

CITY OF BLOOMINGTON  
2215 WEST OLD SHAKOPEE ROAD  
HENNEPIN COUNTY, MINNESOTA 55431

CITY COUNCIL MEETING

Approved Minutes  
Strategic Planning Session  
Meeting #22A

5:30 p.m.  
August 19, 2002  
Council Chamber

- Call to Order Mayor Gene Winstead called the meeting to order at 5:43 p.m.
- Roll Call Present: Mayor Winstead, Councilmembers D. Abrams, S. Elkins, M. Fossum, S. Peterson, and V. Wilcox.  
Absent: H. Harden.
- Public Comment Period The Public Comment Period is not usually open during special/study meetings.
- Communication Infrastructure City Manager Mark Bernhardson began the discussion regarding the communication infrastructure on the two-way, fully interactive communications. He reviewed the priority rankings per Council's last discussion on this topic and highlighted the following:
1. Public meetings and hearings (City Council) garnered a "B" priority due to the legal requirements. Difficult to estimate annual cost.
  2. Planning Commission/advisory commission/citizen advisory commission meetings garnered a "D" priority. Elkins inquired if the Traffic & Transportation Advisory Commission (TTAC) synopsis and/or meeting minutes could be made available on the City's website. Bernhardson replied that work continues on the electronic document system to make such items available on the web in the future. The monthly bulletpoints for all of the commissions is now available on the web.
  3. Public information meetings - Council agreed that the informal public informational meetings on certain projects have been beneficial and should continue.
  4. Public Comment Period - it's good to have available but has been used less than anticipated.
  5. Task Forces were given a "C" priority.
  6. Customer Service Inquiry - Council gave it a "D" priority. It's been around since 1991 and it needs to be centralized and improved. Staff continues to work on it. Council indicated a need for a system that keeps them in the loop regarding the status of their inquiries to individual staff members so that they are informed of the final outcome of their requests. Bernhardson stated that it would be nice for Council to have electronic access to check on the status of the issues they bring to staff to see if they've been dealt with. Council suggested that the customer inquiries be given a case number so that they can look it up on their own.
  7. Regarding surveys, one was done in 1990 and one in 2000 and Council agreed that they are beneficial and should be done every couple of years. They could be tied to a larger region survey like the last one that was done that tied into the statewide attitude survey.
  8. External website was given a "C" priority. Council suggested that the following two areas could be improved: 1) Add more of a "push" component that would allow users to indicate that they are interested in knowing about a particular subject so that they could be notified when there are updates. 2) Have the web be more of a business process rather than it focusing on mainly providing information. Council inquired if the web could be used to solicit input from the public. It was stated that an e-mail tree could be quickly set up on Yahoo, which would allow a group to communicate easily and that the City should take the initiative to set up its own news groups when there are issues of great importance to a certain section of the community.
  9. [E@commerce](#) was rated an "E" priority. Staff is looking at providing the public the capability of applying for simple building permits online through the website. It was suggested that things like pet licenses and room or facility reservations could be handled online. Staff is currently working on it and particularly how to take payments for them.

Communication  
Infrastructure  
continued

10. Telephones were ranked a "B" priority. Council suggested that a survey be done to make sure that when callers are instructed to press "0" for assistance, it goes to someone and gets answered.
11. E-mail was ranked a "D" priority. City Attorney Dave Ornstein responded to an inquiry from Council regarding whether or not e-mail addresses would be considered data privacy information stating that most information that the government collects is public and it's presumed to be public unless there is some specific designation that it's non-public, confidential, or private, etc. Public information cannot be denied to someone due to a disagreement over the reason for which it is being requested.
12. Handout brochures relating to Code issues were not rated.
13. Neighborhood Watch continues to be a popular event and it should be continued. It provides a valuable network for citizen contact.
14. 800 MHz - Bernhardson stated that the City will soon need to make a decision on whether the City goes with the Metro statewide backbone or invest in its own system. There needs to be a statewide compatible system.
15. Internal Website - City BIZ - already developed and rated a "D" priority. With an upgraded financial software package, Michaelson stated that the desire is to get more of the Human Resources functions available online.
16. Special Events: Summer Fete was rated a "B" priority while others were ranked an "E."
17. Public Safety Open Houses are done in October.

Regarding the Strategic Community Renewal Plan that was previously provided to Council, Bernhardson explained that in addition to the goals that were listed, he added the ideas that Council brought up in its other strategic planning sessions and how they tie into what the City's already doing. He also rated the community renewal investments and grouped them between what the City is currently doing and what would be considered new and upgraded programs. These will be reviewed at the next strategic planning session.

Adjourn Meeting

Mayor Winstead adjourned the meeting at 6:51 p.m.

Barbara Clawson  
Council Secretary