

HOUSING AND REDEVELOPMENT AUTHORITY OF THE CITY OF SAINT PAUL, MINNESOTA

REPORT TO THE COMMISSIONERS

DATE: APRIL 25, 2012

**REGARDING: APPROVAL AND AUTHORIZATION OF AGREEMENTS ASSOCIATED WITH
CENTRAL CORRIDOR BUSINESS MARKETING PROGRAM**

Requested Board Action

Approve Resolution:

- Approving and Authorizing Execution of Joint Exercise of Powers Agreement with Metropolitan Council for Business Marketing Program Associated with the Central Corridor Light Rail Transit Project Construction
- Approving and Authorizing Execution of Joint Exercise of Powers Agreement with City of Minneapolis
- Approving and Authorizing Execution of Agreement with Mod & Company, LLC
- Amending the Budget

Background

The Metropolitan Council (“Met Council”), in response to widespread concerns about the impact of construction of the Central Corridor Light Rail Transit project on adjoining businesses, allocated \$1.2 million in project funds for a corridor-wide marketing program to increase public awareness of the diversity of businesses in the corridor, increase customer traffic and reduce business losses during construction. The Met Council issued a Request for Proposals for business marketing consultant services on October 12, 2011 and, with the participation of Saint Paul HRA staff on the selection committee, selected Mod & Company, LLC. Because the Met Council does not have the statutory authorization to undertake economic development programs, Saint Paul HRA has been asked to enter into a Joint Exercise of Powers Agreement through which it can administer a professional services contract with Mod & Co with Met Council funds. The HRA has further been asked to enter into a Joint Exercise of Powers Agreement with the City of Minneapolis so that marketing services can be delivered within the Minneapolis portion of the Central Corridor. The Met Council is proposing to compensate the HRA \$2,000/month for 24 months for its administrative services.

Budget Action

Budget amendment to Fund 103 accepting up to \$1.2M from Metropolitan Council for a Business Marketing Program as detailed in Attachment A.

Future Action

No future action by the HRA Board is anticipated.

Financing Structure – N/A**PED Credit Committee Review –N/A****Compliance**

There will be no DBE goal for the HRA with respect to the administrative activities provided for in the Joint Exercise of Powers Agreement. Mod & Co, however, will be subject to a federal DBE goal. The Met Council will work with the HRA to ensure that those requirements are fulfilled.

Green/Sustainable Development

This project will not involve any construction.

Environmental Impact Disclosure – N/A**Historic Preservation – N/A****Public Purpose/Comprehensive Plan Conformance**

The Central Corridor Development Strategy includes recommendations related to 21 community building strategies. Among them is a Construction Mitigation Strategy (#19) that calls for a Marketing and Information Campaign that emphasizes that the Corridor is “Open for Business.”

Recommendation:

The Executive Director recommends adoption of the attached Resolution.

Sponsored by: Commissioner Stark

Staff: Nancy Homans

Attachments

- **Attachment A -- Resolution**