

**CITY OF SHOREVIEW
MINUTES
REGULAR CITY COUNCIL MEETING
September 16, 2013**

CALL TO ORDER

Mayor Martin called the regular meeting of the Shoreview City Council to order at 7:00 p.m. on September 16, 2013.

PLEDGE OF ALLEGIANCE

The meeting opened with the Pledge of Allegiance.

ROLL CALL

The following members were present: Mayor Martin; Councilmembers Johnson, Quigley, Wickstrom and Withhart.

APPROVAL OF AGENDA

MOTION: by Councilmember Withhart, seconded by Councilmember Johnson to approve the September 16, 2013 agenda as submitted.

VOTE: Ayes - 5 Nays - 0

PROCLAMATIONS AND RECOGNITIONS

Mr. Tim Pratt, Chair of the Environmental Quality Committee and Jessica Schaum, City Environmental Officer presented the Green Community Awards.

Mr. Pratt stated that this program would not exist without the dedication of many citizens. The Green Community Awards program is a way to recognize those who are using best practices for managing storm water with the use of rain gardens, shoreline buffers and planting native plants. This year the awards were expanded to recognize energy efficiency as well as water quality methods. Businesses were also included. Winners this year are:

Name	Best Practice Used
Garth & Wanda Bender	Geothermal furnace system
Kent & Diane Peterson	Wetland buffer with native plant garden
Cummins Power Generation	Installation of roof solar panels, high efficiency lighting and sky light for natural daylight
Kevin and Dawn Pape	First curb cut rain garden in Shoreview and native plant garden

Rebecca Lucas 20 solar panels on garage roof, produces surplus electricity that is sold back to Excel
Karen Eckman Founder of Green Community Awards, two native gardens to reduce runoff from her property

Applications for next year's competition will be available in March 2014.

Mayor Martin thanked the EQC for their excellent work in this program and for being good ambassadors to residents on these efficient energy projects.

Blue Star Award

Mr. Trevor Russell presented the City with the Blue Star Award for excellence in storm water management. This award is to Shoreview at large. The program began in 2010 as a partner among Friends of the Mississippi River, Minnesota Pollution Control Agency, and several watershed districts to increase water quality and quality of life. There are basic steps communities must take to comply with state and federal requirements. The program honors communities who go above and beyond what is required. It is important for residents to understand what their communities are doing in regard to water quality. Of the 46 cities who participated, Shoreview ranked 7th in the state and was in the top five in two categories: storm water pollution prevention and storm water practices and management.

Mr. Russell presented the Blue Star Award to Mayor Martin.

Mayor Martin also thanked the EQC members for all of their work and support to the City in water quality and energy efficient initiatives.

CITIZEN COMMENTS

Mr. Bill Kiehnbaum, President of Shoreview Sister City Association, stated that 15 Shoreview residents recently traveled to Einhausen, Germany in August to celebrate the 10th anniversary of the signing of the sister city agreement. Einhausen presented Shoreview residents with a painting of the old Einhausen City Hall, which he presented to Mayor Martin for the City.

Shoreview's special rooster gift to Einhausen is hoped to arrive in time for one of their major festivals in October.

A group from Einhausen will visit Shoreview in 2014. Shoreview's Northern Lights Variety Band will travel to Einhausen in 2015.

Ms. April King, on behalf of the Twin Cities North Chamber of Commerce, commended the City Council for the adoption of recent changes to the sign code.

COUNCIL COMMENTS

Mayor Martin:

Friday, September 20, 2013 is the last of the Friday Night Flix series featuring *Ghost Busters*.

The pool reopened from the annual maintenance on September 14, 2013.

The Volunteer Recognition Dinner will be held November 14, 2013.

On October 13, 2013, the Shoreview Historical Society is inviting residents to bring photos and share in historical events at 2:00 p.m. at the Community Center. A speaker and refreshments are planned.

Councilmember Johnson:

On October 5, 2013 the Fire Department will be celebrating Fire Prevention Week with an Open House. That is also the City's Fall Cleanup Day.

Councilmember Wickstrom:

On Tuesday, September 17, at 5:30 p.m., there will be a meeting in Arden Hills regarding the TCAAP property development, which she plans to attend. Anyone interested is welcome to attend.

Councilmember Withhart:

The Farmers' Market continues, and there will be a Salsa Showdown on September 24th. October 1st will be Senior Day. Volunteers will be on hand to help carry bags to cars. The Farmers' market continues through October 22nd.

Shoreview will be flushing fire hydrants throughout the City, beginning September 23rd with anticipated completion by October 11th.

October 15th will be the official ribbon cutting and grand opening for Trader Joe's in Shoreview.

CONSENT AGENDA

Item No. 2, September 3, 2013 Council Meeting Minutes, was pulled for separate consideration.

MOTION: by Councilmember Wickstrom, seconded by Councilmember Johnson to adopt the Consent Agenda for September 16, 2013, and all relevant resolutions for item Nos. 1 and 3 through 11:

1. August 12, 2013 City Council Workshop Meeting Minutes

Street assessments are proposed to be \$1,608 per unit, which is \$136 less than the estimate in the feasibility study. Storm sewer would be assessed at \$1,120 per unit based on lot size, the same as stated in the feasibility study. The maximum assessment would be \$2,728. The City Council has adopted a policy that an assessment over \$5,000 would qualify for a longer repayment period. The proposed repayment period is 10 years. City staff has received no comments and no verbal or written objections at this time.

Mayor Martin asked the percentage assessments pay of the total cost. Mr. Maloney responded that the total assessments are \$133,000. The total value of the project is \$1.5 million, which means the assessments cover less than 10% of the total cost.

Mayor Martin noted that Shoreview is unique in that through its street rehabilitation program, assessments do not include the road surface improvements. Assessments would be significantly higher if the total cost of the project were taken into account.

Mayor Martin opened the public hearing. There were no comments or questions.

MOTION: by Councilmember Wickstrom, seconded by Councilmember Quigley to close the public hearing at 7:50 p.m.

VOTE: Ayes - 5 Nays - 0

MOTION: by Councilmember Wickstrom, seconded by Councilmember Quigley to adopt Resolution 13-82 adopting the assessment roll for Floral/Demar/Hanska Reconstruction, City Project 12-01, with any previously noted revisions, spreading said assessments over 10 years at 3.00 percent interest, with said installments to be equal payments.

ROLL CALL: Ayes: Johnson, Quigley, Wickstrom, Martin
Nays: None
Abstain: Withhart

GENERAL BUSINESS

ESTABLISHMENT OF A COMMUNITY INVESTMENT FUND POLICY

Presentation by Assistant Finance Director Fred Espe

The City Council approved franchise fees on gas and electric services with Xcel Energy on June 3, 2013. A Community Investment Fund would govern both the receipt and expenditures of these monies. The Community Investment Fund would be effective on October 1, 2013. The fund defines revenue sources and establishes a minimum fund balance.

The fee was adopted to provide a new revenue source for City projects that have community-wide benefit. The revenue would help finance projects that have been delayed or not scheduled due to funding constraints, such as parks, trails, recreational and cultural projects.

Revenue would come from gas and electric franchise fees and revenues previously dedicated to park related improvements in the Capital Improvement Fund, such as wireless telecommunication antenna receipts and outdoor billboard lease receipts. On December 31, 2013, the Capital Improvement Fund will be closed and the balance transferred to the Community Investment Fund.

The policy identifies specific expenditures that can be made from the Community Investment Fund that include: 1) park and recreation improvements; 2) new trail construction; 3) cultural or civic improvements; and 4) other projects that provide community-wide benefit. A proposed project using funds from the Community Investment Fund must be in the City's Five-year Capital Improvement Plan or be approved by a 4/5 vote of the City Council. Projects outside this defined scope would require a public hearing and a 4/5 vote of the City Council. Debt service payments are limited to 50% of the estimated revenue for the following year.

A minimum fund balance of \$3 million will be established over a period of time. From 2013 to 2018, 15% of the annual revenue will be dedicated to the fund balance growth. In 2019, and until the fund balance is achieved, 20% of annual revenue will be dedicated to fund balance growth. It is estimated that the minimum fund balance will be achieved in 2027.

Mayor Martin asked if debt up to 50% of the balance can be paid without Council approval. Mr. Schwerm explained that any expenditure from the Community Investment Fund would require Council approval. However, debt service, with Council approval, can only amount to 50% of the anticipated revenue for the following year. This will insure that the fund continues to accumulate monies for other projects.

Councilmember Quigley asked if other monies could be channeled through this fund for major projects. Mr. Schwerm stated that another source of revenue could be park dedication fees. The Council could designate those fees to this fund for a specific project. It could be done through the Community Investment Fund.

Councilmember Withhart noted that one of the reasons for adopting a policy for franchise fee revenue is because of the major loss of revenue from the TV tall towers.

Mayor Martin added that because the City is almost fully developed the City no longer receives significant funding from park dedication fees on new lot development. That was a significant source of revenue that was used exclusively for parks.

MOTION: by Councilmember Quigley, seconded by Councilmember Withhart to adopt proposed resolution number 13-80 establishing a Community Investment Fund policy.

ROLL CALL: Ayes: Quigley, Wickstrom, Withhart, Johnson, Martin
Nays: None

PRESENTATION OF COMMUNITY SURVEY RESULTS

Presentation by Dr. Bill Morris and Peter Leatherman, Morris-Leatherman Company

The results will be given in relation to other communities in the metropolitan area and secondly over a 10- to 15-year timeline in the City of Shoreview. A random sample of 400 households were contacted to participate in the survey. This included owners of cell phones, as well as land lines.

Review of questions asked:

	Excellent	Good	Fair	Poor	Unsure
Quality of life:	58%	41%	1%	0	0

This means that 99% rate quality of life in Shoreview as excellent or good. No one in the history of Shoreview community surveys has ever ranked quality of life as poor. The 58% excellent rating puts Shoreview in the top five communities in the metropolitan area.

Like most about City: A number of categories were mentioned by respondents--schools at 14%; good community at 14%; quiet at 15%; and nice neighborhood at 12%. Overall, residents are talking about the sense of community here.

Most serious issue: Nothing was stated by 33%. This booster core is 5.5 times higher than average across the metropolitan area with one in three households qualifying as a booster of the City. Taxes expressed by 19% is a 7% drop from the last survey. Growth is a concern, but that concern has also decreased.

Direction of the Community: A high in the metro area of 94% believe Shoreview is going in the right direction. The 5% who say the City is going in the wrong direction is the low since the turn of the century, and only 1% are unsure.

Community Identity: From 2001 to 2010, the norm was approximately 26% feeling community identity to be strong. In 2013, that percentage increased to 46%, one of the highest in the metro area and almost doubling in a three-year period.

Closest Connection: The greatest number, 54%, said their neighborhood, which is in line with what was found three years ago. There were 18% who said City as a whole. There are more residents from St. Paul and Minneapolis where strong neighborhoods is the norm. The 18% is still high. Two new categories, church and workplace, were each identified by 3%.

City Recreational Facilities: There are 41% who rate this category as excellent and 58% as good--that is 99% positive.

Upkeep of City Parks: There was little change in this category with 39% rating of excellent and 59% rating of good--98%. These ratings are at the top with other metro suburbs.

City Service Ratings: Police protection has increased in appreciation from 95% to 97%, among the highest in the metro area. Fire protection moved from 97% favorable to 98%. Five people

said they do not know, and they are residents within the last five years. Other services rated highly positive include: sewer and water - 96%; drainage and flood control - 93%; building inspection - 84%; animal control - 83%; and pond maintenance - 83%.

In street repair and maintenance, although 73% rated it good, the negative doubled from 12% to 24%. Across the metro area suburbs the norm for this category is 55% positive and 45% negative. Trail maintenance is 95% positive, 1% negative; snow plowing 94% positive, 5% negative; and trail plowing is 88% positive, 5% negative.

There is a consistently high rating of all city services and Shoreview ranks in the top five across the metro area.

The value of City services which is the quality to the property taxes being paid. There are 87% who say the value is either excellent or good; 10% say fair; 1% say poor; 3% are unsure. The positive ratings increased by 11%; the excellent rating dropped 4%.

Tax Increase to Maintain City Services at Current Levels: This category is split in the community with 46% in favor and 47% opposed.

Empowerment: This category saw a significant increase with 82% believing they have a say in how the City is run even beyond voting. This is one of the highest empowerment ratings.

Mayor and City Council Rating: In 2010, a high 87% approved of the Council with 9% disapproving. In 2013, 92% approve and disapproval has dropped to 6%. This is largely due to effective communication.

City Staff Rating: A 6% increase to 93% approval is one of the three strongest ratings metro wide.

Contact with City Hall: There were 36% who have contacted City Hall within the last year. Of those, 94% rate that contact as excellent or good. That is also a high rating compared to other suburbs.

Condition/Appearance of Homes: There are 98% who say excellent or good with an increase of 8% in the excellent category. Of the 4% who rated property fair or poor, 50% said the properties are rundown and 33% mentioned messy yards and junk cars.

Condition/Appearance of Yards: This shows 94% rate this category as excellent or good with an 8% increase in the excellent rating. There is 11% drop in the good rating. There is more discussion about appearance of yards than appearance of homes.

Neighborhood Appearance: 73% feel there has been no change; 21% say it is improved; 5% say it is worse; and 1% are unsure.

Code Enforcement: Criticism in this category is not being tough enough, but at least 80% believe code enforcement is good. The items of concern rated as follows: weeds and tall grass,

12%; junk cars, 14%; messy yards, 17%; and noise, 16%. This is still below the 20% threshold that would indicate that the City has a moderate problem.

More Active Residential Property Code Enforcement: This category jumped from 46% in favor to 68% in favor. The percentage opposed dropped from 41% to 24%. This does indicate a mandate for more active residential property code enforcement.

Afraid to Walk Alone at Night: This category has dropped significantly from 33% being afraid to 13%; and 88% indicate they are not afraid. Older residents who have been in the community over 20 years indicated that they would be afraid to walk anywhere. No one specific area was identified.

Major Public Safety Concerns: The major concern is traffic and speeding with youth crimes/vandalism and break-ins/auto theft coming in second. Second, public safety concerns are the same three.

Neighborhood Patrolling: Approximately 90% believe there is the right amount of neighborhood patrolling. Those who believe there is not enough dropped from 22% to 10%, and no one said there is too much patrolling. The 90% is the highest rating currently across the metro area.

Speeding Neighborhood Problem: The 46% who said this is a problem in 2010 has dropped to 37%. Those who rate this as not a serious problem in their neighborhood are 64%.

Characteristics of the City: In categories that show 10% or under believing there is too much in the community, the majority of people surveyed believe there is enough. These categories include number of people, affordable rental units, luxury rental units, condominiums, townhouses, higher cost housing, income diversity, racial diversity, age diversity. The categories that people want to see more of are starter homes at 38%; service/retail businesses, 38%; entertainment/dining at 52%, and full-time job opportunities at 47%.

Committed to Staying: This question found 82% somewhat or very committed to staying. This means that whether increasing or downsizing the home, approximately 80% would stay in the community.

Missing Retail Services: The results are 24% said family sit-down dining and 13% said fine dining. These are the two highest numbers and both are restaurants.

Organized Hauling: There has never been a majority to favor this process. In fact, 61% either oppose or strongly oppose it while 25% favor it. When asking people the reason, it is because people want to make their own choice.

Primary Information Sources: Two-thirds of residents, or 66% receive information from the City newsletter. This is one of the highest ratings in a suburb. Local newspapers have dropped from 54% to 13%.

Overall City Communications: There are 89% who said excellent or good. That is among the highest in the metro area. Only 10% said fair to poor. The average across the metro area is 55% excellent or good and 45% fair or poor.

The series of surveys show that this is the strongest survey results ever presented. There is a reservoir of good will that is enviable. If there are any issues, it may be one on crime of auto break-ins. Streets are another issue. However, there is still a favorable rating 20 points above the norm. This community has one of the highest professional technical households. The City has met the challenge of keeping these people happy. The City functions incredibly well. Residents are actively content. They are informed and watching.

Mayor Martin asked how the community identity question is asked and what it means. **Mr. Morris** stated that residents are asked how they rate the sense of community among residents in Shoreview and then where they feel closest--neighborhood, school district, etc.

Councilmember Quigley noted the negativity of phone surveys and asked the validity of these results. **Mr. Morris** stated that the phoners have been doing this for 8 years and establish rapport early on. The parts of the survey are rotated by the person making the calls. The non-response rate was 3.5%. Topics are changed frequently so the survey is kept active.

Ms. Melvin added that only a few residents called to verify that Decision Resources is making a legitimate survey. The City has not received any negative responses.

Councilmember Quigley asked the best use of these survey results. **Mr. Morris** stated that the results are so strong, the City might consider a press release to the Minneapolis or St. Paul paper. Secondly, he would advise putting up the executive summary on the website.

Councilmember Withhart suggested the rankings stated at this meeting be used to capture residents' attention on these results. **Mr. Morris** stated that he will include rankings in the executive summary.

ADJOURNMENT

MOTION: by Councilmember Wickstrom, seconded by Councilmember Johnson to adjourn the meeting at 8:55 p.m.

VOTE: Ayes - 5 Nays - 0

Mayor Martin declared the meeting adjourned.

THESE MINUTES APPROVED BY COUNCIL ON THE 7th DAY OF OCTOBER 2013.

Terry Schwerm
City Manager