

Special Study Meeting #18
Tuesday, June 5, 2007, 7:00 p.m.
Bloomington Civic Plaza
1800 West Old Shakopee Road
Bloomington, Minnesota 55431-3027

Call to Order

Mayor Gene Winstead called the meeting to order at 7:00 p.m.

Roll Call

Present: Mayor Winstead, Councilmembers R. Axtell, S. Elkins, A. Grady, K. Nordstrom, and S. Peterson.

Absent: Councilmembers V. Wilcox.

Introductions

Clark Arneson, Assistant City Manager, introduced Aimee Gourlay from Hamline University, who will be working with Larry Bakken, who is absent tonight, to facilitate Council's input in the strategic planning process. He stated once the Council completes its input regarding goals, it will be presented to the community for input. He stated the entire process is intended to be completed by the fall. He explained tonight Council will be reviewing all of the key ideas related to strategic planning so that they can eventually narrow them down to the key initiatives they will want to move forward to the community.

Strategic Planning Process

Gourlay stated she was brought up to speed on all of the work that has taken place thus far on strategic planning by Jill Hutmacher and Becky Schindler and proceeded to review the agenda:

- Review Strategic Initiatives Development Process
- Input on Goals & Strategies for Each Area of Influence
- Next Steps

Gourlay stated the Council is still looking at the big picture but is being asked to refine the goals and strategies that have been put forth following the drafting of ideas, meetings with strategic partners, and discussions regarding visions and values. She stated following the Council's input, the other groups will be asked to again provide feedback, which will result in a narrowing down of choices into priorities. She explained the next steps as follows:

- Community open houses
- Online surveys for public input
- Presentation of Council's input to other City boards and commissions
- Council's review of community input
- Council prioritizing of goals and strategies
- Approved strategic plan by year end

(The next strategic planning sessions were tentatively scheduled for July 24 and August 21.)

Gourlay presented the following goals and strategies for Council input:

CITY SERVICES

- Goal #1: Have an informed community: *(Periodically assess the effectiveness of communication methods.)*

Action Items: Include outside resources as well as internal communications. Expand use of e-mails through list serves, etc.

- Goal #2: Provide expanded access opportunities for City services.

Strategy: Identify ways to work with other cities to do this (peer city relationships).

Strategic Planning Process
continued

- Goal #3: Create a community where residents and visitors are safe.
Strategy: Nothing for the City to do, as it will be implemented with LOGIS.
Strategy: Council suggested there might be ways to analyze crime patterns.
- Goal #4: Ensure a balance of development and sustainable environment.
Bernhardson suggested the following strategy: “In order to promote a more sustainable environment, the City is looking to do higher density, mixed-use development in selected areas of the community as a primary renewal strategy. It looks to preserve residential in the rest of the community and look for selected opportunities in those residential areas to do some renewal as appropriate.” It was suggested a modest definition of Smart Growth be included. He stated if higher density, mixed-use, transit-oriented development in the renewal areas is the direction the City is going, the public needs to know it’s going to take change and money.
Strategy: Clarify partnering with the community – it’s an educational process.
Action item: Engage the community early on in the redevelopment process.
Strategy: Modestly define smart growth to include concepts of higher density, mixed-use, and transportation in specific areas.
- Goal #5: Provide appropriate services and facilities to promote community.
Elkins stated the Neighborhood Watch and National Night Out already promote community. It was suggested the following be added: “Promote a sense of community.” It was suggested more definition of “community” be included in the action items.
- Goal #6: Create opportunities for citizens to provide input regarding City services.
Elkins suggested the City could do a better job of analyzing data. He stated the City should have some statistical analysis capabilities if it already owns licenses to the Sequel Service Database.
Peterson suggested establishing a smaller set of survey questions that can be repeatedly asked over time. He suggested it would be nice if entrance and exit surveys could be given to residents to try and understand why people move here and why they move out.

COMMUNITY HOUSING

- Goal #1: Maximize desirability of residential and commercial areas.
With regard to marketing Bloomington, Police Chief Laux suggested east and west Bloomington not be marketed separately but put them on a level playing field.
Winstead agreed that the City needs to prevent the east/west Bloomington analogy to become like north vs. south Minneapolis. The City need to promote all neighborhoods.
Peterson suggested improving building appearances throughout Bloomington is important and suggested a set of building guidelines for all City buildings. He suggested they have a consistent design so that the park shelters, etc. are recognizable.
Elkins suggested having unified streetscape plans like the one at France & Old Shakopee Road.
Bernhardson stated France & Old Shakopee Road has a certain design and inquired if the Council wants to use the same level of intensity in all districts or make each one unique.
Winstead stated France & Old Shakopee Road can set the standard but each district should have its own personality.

Strategic Planning Process
continued

Suggested new goal: actively combat threats to residential livability -- preserve quality of life.

- Goal #2: Promote community involvement and interaction.
- Goal #3: Increase use of sustainable practices.
- Goal #4: Provide housing choices to meet market demands.

Council suggested regulating rental and renovating existing housing.

EDUCATION

- Goal #1: Help all public and private Bloomington schools succeed.
Bernhardson inquired what the City can do to help people further their education.
Council stated don't recreate programs that already exist. They inquired if Normandale could do some enhancement programs.
Laux inquired if the City and the School District should share expenses.
- Goal #2: Help all Bloomington schools increase enrollment.
Peterson suggested appropriately size the classrooms.
Nordstrom stated there needs to be a range of affordable housing options.
- Goal #3: Facilitate educational infrastructure. No changes.

EMPLOYMENT

- Goal #1: Create and maintain a balance and variety of jobs.
Bernhardson commented manufacturing jobs are gone. Some of the best jobs in Bloomington are in the office towers and the chip manufacturers. As Bloomington doesn't have any medical technology companies, the question is how does the City go about developing a strategy. Is Bloomington a friendly community open to that, is it a community where people want to be, or do you actually try and seek out those types of businesses.
- Goal #2: Prepare for and attract new economies.
In order to promote these types of businesses, there will need to be incentives and promotions.

PARKS, RECREATION & OPEN SPACE

- Goal #1: Maintain and enhance City park and recreational assets. No changes.
- Goal #2: Anticipate the needs of the changing community and structure programs and facilities accordingly. No changes.
- Goal #3: Preserve and maintain our natural resources for this and future generations. No changes.
- Goal #4: Enhance the City's arts, cultural, and historic assets. No changes.
- Goal #5: Promote a sense of community through recreation programming. No changes.

Strategic Planning Process PEOPLE & CULTURE
continued

“Welcome” new residents and inform them of community values. When they homestead their taxes is a good time to reach new residents.

- Goal #1: Embrace diversity of the people and cultures in the city. No changes.
- Goal #2: Enhance support for members of the community as they age. No changes.
- Goal #3: Support healthy lifestyles. No changes.
- Goal #4: Be a family friendly community. Ties to attracting families to the schools.

Council inquired as to what would be the ideal demographic for Bloomington. It will align with the School District’s capacity and housing.

TRANSPORTATION

- Suggested Goal: All areas of influence should have actions that address or consider transportation impacts.

Additional strategy under Goal #1: Maintain flexibility to respond to changes in energy costs, communication, etc.

Another suggested goal: Maintain and improve accessibility for residents to get to their jobs.

- Goal #1: Maintain the City’s high quality transportation infrastructure at an affordable price.

A suggested strategy: Partner with other agencies.

- Goal #2: Reduce the number and severity of transportation related crashes. Add three E’s: Education, Engineering, and Enforcement.
- Goal #3: Congestion Reduction: Maximize capacity and minimize delays on arterial and collector streets.
- Goal #4: Promote and/or provide enhanced alternative transportation options.

Additional Comments:

Throughout the document there is discussion about promoting biking and walking but there should be a link to building community goals.

Next steps: These goals without the strategies will be rolled out to the community meetings beginning on June 19.

Adjourn Meeting

Mayor Winstead adjourned the meeting at 9:53 p.m.

Barbara Clawson
Council Secretary