of Commerce. She was happy to hear Golden Shovel is working with NineNorth because between that and Julie Wearn at Visit Roseville, she was sure there is a lot of duplication of what is being worked on and she would rather have the groups work together than all doing the same work. She hoped the City will see better analytics, but she thought people

needed to know about this. She looked at the Grow Roseville website and saw it on Twitter and the City webpage, but it was not on Facebook, Instagram, Snapchat, or TicTok She knew Golden Shovel had some references on their website for workforce, noting there should be mention of ramseycountymeansbusiness.com and if they could tap into that, it is a free, quick resource.

Mr. Varley reviewed the search categories and ramseycountymeansbusiness.com information with the EDA and explained that ramseycountymeansbusiness.com is a job board and not really an aspect of their campaign. He understood the question and the need to find the workers, but that is not something Golden Shovel is considering.

Ms. Quinn indicated Golden Shovel is always available to help the City find solutions. If this is something that needs to be explored further, then Golden Shovel is happy to do it. They can help with a solution but need to fully understand the scope of what is being requested. As for the collaboration with other organizations, she agreed that collaboration is a critical component of this process and has to be. They would be happy to go to meetings, make a presentation, have conversations, and have everyone come to the table.

Member Etten appreciated one piece of this, he hears and sees from businesses that they need help with their online presence. Helping the businesses with that, getting them on Facebook, not just being there but having what is there, something that will help people know what the business does and if it is successful. This would be great for newer businesses and even businesses that have been around a long time. He asked how Golden Shovel would do direct outreach to BIPOC businesses and what strategies would be used to help connect the businesses

Ms. Quinn explained one fantastic idea City staff has had in these conversations was utilizing an intern on City staff as well to assist with that outreach process. She thought the intern will be a very important piece in this and a great addition to the team to assist with that process.

Ms. Gundlach noted in the RCA City staff has budgeted some funds for an intern and staff envisions the intern to function a lot like the intern the City had for Twin Lakes. This intern would be focused on making those one-on-one connections, driving around the city, and going into individual businesses to try to inform them of this campaign.

Member Groff thought the big picture is that this is definitely needed. He liked the idea of coaching and thought it tied into Member Etten's comment about how to get some of the smaller businesses to use social media by helping them. As far as the BIPOC communities, that is something he would really like to see worked on because traditionally in the past those communities have been left

out of the financing and it has been a struggle for many of those over the decades to get funding. He would like to see that be a focus of this project.

Member Strahan asked if there is a cost for the businesses to participate.

Ms. Quinn indicated there was not a cost for the businesses.

Member Strahan encouraged disability access on the website and maybe something for the intern to note when going to the individual businesses. She thought the HRIEC would welcome the opportunity to at least be advised or to talk with Golden Shovel any time there is discussion about BIPOC work and how more people can be connected.

President Roe noted in terms of Facebook ads and social media, there are local groups where often times people post questions looking for local businesses to help them with something needed. He also noted there is Nextdoor as well with a lot of engagement in the community.

Ms. Gundlach noted the EDA does not need to make a formal decision on this, but staff needs to know if this is a program the City is interested in and should staff keep working on it. She asked if the EDA likes the table in the RCA that outlines the different elements of the program and the cost associated with each of the programs. Once staff gets that feedback, they can finalize things and come back at a future meeting.

Member Willmus explained looking back at his original question, President Roe's interpretation may be a little different than his original question. He thought this may be a new approach at targeting some businesses, but he assumed Golden Shovel has done similar work like this pre-pandemic.

Ms. Quinn indicated Golden Shovel has done elements of this campaign, isolated spread out, bringing everything together like this for a specific purpose is what is unique.

Member Willmus indicated what he would be interested to see from those various pieces, some metrics that Golden Shovel can show their campaign and what the results of the campaign were. He stated they are looking at some significant dollars here and so by understanding the individual components that Golden Shovel has employed in the past, it will allow the EDA to have some sort of predictive of what the collaboration of combining all of those components and what the end result may be for the local business community. He noted that is a piece that he is going to need to have.

Mr. Varley explained at the end of their proposal there are those examples, and he can get the metrics from those.

President Roe asked the EDA if they were at the point where they generally liked what they see and can look at this further. From his perspective, this gets to what the EDA talked about at the last meeting about focusing some of their Recovery Act funds, going forward, specifically towards the BIPOC businesses in the community. It made sense from his perspective to move forward and hone in on it.

Member Etten thought this should be refined and moved forward.

Member Groff concurred.

6. Adjourn

Groff moved, Strahan seconded, adjourning the REDA meeting at approximately 7:17 p.m.

Ayes: 5

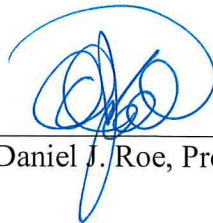
Nays: 0

Motion carried.

ATTEST:



Patrick Trudgeon, Executive Director



Daniel J. Roe, President