

**INVER GROVE HEIGHTS CITY COUNCIL WORK SESSION
MONDAY, MARCH 2, 2020. 6:00 PM - 8150 BARBARA AVENUE**

A. CALL TO ORDER: The City Council of Inver Grove Heights met in Work Session on Monday, March 2, 2020, in the City Council Chambers. Mayor George Tourville called the meeting to order at 6:00 p.m. The Pledge of Allegiance was recited.

Roll Call: Present were Mayor Tourville; Council Members Piekarski Krech, Perry, Bartholomew, and Dietrich. Staff: City Administrator Joe Lynch, City Attorney Tim Kuntz, Public Works Director Scott Thureen, Community Development Director Heather Rand, Communications Manager Amy Looze, Parks and Recreation Director Eric Carlson.

5) Noise Wall Discussion:

Public Works Director Scott Thureen discussed a part of the project to expand 70th Street from two lanes to four lanes from Highway 52 to Highway 3, and the realignment of Argenta Trail. Due to Federal funding, the process involves looking into the impacts of noise with the project. He stated sound testing is done along the entire length of the project and the County has identified segments where walls need to be considered. Both roads would have trails on either side. A trail is considered a park and needs to be on the backside of the wall. The owner of the trail, Dakota County, has votes as they are adjacent to the wall itself. Additional properties, due to decibel levels, have a lesser vote. He stated benefitted receptors were identified along the project corridors. Letters went out to all, including the city.

He stated things have changed going from four votes to two votes and two trail segments, for a total of six points. Under discussion is the wall segment between realigned Argenta Trail and Archer Trail. He referenced a map of all benefitted receptors and trails stating there would be an underpass. The trail currently stops on the north and south side. That involves the two votes. He stated when looking at the total number of receptors and votes, the County has the majority of votes. He stated he was not at the neighborhood meeting on February 25th, but City Engineer Tom Kaldunski was. There were 50 people in attendance. He stated he spoke with County Staff regarding input from residents, the majority of people don't want a wall. Homes were purchased because they liked the rolling vistas and feel the wall would spoil that for them.

He stated one area they thought would be interested in the wall was the Blackstone Ponds townhomes because they are closer and have a larger number of votes. The comments from people there were that they did not care for a wall on the north side. He stated that votes will be tallied after March 5th or 11th. The cost for the walls is considered an add-on and was not included, so any wall that ends approved via vote is an additional cost to the project. He stated funding would be between Legislative Bonding for \$6.1 million, the balance of the estimate cost would be \$8.3 million dollars using Municipal State Aid. Adding on wall projects would result in looking elsewhere for additional funds.

Public Works Director Thureen stated his recommendation was if they are going to vote, to vote no. Based on what was heard at the meeting there wasn't a great deal of interest in walls. He stated there are six segments identified along the project, five of the six would not have been eligible if the trail were not there. Residents alone with no trail would not have met criteria. He stated that all six segments will be voted on.

Mayor Tourville asked if the criteria is only on State, Federal, or County roads if Federal money was involved. Public Works Director Thureen responded if applying for Federal money on a project they would have to go through this process. Mayor Tourville asked if they have to vote. Public Works Director Thureen responded they do not have to vote, they can abstain, then it shifts the percentage between the rest of the parties. Mayor Tourville asked how many votes the County has. Public Works Director Thureen responded he didn't know the

exact total, but estimated they had a percentage of over 53% of the votes. Mayor Tourville asked if the County's position came out. Public Works Director Thureen responded he assumed they were against the wall based on the cost share. The estimated cost would be \$1.27 million with the County paying 75% and the city 25% equaling approximately \$317,000. Councilmember Piekarski Krech asked what type of wall, if they were to take homes, and how far away from the road the wall would have to be. Public Works Director Thureen responded the wall would fit in the existing right of way and was unaware of how far off the road the wall would need to be. They would need room for snow storage. The right of way is 150 feet total.

City Administrator Lynch asked if not voting counted as a "yes" vote. Public Works Director Thureen responded no.

Councilmember Perry asked if a wall wasn't built and years from now residents complain it's too loud, what would happen if they ask for a wall. Public Works Director Thureen responded there are two different types of programs, Federal, which is what this one is, and MnDOT's Stand Alone Program. Once development goes in and people are concerned about noise, they would make the request, MnDOT does the analysis, it is ranked among others who have also made requests. Councilmember Perry stated residents in the area should be made aware of this. Public Works Director Thureen responded they don't like the idea of a trail behind the wall, the wall is 20 feet tall.

Mayor Tourville asked if there was a County Road in Dakota County with a wall. Public Works Director Thureen responded Cedar Avenue in Apple Valley. Most sound walls are along State Highways or Interstates.

City Attorney Kuntz asked if they vote by segment or vote total package. Public Works Director Thureen responded it was by segment. Councilmember Piekarski Krech asked if they had any votes on the north side. Public Works Thureen responded no. She suggested voting no on the south side. Mayor Tourville stated they didn't have any money to pay for it, he would rather pay for a street in the city.

Public Works Director stated the Standalone program only gets so much money each year. He commented that our highest ranked segment was 116. The process changed two years ago, each year you can apply and see where you fall.

Councilmember Bartholomew asked if the memo referenced was the same as the one via email. Public Works Director Thureen responded it was the same memo. Councilmember Bartholomew stated he saw no need to vote yes on this. The bigger concern would be on the north side. Councilmember Piekarski Krech stated if they did have the money, aesthetically it would be really ugly.

Mayor Tourville asked the Council if they were all in agreement to say no. All Councilmembers agreed to say no.

Public Works Director Thureen suggested they receive the memo with ballot. Mayor Tourville asked if this item should be placed on a regular Agenda to vote. City Attorney Kuntz responded it should be voted on at a regular meeting. Councilmember Piekarski Krech suggested putting it on the Consent Agenda. City Attorney Kuntz stated placing the item on the Consent Agenda would be a Resolution directing no.

1) Communications Plan:

City Administrator Lynch stated in 2018 the City authorized and budgeted for a Communications Manager position and created a Communications Division as part of the Administration Department. Tasks of the division was to craft a Communications Plan for the City. He stated this item will be placed on a regular Agenda in the future to be presented and adopted. This covers a Communications Plan for the City from 2020 to 2024.

Amy Looze, Communications Manager, stated she is new to the position. When she first came on board, she did a thorough needs analysis to determine what was needed within communications. This plan is the first of its kind for the city. She discussed an overview of the Communications Plan as follows:

Approach:

- Spoke with Department Heads - Needs
- Met with Council Members - Expectations
- Reached out to other Cities - Best Practices
- Drew upon her own knowledge and experience and identified the need for a comprehensive plan and vision for communications.

The vision for the department would be to support and enhance the Cities Vision as follows:

- Positioning the City as a place you want to be because of all that we offer.
- Defining a City brand that builds pride and unity and attracts others to our community.
- Creating revenue opportunities for the City through increased investment and engagement in City activities.

Plan Objectives:

- List all communications resources and channels and define how they are utilized.
- Describe standard operating procedures, systems, and guidelines for communications.
- Propose an approach to design, social media management, branding, and messaging strategy.
- Define communications strategies and key messages.
- Explore communications challenges and how we will approach them.
- Simplicity, standardization, and transparency as guiding principles.

Mayor Tourville stated there are a few words that are different from what the Councilmembers received in their packets and asked which was current. Communications Manager Looze responded she had not made any changes to the plan the Council received last week. Mayor Tourville stated under their copies, Plan Objectives: Audit Current Communications, her version says List. She responded that she uses the term List and Audit synonymously. She commented she reviewed other City Communications Plans to prepare and Burnsville, for example, did an audit of all communications channels.

Communications Manager Looze discussed how Communications Serve the City:

- Communications Leadership: Examples would be talking with the Pioneer Press, coming up with new ideas for social media, overhauling city-wide publications, positioning herself as a resource for departments in regard to communications, helping as a resource for publicizing events, meetings, and initiatives.

Councilmember Bartholomew asked what type of discussions were had with the Pioneer Press. Communications Manager Looze responded that she reached out to Nick Ferraro's Editor about some of the factual inconsistencies in the article about the STOR Facility.

- Design and Social Media Management: The rollout of a platform called Hootsuite, a comprehensive means of managing social media across channels. Every department has access. Proposing new letterhead and business card templates for the City.
- Marketing: Branding, promotion, and advertising needs. The focus is on finding and using consistent design elements in all promotion materials. Specifically, the VMCC.
- Community Engagement and Education: Focus on relationship management, City calendar of events, information and key messages to the public about the value of our City and services. Examples of this so far include: Networking with area Cities, setting up a City calendar, working with the Community Development Department, working with the River Heights Chamber, creating a handout around the housing fees for the Minnesota Legislative Council. She stated she is also adding useful information on

the website and using that information on social media to establish themselves as a reliable source. One example would be working with the Police Department to write an FAQ about Animals within the City. That information would be put on social media and neighborhood chat.

Councilmember Bartholomew asked if Hootsuite was inhouse or a purchased item, what the cost was, if it was a long-term contract, and if other Cities were using it. Communications Manager Looze responded it was purchased out of the IT Budget as a social media management tool. The cost is broken down by license. She stated she would verify the cost for the Council but felt it was roughly \$400.00 per month. She stated the tool has been around for a while and is an industry standard for social media management. Other cities are using it. She stated there are free versions, but there was a need for an enterprise solution here.

Councilmember Perry asked if other platforms were looked into. Communications Manager Looze responded she did look into others. Hootsuite was one she used before, was familiar with, and knew it did what was needed here.

Communications Manager Looze discussed the first section of the plan that involves a List of all Communication Channels such as:

- Print
- Email
- Website
- Social Media
- Advertising and Marketing
- Customer-facing messages (including person to person)
- Signs (new sign at the VMCC)
- Press and Media, including Town Square TV
- Events

5 Goals Outlined in the Communications Plan:

Goal 1. Establish standard procedures for communications.

Building as much infrastructure as she could around supporting communications. There is a high volume of marketing and communications requests. She stated currently there is one email address: Communications@invergroveheights.org, that all departments can use to reach communications. She hopes to automate it similarly to how the IT Department works. She stated communications automatically creates a poster, flyer, Facebook post, and VMCC sign element for every class, event, and program, over at the VMCC. Staff can request other strategies be added.

Goal 2. Establish more robust social media standards and best practices.

Focuses on increasing our engagement on social media more effectively and decreasing the risk that goes along with interaction via social media. An example of increased engagement: Snowplowing within the City and the introduction of the "In the Snow" Facebook campaign. This gives tips about how to make snowplowing more effective, and updates about when the plows go out.

She stated there was also a Valentine's exchange between West St. Paul and Inver Grove Heights.

She stated that engagement is all about providing valuable information to residents and reinforcing it. Using it as a means to create community and reach out to our neighbors through Social Media.

Decreasing the risk: Scheduling posts in advance mitigates risk. She stated of the biggest risks is if one of the Facebook pages gets hacked. She trained with the Police Sergeants, via Hootsuite, all Sergeants are notified if there is a post made to one of the Police Facebook or Twitter pages so they can see what the post is and pull it down quickly if it shouldn't be out there.

Councilmember Perry asked if there was a schedule for how often passwords are changed. Communications Manager Looze responded she has been speaking with Technology Manager Marc Gade about this to make sure there is two factor authentication for logging in, especially within the Police Department as many have access to that page. She stated she would follow up on this item further so she can discuss additionally with Marc.

Communications Manager Looze discussed strategies for Social Media:

- Best practices while posting on behalf of the City. How to make posts more effective using tagging, optimizing time posted, use of Hashtags, and response to users' comments.
- Standardizing Facebook Third-Party Content Policy.
- Setting parameters around how and what we post.
- Social Media engagement strategies. Gaining likes, tracking what contact is most relative and engaging, capitalizing on that, being responsive via Messenger, and planning and coordinating Social Media.

She stated that she has been working with Assistant City Attorney Bridget McCauley Nason to update the Social Media Policy. This will be discussed further at another time.

Goal 3. Define and grow the Inver Grove Heights Brand.

She stated when she started with the City, she noticed there are a lot of different business cards and letterhead. It doesn't project professionalism and reliability; they can do a better job of representing. One logo translates to reliability, trustworthiness, and consistency which translates to the work done with and for the community. She suggested branding the shopping districts, like Arbor Pointe, to draw more attention and revenue to those areas.

Councilmember Piekarski Krech asked if the City brands those or if it would be the private sector.

Communications Manager Looze responded it could be a partnership. She stated she has been discussing this with Community Development Director Rand.

Communications Manager Looze discussed the first part of strategies around growing the City brand as follows:

Establishing Brand Standardization:

- Style Guide (consistent font, colors, and logos).
- Consistent business card and letterhead templates for each department: Economies of scale in ordering materials. She stated she is in the process of setting some templates for design and rolling out a system called Canva, which is a graphic design function. This is not difficult or expensive to do.
- Consistent design elements for promotional materials so that people identify events and activities clearly as City-related.
- The use of one system for designing promotional materials across all departments, so that we are coordinating and sharing information. She stated she is in the process of seeking one vendor for all business cards and letterhead. If one company owns that process, it ensures the same paper stock, colors, font, and gives a scale. She stated that combining the "Scoop" publication into the Summer Parks and Recreation Brochure is saving the City close to \$20,000 this year.

Councilmember Piekarski Krech asked if the same audiences would be reached this way. Communications Manager Looze responded it would be a bigger audience. There is a call out on the cover of the summer brochure for a broader reach. Councilmember Piekarski Krech asked how a vendor was determined.

Communications Manager Looze responded they may have to go through an RFP (Request for Proposal) process. She stated she would need to get an idea of what the quantities are that each department orders and determine the process from there.

Communications Manager Looze discussed a Logo Refresh:

- The new proposed logo would be a part of the plan.

- A logo that translates outside of the immediate area. She stated the current logo says "IGH". Attracting a new business or residents from outside the area may not know what IGH is. Incorporating the name, Inver Grove Heights, into the logo builds recognizability.
- Addressing and fixing the "wave" scalloped edge which sometimes transfers differently on different mediums. Changing it to have an association with the water and proximity to the Mississippi River. This would include hard signage at the VMCC. The use of a blue color replicates the water waves of the River. She stated there would be no additional costs with re-branding. They would be using the new logo as things need to be re-ordered, such as a vehicle or letterhead.

Councilmember Bartholomew asked when they would be proposing the new logo. Communications Manager Looze responded it was in the plan, department heads had feedback and chose one they liked. She wanted the Council to add their thoughts. City Administrator Lynch stated this would likely be 2021 replacements as 2020 pieces of equipment have already been ordered. Letterhead and business cards will be after the adoption of this plan, when there is a need to reorder, and could be at the end of March or in April.

Councilmember Bartholomew commented that approving this plan changes the logo. He stated the Council should have a consensus on changing the logo. Councilmember Piekarski Krech stated the last time they discussed changing the logo it was still not done five years later. Councilmember Perry asked if they could vote on the plan and exclude the logo. Mayor Tourville agreed separating the logo from the plan may be the better option. He stated discussion of the logo needs to be had apart from the plan.

Goal 4. Identify and begin to use clear, cohesive, proactive key messages that stem from our core values. This focuses on proactively influencing the narrative as a City from outside and inside. Strategies to support this include:

- Website overhaul: There is a lot of redundancy on the website and outdated information that needs to be cleared up.

Councilmember Piekarski Krech stated there a lot of links that do not work. Communications Manager Looze responded that is an item she would be addressing. Google Analytics were done to determine what pages people look at.

- Social Media Management to coordinate messages.
- City calendar of events and an editorial calendar. The editorial calendar states what they would be talking about and when.
- Defining our audience and key messages.

Communications Manager Looze discussed Key Messages stating it is an integral part of the strategy to attract interest to the area, continuing to build trust and reliability with residents and potential investors in the community. The guiding principles should be that everything we do is tied to the core values as follows:

- Excellence - Inver Grove Heights is a place you want to be because we set high standards and exceed expectations. Asking what kind of stories, we want to tell around excellence. It could be our award-winning financial management and the excellent and amazing VMCC.
- Engagement - We are all in this together, so we work with residents to deliver collaborative results. Examples would be Inspectors working closely with new businesses, the Public Works Department being transparent and as responsive as possible to our maintenance needs and drawing Entrepreneurs into our City.
- Ethics - We want the best for our community, so we make decisions based on doing the right thing. For example, welcoming diversity into our community.

Goal 5. Identify potential communications challenges and begin to plan a coordinated, proactive approach to managing these. Identifying these within the plan involve:

- Identifying challenges. Identify what communications challenges they have coming up in the next year or two. Asking what kind of messages, they want to get out about challenges that are arising within the community.

Councilmember Bartholomew asked if current challenges have been determined. He stated he was thinking baseline communications, for example, two residents did not know they had a stormwater bill. He commented he has noticed disconnects and wanted to be sure we do not lose sight of those. Communications Manager Looze responded she has begun the process of identifying communication challenges. She stated the development on Cahill may be a communications challenge within the next year. She responded the billing issue is about education. She stated she is hoping to expand on the input and feedback they are receiving from the community. She stated she is looking at overhauling the City Survey, ways they get feedback on the website, and putting more content on the website to educate and get people involved. She commented it was about creating more educational opportunities for residents, so they know what is being done in the community.

Mayor Tourville stated a lot of people would rather look for answers before they call. For example, the stormwater bill. If someone moves to Inver Grove Heights from a City that doesn't have stormwater billing, there is no mechanism to inform them beforehand. He stated they have said they tried to find out, but nobody seemed to know. He suggested being able to bring up stormwater billing and have it state that it happens at this time, what the bill is for, how much it's for, and how being in different parts of town affect billing. Communications Manager Looze responded she understood and stated they need to better their search functionality on the website. She stated some of it is bound to CivicPlus and what they provide as a platform. She stated she could discuss better search functionality with CivicPlus.

Communications Manager Looze stated she met with Assistant City Engineer Steve Dodge and his team about the annual stormwater meeting. She stated they are coming up with different methods of outreach to involve others more, it will be publicized. Councilmember Piekarski Krech stated the annual meeting is different than stormwater fees. Communications Manager Looze responded she thought there would be an educational component to it. Councilmember Bartholomew stated with stormwater, the challenge is there are a dozen things they could list that is having a disconnect with the public. Communications Manager Looze stated she would be interested in meeting with Councilmember Bartholomew to discuss his concerns further. He agreed.

Councilmember Perry suggested pushing out the educational portion of stormwater or the dog license/leash information once a year, on a semi regular basis, on Social Media or every three years on Insights as a refresher, and for new residents. Communications Manager Looze agreed.

Communications Manager Looze continued with Goal 5 and Planning for Communications Challenges stating:

- Planning for reputational crises. For example, the City is accused of wrongdoing. How to be proactive around the messaging.
- Getting tools in place. Asking the questions such as, do we have a holding statement, a press release template, and systems on how to hold a press conference and who is in charge.

She stated the plan is a journey, the document will evolve as needs change and we grow as a city. She stated she hopes beginning now, they will be purposeful in communications and use this plan as a guide to point us in the right direction.

Councilmember Bartholomew referenced Page 16 of the draft, Standardization of Facebook Usage, and stated under "seeking legal clarification", one item is highlighted. He asked what the issue was. Communications Manager Looze responded that it currently says on the Police Department page that Chiefs can block individuals from posting on Facebook. Legal Counsel has advised not blocking anyone ever because it is a First Amendment Infringement. She stated because we have created a limited public forum on the Facebook page is essentially the

same as not allowing someone into a Council meeting. There are some problematic users and would need to be done on a case by case basis. Mayor Tourville suggested finding out and commented that other cities have had people post things on Facebook that are illegal. He stated he didn't want to be accommodating to anybody and everything if they are doing illegal things. Communications Manager Looze responded that the Assistant City Attorney will be speaking more about this, but the recommendation is to delete comments instead of blocking anyone. There may be situational issues where maybe they would want to block someone. They need to be systematic, thoughtful, and document it when it's done as there have been lawsuits in other States from being blocked on Facebook pages.

Mayor Tourville suggested having a discussion with the League of Minnesota Cities about policies and procedures. Communications Manager Looze responded she has spoken to them and had a lengthy conversation with the Social Media Manager there. She stated she felt they were closely aligned with what they recommend. Some of the newest recommendations are already included in the plan.

Communications Manager Looze referenced another item seeking legal clarification, the "is off subject or out of context", which is a hot button issue because it's nebulous. Councilmember Bartholomew asked why they would want to be involved in third party content. He asked if there were any cities that state as policy, they do not allow third party content. Communications Manager Looze responded she was unsure how they could do that without infringing upon First Amendment rights. The Facebook pages already exist, it could be a problem limiting third parties from commenting in a limited public forum. Mayor Tourville stated we are a Municipality, there could be other information surrounding that. He suggested following the League as they are the insurance carrier and doing what they suggest. Communications Manager Looze responded she would like the Assistant City Attorney to weigh in on this. People tend to sue over being blocked, because it is a judgement call, out of context or not, and choosing to delete something.

Councilmember Piekarski Krech asked about photo releases. For example, taking a photo of a child playing on the playground and putting it on Facebook. Communications Manager Looze responded information about that is in the plan and states anytime you are photographing a minor, you want to get parental permission. She quoted Page 15, stating "Do not accompany a picture of a minor with their full name without permission of a parent or guardian, if you do not have permission use the first name only. You may include names with a group photo only if the average reader cannot easily match names to faces". She stated this is evolving. Facebook can match a face to a name due to facial recognition. She stated the assumption is that it is public, you are at a public event. She stated as a best practice for Social Media, don't have someone's address appear if you are taking a picture in the front yard, or have a license plate visible.

Councilmember Perry asked about Page 17, under the creation or deletion of accounts or pages, and stated it says, "no social media account representing or associated with the City shall be deleted without approval of the Communications Manager". She suggested having a secondary person, such as the Council or Administrator. Communications Manager Looze agreed. She didn't want anyone unilaterally deleting one of the city Facebook pages without herself, or someone else weighing in.

Mayor Tourville stated Facebook Administrators should always try to respond to Facebook questions within a certain amount of time. He suggested this be addressed further as a city, such as who should be answering the questions being asked. Councilmember Piekarski Krech stated on Page 17 there is also Facebook Messenger. Mayor Tourville questioned if this would be directed to one platform and stated this plan would have to be updated every year. Communications Manager Looze asked who the Council saw as being the best person to answer questions. Mayor Tourville responded it could be the department heads. The problem would be to say there would be a response to a Facebook question within 72 hours. City Administrator Lynch responded the

easiest answer would be to give a response so that people don't sit and wait. They could come up with a generic response that says it includes policy and budget decisions, someone else would get back to them with a more detailed explanation, or to contact the City at a specified email address. Communications Manager Looze responded 72 hours was the goal for direct messages, sometimes comments are different. She agreed with the City Administrators suggestion of having a standard message, internally there should be a system for escalation. She stated if there is a hot button issue in Facebook comments, thank them for the comment, and take some of the discussion offline. She stated one example from the Parks and Recreation Facebook page had a comment about someone who felt they were discriminated against at the VMCC. Her public response was that they want everyone to feel welcome and would have the Parks Director follow up directly. She asked that they provide an email address and provided them with the general communications email.

Councilmember Piekarski Krech asked if they should state answer or reply. Councilmember Perry suggested respond. Mayor Tourville suggested wording say "should attempt to answer questions with the goal of responding". He also agreed with trying to take the conversation offline. Councilmember Piekarski Krech suggested it say, "a response within so many hours". Communications Manager Looze commented if promising a response, we are automatically making good on that because when people direct message, they get an automatic response from any of the pages.

Councilmember Dietrich stated she appreciated the in-depth research that went into this document. Communications Manager Looze responded she tried to make it as tangible as possible to measure success. She stated if effectively communicating the value of staff, services, and all the city has to offer it will play out positively within the community.

City Administrator Lynch summarized what the Council was requesting as follows:

- Further information will be returning to the Council.
- Cost information will be given to Councilmember Bartholomew.
- Two factor authentication information will be given to Councilmember Perry.
- The logo and design will be a separate conversation. It will be left off the plan for now and brought back for a separate discussion.
- The secondary source on approval for the site, the policy, funding, and response will be put together in a memo and given to the Council soon.

He stated this would be back to the Council for consideration at a future City Council meeting for adoption, less the logo. Communications Manager Looze commented they could do a two-color variation of the logo for consideration, and other iterations as well. Mayor Tourville stated he had no problem looking at options.

2) Parks Master Plan:

Parks and Recreation Director Eric Carlson discussed updating the Comprehensive Park Plan stating it was last adopted by the City in 2009. They would like to engage the public in the process to find out what is wanted out of the park and trail system. To accomplish this there will be an online Survey Monkey Survey, a social pinpoint site, meeting with different user groups, and visiting every park in the system and allowing residents to meet staff there. He stated this would be to gain information and feedback about what people like, don't like, and what they feel is missing from the system. Information would be gathered and turned into a vision for what the park system would be in the future and turned into a plan to know what to accomplish within the parks system in the next five to ten years. He stated they are beginning to advertise and market this, it will be in the next Insights issue, and the Park and Recreation brochure, that points people to the website for more information.

Councilmember Bartholomew commented about the logo used on the memo and stated he has not seen it before and that it took him awhile to figure out what it was. Parks and Recreation Director Carlson responded it is brand new and supposed to represent the Rock Island Swing Bridge.

Councilmember Piekarski Krech asked what would be done to see how much engagement is received. The last time this was done there were few community participants. Parks and Recreation Director Carlson responded he would be attending most, if not all, of the park visits, so he would see how many people attend. People will have a chance to sign in and fill out a comment card, the survey counts how many have taken it, the social pinpoint is counted, and how many people visit the site and make comments. He stated when meeting with user groups they will see how many attends. By going to parks, they are going to people, not expecting people to come to us. He stated meetings will be held in April and May, some may have to be cancelled due to weather. A phone number will be provided for those interested to call so they know whether a meeting will be held in a park or not and if there would be a change in the location such as at City Hall or the Community Center.

Mayor Tourville asked for more information about the survey. Parks and Recreation Director Carlson responded the survey would have questions related to parks, parks and trails, recreation programs, the golf course, and the community center. One survey has logic in it and can take a user to topics that pertain to a person or their interests. There will be demographic questions. Mayor Tourville asked if they are close to a draft of the survey. He requested the City Council be able to look at a draft of the survey before it goes live.

Councilmember Dietrich asked about the meetings for the park and trail system and if it was possible to get it into the Insights. Parks and Recreation Director Carlson responded there is an article that discusses the planning process and asks people to visit the website for specific details. He stated he didn't want to put the schedule into Insights yet because it may change.

3) South Valley Park Plan:

Parks and Recreation Director Carlson discussed the South Valley Park Master Plan stating they hired HKGI in June 2019 to put together schematic designs for South Valley Park. The Parks Commission put together a subcommittee that consists of Commissioner's Eiden, Freer, Sethre, and Stone to develop this draft plan. The area includes an active area, parking lot, future archery range, trails around the wetland that do not exist today, the sliding hill, a future community garden at the top of the hill, and a lookout tower to climb up and see over the valley.

He stated the current playground equipment is 25 years old along with the building and shelter and are no longer meeting needs. There have been numerous requests for a larger shelter. He stated there would be new playground equipment, rerouting of the trail around the active area to provide for ADA Accessibility, a larger building to hold 100 people that have garage doors on the side that can be closed or open. The space would not be heated. There would be restrooms. He stated there would be a kitchen type area to set up potluck events.

Councilmember Piekarski Krech asked if there would be electricity and water and what they were doing for parking with expanded use. Director Carlson responded there would be electricity and water. Parking would be expanded further toward the wellhouse with 25 - 30 additional stalls. They are planning to move the four-disc golf holes on the south side to the north side.

Councilmember Dietrich asked if people currently have to make reservations to use the shelter area and if it would continue in the same manner. Parks and Recreation Director Carlson responded the shelter is open for the general public to use, a private party can reserve the shelter and would be closed to the public and available just for the private party. He responded that method of reserving would continue as it is now, but accommodate larger groups.

Councilmember Perry asked if they would be incorporating WIFI. Parks and Recreation Director Carlson responded there is fiber in the area and they would want to connect the building to technology. This includes

cameras, doors on a keycard system, and Wi-Fi___33. Mayor Tourville commented that renting gives them the shelter but doesn't give private use to the playground equipment. Parks and Recreation Director Carlson responded that issue has been addressed. Mayor Tourville stated most cities don't allow for electricity use and water unless it is rented for various reasons.

Parks and Recreation Director Carlson stated they are planning to apply for a Minnesota Department of Natural Resources Outdoor Recreation Grant that is due at the end of March. If successful in getting a Grant, the Grant could be for as much as \$250,000 with two years to utilize the funds to help make some of the improvements. It requires a one to one match using non-State dollars. He stated there is funding in the Park Capital Replacement Fund for replacing existing amenities. If the Council is comfortable with the plan, it would be brought to a City Council meeting on March 9th or the 23rd for approval. Applying for a Grant would require the Council to pass a Resolution of support on the March 23rd Council Agenda due to the Grant being due Friday, the 27th.

Councilmember Dietrich asked what date this went before the Park and Recreation Commission so she could view it. Parks and Recreation Director Carlson responded it went before the Commission on Wednesday, February 12. Councilmember Piekarski Krech stated her concern was that there would be enough parking and that the spaces were wide, not narrow. As the population ages, there is a need for additional handicapped parking. Parks and Recreation Director Carlson stated they are trying to maximize as much parking on site as possible.

City Administrator Lynch stated there was discussion about the use of the kitchen. He asked if Parks Director Carlson needed to find a way to limit it only to users who reserve it, or available at any time. Parks and Recreation Director Carlson responded the Swing Bridge has a large concrete countertop with electricity that is available to anyone that is there. The kitchen area at South Valley would be closed off and locked when not reserved. There are outlets the public would still have access to.

Councilmember Perry stated she liked the site plan but was concerned about the location of the gardens. Councilmember Piekarski Krech stated there is no room for parking where the gardens would be located. Parks and Recreation Director Carlson responded there is no off-street parking, just on street parking. Councilmember Dietrich appreciated the Community Garden's collaboration with residents. Councilmember Piekarski Krech asked how many gardens there were at Salem Hills and if there were any other areas, they could have them. Parks and Recreation Director Carlson responded there are 20-25 plots at Salem Hills that are sold out with a waiting list. He responded there were no other areas with them in the parks system. He stated the South Valley area is centrally located but could look into other locations. Mayor Tourville stated at the open house in the park, residents from the area thought it was a great idea, those around the gardens were not for it. Councilmember Perry stated she views the road and area as a potential concern for sight reasons.

Parks and Recreation Director Carlson stated one of the questions in the Survey Monkey Survey speaks about community gardens and will determine the need or lack of need for them. Councilmember Piekarski Krech suggested looking into where community gardens are most feasible and where they would be able to grow. She stated that a 20-foot fence may need to be put around the garden because there are always deer running through. Mayor Tourville stated that Salem Hills works because of parking, fencing was put up there.

Councilmember Perry asked if made more sense to put gardens out by Seidl's Lake where there is a huge townhome population and no access to a backyard for a garden.

Parks and Recreation Director Carlson stated this would be on the next City Council Meeting Agenda either on the 9th or 23rd with a Resolution supporting a Grant Application on March 23rd.

4) Strategic Plan:

City Administrator Joe Lynch discussed the 2020-2024 Strategic Plan stating there have been several meetings. They have adopted the Vision Statement, agreed on the Purpose Statement, Guiding Principles and Goals, and feedback was received on the objectives and strategies. He stated tonight they will be discussing the Action Plans. Working with department heads they tried to come up with statements that tied back to each of the strategic objectives. He stated they are looking for the Council's feedback and comments on the action plans related to the strategic objectives.

Mayor Tourville suggested discussing Action Plans Culture and Recreation. Councilmember Bartholomew wanted to make sure this is fluid enough in the event something needs to be added, it could. He commented that Quality & Sustainable Infrastructure had quite a few bullet points. He liked where they are headed with this and commented this is a living document that would be looked at on a regular basis. He suggested taking out the bullet points they have addressed and adding others. He stated he liked the idea of dealing with five bullet points versus one dozen.

Mayor Tourville agreed with Councilmember Bartholomew's comment about being fluid enough to add or subtract. He suggested setting a time to do this on an annual basis or twice a year. Councilmember Piekarski Krech stated this is supposed to be the document they are working with. When things come before them, it's because it is a part of the plan.

City Administrator Lynch stated there are two different opportunities, one is through the budget process that begins in May. He stated the Council requested establishing quarterly meetings. There would be an opportunity to discuss this and be able to remove things completed, accomplished, or irrelevant, and add things that have changed or come up. It could be adjusted and re-adopted. Councilmember Dietrich asked if they could receive quarterly feedback from the specific department heads on what they have done that relates to the appropriate bullet point.

Mayor Tourville stated this would be looked at quarterly. There are items that will be on every quarter for as long as we are a city. They would look at the updates that go along with it from department heads and administration. The Council agreed to discuss this every quarter.

Councilmember Piekarski Krech asked if they agreed with the document as it is, or approve it and it's no longer a draft. She approves how it is now. City Administrator Lynch responded the caveat is that its specified as a dynamic living document and adjusted quarterly. He stated he would make sure it is in correct form and placed on Monday's meeting for approval. Mayor Tourville asked if other items need to be added to it as time goes on. Councilmember Bartholomew stated the updates come as an update; they don't need to pollute the document further. Councilmember Piekarski Krech agreed they didn't need to add more to the document, it needs to stay clean.

City Administrator Lynch stated he would look through the dates that were suggested and get back to the Council so they can establish it as a meeting.

B. ADJOURN:

Councilmember Dietrich asked Communications Manager Looze if she could receive a hard copy of the Communications Plan.

City Administrator Lynch stated the Corona Virus has been in the news frequently. Several years ago, when there was another potential pandemic, they had to do pandemic planning. The Police and Fire Departments are pulling that plan out, bringing it up to date, and will discuss what to do from a local perspective. He stated the community would look to the City on how to hold public meetings if there is a quarantine situation, social isolation, and how to function if 50% or more of the staff is sick and unable to work.

He stated he has discussed with some of the Councilmembers, about the possible legalization of marijuana and what it means for the community, how to deal with it, prepare for it, what role the city plays, and what the impact is to the employees. He stated another aspect of this would be if they would allow it to be grown and if we get applications for having it grown in the city, what they do for land use, and an overview perspective.

Councilmember Dietrich asked how city staffing currently was as February was a month with the most Influenza cases. City Administrator Lynch responded today they received word that three employees had confirmed cases of Influenza A. As a result, a communication was sent out this afternoon with a safety reminder that if you are sick, to stay home, wash your hands, and cover your cough.

City Administrator Lynch stated he sent out an email about the invite to Mallards Soft Opening.

Councilmember Dietrich suggested getting out to vote because tomorrow is Super Tuesday.

Motion by Piekarski Krech second by Perry to adjourn the meeting at 8:10 p.m.

Ayes: 5

Nays: 0 Motion carried.

Minutes prepared by Recording Clerk Sheri Yourczek.