

Chair Beyer called the June 28, 2011 HRA meeting to order at 5:30 p.m. in the council chambers of city hall.

### **Attendance**

The following members were present: Beyer, Graner, Hafften, Martinson and Wenz. Absent: none. Also in attendance was: Economic Development Consultant Joanne Foust of Municipal Group and Executive Director Carswell.

### **Approve Minutes/March 22, 2011**

Motion was made by Graner seconded by Hafften to approve the minutes of March 22, 2011.

MOTION CARRIED-VOTING IN FAVOR: BEYER, GRANER, HAFFTEN, MARTINSON AND WENZ.

### **Financial report**

The financial report as of June 9, 2011 was reviewed. The fund balance year to date is \$95,863.18.

Motion was made by Graner, seconded by Hafften to approve the financial report.

MOTION CARRIED-VOTING IN FAVOR: BEYER, HAFFTEN, MARTINSON AND WENZ.

### **Senior Housing Market Study Presentation**

Matt Mullen from Maxfield Research Inc. was present a draft of a Comprehensive Senior Housing needs Analysis for Rockford. Mr. Mullen defined the market area as: the City of Rockford, Rockford Township and Greenfield. Mullen reviewed the demographics of the market area and the City of Rockford accounted for 70% of the growth. Older adult and senior population is broken down into three categories which range in age from 55 to 64, then 65 to 74 and 75+ years of age. The largest of these populations in the PMS is the 55-64 categories with 658 as of the 2010 census. The median senior household income in the PMA is \$61,659 and 80% of the seniors in Rockford own their own homes.

Median home sales peaked in 2006 and values have gone down which in turn leaves less equity for seniors when they sell their homes.

Senior housing products discussed include the following:

- independent living or congregate care which could mean little services maybe one meal per day,
- assisted living includes full services such as meals, transportation
- Memory care.

Nursing facilities are not considered as senior housing product and have not grown recently as senior housing is more popular.

Comparisons in town – Rockford Manor subsidized apartments 100% occupied. Demand for all senior product types – active adult demand is the highest. Coops are popular each person purchases a share and is more affordable and have a limited equity value but no demand in Rockford for this now.

Three recommendations for the city to pursue in regards to senior housing include:

- Elevator addition for Rockford Manor -2011+
- Assisted living and memory care facility (20-24 units)- 2011-2015
- Active adult rental (30 units) -2015+

Mayor Beyer asked why a recommendation for more subsidized housing is not considered a need since the Rockford Manor is full and has a waiting list. Mullen stated that the income for our senior population is too high and they would not qualify for this type of housing. Beyer asked how many were on the waiting list and Mullen did not know but stated that financing a subsidized housing project is more difficult now and added that the HRA would have to be active in pursuing this type of senior housing.

Service enhanced housing concept includes: 50% studio units at 475 square foot with a monthly rent of \$2700-\$2800 and 50% one bedroom units up to 650 square foot with a month rent of \$2900-\$3050.

Potential sites included in the study included: The Meadows of Rockford poses a good opportunity but has accessibility problems and visibility but could work for cottage style one level. Thinks the existing residents may oppose a two story multi unit product. The other site on County Road 20 is not walkable and not a good site for active senior housing. The downtown site on Mechanic Street has flood plain issues but could work and is walkable for active seniors. The Lund's site on Highway 55 and county Road 50 although it is a commercial site could work well as it is walkable to downtown but noted the price of the land may be higher due to its location.

The Blaine Jones site on the west side of Hwy 55 is not a good site and Mullen said it is not a walkable site and would be at the bottom of the list for potential senior housing. Beyer asked about the best location in Rockford and Mullen stated that downtown would be best as it is walkable and brings more activity but redevelopment is more expensive so the city would have to pitch in more money to make it cash flow.

The mayor still wants subsidized housing for the seniors ages 60-75.

In conclusion Mr. Mullen noted that many seniors would rather stay in their home and use home health care for their needs since most of the time they have no mortgage payments so it is affordable.

Staff will work with developers using the study to find developer's for a project. A final draft will be presented including the additional potential senior housing sites.

**Resident Survey Results**

Jo reviewed the results of the survey in a memo to council. The survey had new and old residents. 64% commute to 16-25 miles to work each day.

Household income was high.

Business desired most wanted was a grocer and second was a sit down family restaurant, then fast food, pharmacy Delano.

Where do you shop – Buffalo, Plymouth and Delano.

When do resident grocery shop - weekends or evenings.

Top grocers noted in survey include – Coborn's, Super Valu, Trader Joe's and Aldi.

Priority for HRA continue offering no interest loans to businesses.

Where should city focus efforts-assist business, recruit commercial business and manufacturing.

Joanne suggested the HRA prepare a summary for residents and thank them for their participation in the survey. The HRA discussed that we need to do a better job of informing our residents about what we are doing and that we are marketing the city for a grocer and retail conveniences.

**Building Better Business B-3 Update**

Joanne updated the HRA that the city did receive a \$2500 grant from the Initiative Foundation for this program and have used it for:

SCORE- Bill Richardson has met with 13 business owners.

Design and Revive- tow businesses have signed on for this program. The HRA received a Valspar Grant for a mural on the ABC Lettering building.

**Marketing Video**

Staff has put together an outline for a marketing video and is seeking further input from the HRA. This will be discussed at our next meeting on July 26<sup>th</sup>.

**Region 7W CEDS Projects**

The East Central Regional Development Commission is working with Region 7W which includes Benton, Sherburne, Stearns and Wright County to study the establishment of a federal economic development district for the four counties. Reestablishing an EDA present in Region 7W is intended to help businesses and communities and aid in creating and retaining jobs. The last EDD in Minnesota was approved 20 years ago. An interim CEDS committee has recently been appointed and Joanne Foust is a member.

As part of the process of the Central MN Region 7W comprehensive Economic Development Strategy (2011-2015 Plan) was adopted. Cities are asked to submit economic development projects they would like considered for possible federal grants. Examples of a few that cities already submitted include:

**Delano** – NW Industrial Park, Incubator project, downtown revitalization and Highway 12 renovation.

**Howard Lake**- eastside water main extension for commercial expansion, Westside Industrial Park, and Utilities to industrial park.

**Annandale-** Water tower for commercial/industrial development, lift station, and water main looping.

Joanne submitted a list of projects that the Rockford HRA could submit. These projects will be listed in the city's CIP and then submitted to the committee for possible funding.

### **Visioning/Strategic Planning Session**

Staff is recommending a visioning/strategic planning session be scheduled to discuss our marketing strategy in going forward. This meeting is scheduled for July 26, 2011 at 6:00 p.m.

### **Marketing Video**

Due to time constraints this discussion will resume at a special meeting on July 26<sup>th</sup> at 6 p.m. and invite Mark Davis the video production person and Joanne Foust to discuss the contents of our marketing video.

### **Redevelopment Site – Cozy Rest No Interest Deferred Loan**

Due to time constraints this was tabled to a city council meeting preceding the HRA meeting.

### **TIF Provisions in Omnibus Technical Tax Bill**

Staff provided information on the extension of the TIF laws to assist in development and redevelopment projects.

### **Grant Programs**

Staff provided information about grant programs they have been researching for projects.

### **Economic Development Report**

Joanne Foust presented her quarterly report including the following: chamber development meetings, business development/grocer update, grants obtained, B-3 program update, marketing available sites and potential senior housing project.

### **Adjourn**

Motion to adjourn was made by Martinson, seconded by Wenz.

Chair Beyer adjourned the meeting at 7:00 p.m.

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Mike Beyer, Chair

Attest:

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Nancy Carswell, Executive Director