

AGENDA
MAPLEWOOD CITY COUNCIL
MANAGER WORKSHOP
5:30 P.M. Monday, October 12, 2015
City Hall, Council Chambers

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. UNFINISHED BUSINESS

None

E. NEW BUSINESS

1. Discussion of Kid City Project and Introduction of Kid City Advisory Committee
2. Work Plan for Environmental and Economic Development Department

F. ADJOURNMENT

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AGENDA REPORT

TO: Melinda Coleman, City Manager

FROM: DuWayne Konewko, Parks & Recreation Director
Audra Robbins, Recreation Manager

SUBJECT: Discussion of Kid City Project and Introduction of Kid City Advisory Committee

DATE: October 12, 2015

Introduction

Maplewood is partnering with Z Puppets Rosenschnoz, led by Shari Aronson and Chris Griffith who are award-winning Minneapolis multidisciplinary artists specializing in innovative, interactive experiences for families and youth. We have received a \$107,960 grant from The Minnesota State Arts Board for this project.

Chris Griffith and Shari Aronson will be present for the discussion and will be delivering a short presentation to council. Members of the Kid City Advisory Committee will also be introduced to Council at this time.

Background

Kid City is a youth-driven public art program that mobilizes kid citizens to work in partnership with artists and the City to revitalize Maplewood. *Kid City* responds to risk factors faced by our youth, many of whom are from Maplewood's fastest growing populations (Latino, East African, Hmong, and Karen), receive free and/or reduced lunches, or are at-risk of dropping out of school.

Kid City will help the entire community re-imagine Maplewood and will kick off with the following:

- **Pop-up Laughter Labs** that bridge communities through the universal act of laughter
- **A Kid Council** that uses improvisation and theatre techniques to dream up solutions to the City's challenges

The initial meeting of the Advisory Committee was September 22 at 6pm at the Maplewood Community Center. The purpose of that meeting was to get further acquainted with each other and the details of the project including the Laughter Labs and the Kid City Council.

Advisory Committee Members

Chris Griffith
Nikki Villavicencio
Gona Khang
Corey Culver
Jessica Huang
Amy Stedman
Audra Robbins
Kathleen Conroy
Tamara Stark
Jennifer Lewis
DuWayne Konewko

Roy Adams
Nora Slawik
Paul Schnell
Kate Whitby
Jose Carbajal
Hassan Askar

The Maplewood Mall has agreed to host various *Kid City Project* events and continue to partner with the City on youth outreach activities and programs including the Youth Development Initiative. Jennifer Lewis, General Manager, Maplewood Mall will also be participating in the Kid City Advisory Committee.

Project Timeline:

September – December

- Z Puppets will get the artist team together
- Identify future outreach events
- First Advisory Committee meeting September 22 at 6:30pm
- Schedule outreach appearances between October and February
- Introduce the Advisory Committee at the October 12 City Council Workshop

March- May

- Afterschool sessions at Carver and Edgerton Community Gyms and the Maplewood Community Center

May

- Kid City Celebration at the Maplewood Community Center on May 14

Recommendation

The discussion regarding *Kid City* and the Advisory Committee is informational only, and no formal action by the council is required.

Attachments

None

MEMORANDUM

TO: Melinda Coleman, City Manager

FROM: Nick Carver, Interim Environmental and Economic Development Director
Michael Martin, AICP, Economic Development Coordinator

DATE: October 7, 2015

SUBJECT: Work Plan for Environmental and Economic Development Department

Introduction

At the October 12, 2015 city council workshop city staff will provide an overview of previous and current efforts regarding housing and economic development in Maplewood. City staff will be looking for direction from the city council on where to direct and focus its efforts regarding these two areas.

Discussion

Attached to this report are the presentation slides that will be used to guide the discussion on October 12. Also attached is a work plan that was developed by the housing and economic development commission and adopted on September 29, 2012.

Housing

At the workshop staff will go through the existing property maintenance ordinances and the city's truth in housing requirements. Staff will also relay its thoughts and suggestions to strengthen these requirements to improve the city's housing stock.

Economic Development

Thus far, the city has largely considered the use of financial incentives on a case-by-case basis. An option would be to keep operating this way and not be tied to self-imposed requirements of any program the city sets up. Or the city could go in the route of establishing revolving loan fund programs to target areas in the city for building or façade improvements. Another potential opportunity for the city is to start working on site assemblage possibilities.

Recommendation

No action required.

Attachments

1. Power Point Presentation
2. Adopted Work Plan



Housing

- Current Maintenance Ordinances
- Are they purposeful?
- Are they effective?
- Do they meet our current needs?
- Should they be revised?



Housing

- No current targets
- Refer some financial issues to the Greater Metropolitan Housing Corporation
- Green Building incentive program



Housing

- Current Truth in Housing Ordinance
- Is it purposeful?
- Is it effective?
- Does it meet the city's current needs?
- Should it be revised?



Economic Development

- EDA is a separate legal authority under state law that studies and analyzes economic development financing matters for the City of Maplewood
- Currently the city is proving business outreach opportunities; site availability and location assistance and development guidance



Economic Development

- Thus far the city has considered business and housing development proposals on a case-by-case basis
 - Use of Tax Increment Financing
 - Other incentive offers utilizing EDA levy funds
- City's Housing and Economic Development Commission's adopted Work Plan identified areas of concentration
 - St. John's Medical Area
 - Gladstone
 - Hwy 36 and English St corridors



Economic Development

- Potential city involvement in site assemblage
 - Possibilities exist within Gladstone neighborhood
- Develop revolving loan programs
 - Building and/or façade improvement loans
 - Loans could be forgiven with benchmarks met or repayment of loans could help further fund program
 - Target areas of city or make program competitive city-wide with HEDC and EDA reviewing applications
- Or continue to consider requests on case-by-case basis



Maplewood Economic Development Commission Economic Development Priorities, Implementation Activities and Timeline

Economic Development Priorities

Redevelopment

The Maplewood Business and Economic Development Commission recommends actively exploring opportunities for redevelopment in three potential areas in 2013. Redevelopment is a multi-year process; the BEDC would lay the foundation by exploring market opportunities, building familiarity with business and property owners in the target areas, and determining the level of city support needed to stimulate new investment.

- **St. John's Hospital Area:** Growth is anticipated in the health care sector. The reuse of Gander Mountain by HealthEast reflects market interest in a location close to St. John's. Ancillary medical office buildings have the potential to generate significant property tax revenue as well as quality employment opportunities. The long term plans of St. John's and market potential for additional health care related development/businesses should be explored.
- **Gladstone (Frost Avenue and English Street):** Historically, this area of the community served as a key commercial node in the community and is considered the original settlement site of Maplewood. However shopping, traffic patterns, retail formats and typical retail parcel sizes have changed, and market forces alone may not be sufficient to stimulate reinvestment.
- **Highway 36 and English Street:** Change is underway in this area with the major reconstruction of Highways 36 and 61 in 2013. This can serve as a stimulus for redevelopment within these key transportation corridors. Underutilized buildings, vacant parcels and redevelopment opportunities exist within this area.

Business Retention

The BEDC recommends that it undertake a business retention effort, with an emphasis on relationship building. Starting in 2013, the focus of retention efforts will be primarily on businesses in potential redevelopment areas. There are approximately 1,000 businesses in the three potential redevelopment areas, distributed as follows.

- St. John's Hospital Area
- Gladstone
- Highway 36 and English Street Corridor

Ideally, visits to redevelopment area businesses will involve one staff member and one volunteer. City staff would be responsible for scheduling and maintaining pertinent information; volunteers can bring a business perspective to the visit and send a strong message that the city cares. A simple interview guide should be developed to make sure that key information is gathered while creating an opportunity to listen to the business and build a relationship. It is estimated that staff capacity allows for approximately 3 visits each month.

In addition, the BEDC recommends that the Mayor or City Manager notify GREATER MSP and Ramsey County that the city would like to be informed of visits in the community, so that it might send a representative of the city as part of delegation on visits to major employers.

Implementation Activities and Timeline

The following implementation strategies and timeline are suggested.

Third Quarter 2012	
	a. Redevelopment areas broadly defined and agreed to by BEDC and EDA.
	b. Funds budgeted for market analysis in early 2013
	c. Business lists developed for redevelopment areas; interview guides developed
Fourth Quarter 2012	
	d. Develop and issue RFQ or RFP for market analysis for the three key market areas with preliminary redevelopment feasibility analysis to help determine the level of city support that may be needed to stimulate investment.
	e. Complete 3 business retention visits; review & refine the process
	f. Send letter to GREATER MSP and Ramsey County requesting that the city be invited to participate in business retention visits to major employers in the community
First Quarter 2013	g. Retain consultant and begin market analysis & preliminary feasibility to determine level of city support needed to stimulate investment
	h. Conduct 9 business retention visits to businesses in the potential redevelopment areas
Second Quarter 2013	i. Consultant completes market analysis and preliminary feasibility; shares results with EDC
	j. Conduct 9 business retention visits to businesses in the potential redevelopment areas
Third Quarter 2013	k. Consider market analysis and preliminary feasibility. Develop a strategy for the potential redevelopment areas. Set priorities and determine the level of city engagement that may be needed to stimulate private investment in revitalization of these areas including the following: <ul style="list-style-type: none"> • Do nothing • ID area only & indicate city is receptive to redevelopment of the area • Create vision or physical concept plan • Conduct environmental review • Purchase property, assemble sites, clean-up sites, provide incentives for redevelopment • Align comp plan, transportation, zoning, design standards, development review process • Create implementation strategy based on market opportunities, catalyst sites, financing tools and funding opportunities • Share with neighbors & partners – e.g. area residents, business owners, Met Council, MnDOT, county, watershed district, others • Market to developers
	l. Review business retention process. Is it meaningful? Does the number of visits per month work well for staff & volunteers? How might it be improved or adjusted? Continue conducting visits based on insights gained from the review process.

Possible Future Activities

The BEDC also considered **strengthening electronic communication** with businesses. Because the city has a business base of more than 1,000 businesses, personalized outreach to all businesses would require a substantial commitment of resources. Electronic communications would allow the city to reach a broader base of businesses and a visitation approach.

One option is to work with the city communications department to build a database over time of e-mail addresses for businesses and develop a newsletter targeted specifically to businesses. As taxpayers, businesses have different concerns and service needs than residents. It could include positive messages about growing businesses in Maplewood and identify specific ways that businesses might access a variety of city services (e.g. expansion assistance, fire safety, employee participation in park and recreation opportunities, etc.). A business oriented newsletter would ideally be distributed 2-4 times per year.

Another option is to conduct annual or semi-annual **business events**, sponsored by the city, to which businesses are invited. Approaches such as a Mayor's Breakfast, luncheon speakers or events that feature city facilities such as parks or the community center provide an opportunity for relationship building with businesses.