

**CITY OF SHOREVIEW
MINUTES
CITY COUNCIL WORKSHOP MEETING
May 11, 2015**

CALL TO ORDER

Mayor Martin called the workshop meeting of the Shoreview City Council to order at 7:00 p.m. on May 11, 2015.

ROLL CALL

The following attended the meeting:

City Council: Mayor Martin; Councilmembers Johnson, Quigley, Springhorn and Wickstrom

Staff: Terry Schwerm, City Manager
Rebecca Olson, Assistant to City Manager
Mark Maloney, Public Works Director

Bikeways and
Trails Committee: Keith Severson, Chairperson
Ted Haaf
Craig Francisco
Craig Mullenbach
Muriel Zhou
Mark Stange

CenturyLink: Kirstin Sersland, Director Local Government Affairs

MEET WITH BIKEWAYS AND TRAILS COMMITTEE

The Council met with the Bikeways and Trails Committee to be updated on the work plan and goals of that committee.

One initiative the Committee is working on is to formally establish an Adopt-A-Trail program in Shoreview for major trail segments. The County has discontinued this program. However, it is a good activity to involve the community. Mr. Maloney stated that the better Adopt-A-Trail programs involve commitment. The City would facilitate the program by providing bags, safety vests and bag pickup.

Previously, the Committee has discussed more involvement in the *Slice of Shoreview*. The Tour de Trails has become an annual event for the last 15 years. The Tour is specifically for Shoreview residents, which is the reason it is not more widely advertised. The Tour provides maps and has been a good activity for residents to learn the trails. The Committee receives good support from the *Slice* and has had a booth the past two years.

The Committee focuses on infrastructure and facilitation for a walk-friendly community. Although Shoreview has good bike trails and has applied for the designation as a bike-friendly community, the criteria is narrowly focused and the City has not attained that designation.

Mayor Martin stated that she has good feedback on her “Walk and Talk with the Mayor” opportunity each Tuesday afternoon. She plans to promote walking clubs in the community as part of a new community health initiative.

Chair Severson noted the Committee’s recommendations for new trail connections on a map provided to the Council. One emphasis is the need to complete a one-block long gap in the County Road J trail segment between Grotto Street and St. Albans because of the danger for westbound cyclists riding “into traffic” along the south shoulder of County Road J. While there is no liability to the City, it is a safety issue. This trail would also provide a good connection for Bucher Park, which was recently renovated.

Another area that needs a trail is Hamline/County Road I. It would be good to have a trail from Shamrock Park.

Councilmember Wickstrom noted that parents are afraid to send children to school on bikes because of the narrow road on County Road I. One committee member noted cutting through a townhouse association, but there is no trail into the townhouse neighborhood. The City has no jurisdiction to add a small trail through the townhouse development.

Other opportunities include the Master Plan for Snail Lake Marsh area that the County is currently updating. The Committee is fully supportive of the Master Plan, along with the future link to Reiland Lane.

Mayor Martin asked about the potential trail connection to Reiland Lane on the County’s Master Plan. Her concern is that Reiland Lane is so narrow she would not want to encourage bike and pedestrian traffic. Also, this trail is not currently in the City budget.

Councilmember Wickstrom stated that she would like to see an asphalt trail as far west as possible with a lookout/turn-around at the end until there is funding for a boardwalk/bridge across the wetland. If that trail is first gravel, there will be another resident issue when it is paved.

One committee member stated that people so enjoy loops that he would like to see the connection to Reiland Lane.

Councilmember Johnson asked what funding would be needed for a trail to Reiland Lane. Mr. Maloney estimated at least \$100,000 since a boardwalk will need to be part of the trail.

Mr. Schwerm stated that although a City initiative, the trail to Reiland Lane is shown in the County Plan because it is a Regional Trail Master Plan. The County Plan now shows asphalt into the park a couple hundred feet and then natural surface trails into the woods. Previous to public input, the County planned asphalt trails throughout the area. The public meeting in the

City was very well attended with close to 50 people, and the County modified the plans after listening to resident concerns. The County is looking for a resolution of support from the City.

Councilmember Quigley asked if the trend is for hard surface trails instead of natural trails. The problems he has heard about pets, trash, and blue tooth. Earphones can prevent people from hearing beeps from bikes or others. There is a problem of protocol on trails.

Mayor Martin raised the issue of Soo Street and walking around Lake Wabasso. A trail there would be a high priority for her. It is one of the most dangerous areas in the City. Also, there are not enough connections along Victoria Street in southern Shoreview.

Councilmember Wickstrom suggested developing two priority lists--one with trails that have to be based on a road project and a second list of individual trail projects. Mr. Schwerm stated that the next step would be to program some of these projects into the City's CIP.

Mayor Martin commended the Committee for their work and asked that they continue to provide input for the Ramsey County Master Plan for Snail Lake Regional Park and for the City's CIP Program.

PRESENTATION FROM CENTURY LINK REGARDING PRISM TV AND CABLE FRANCHISE

Presentation by Kirstin Sersland, Director Local Government Affairs, CenturyLink

CenturyLink currently serves local markets in 37 states and has local networks in almost all top U.S. markets as the third largest telecommunications company in the U.S. CenturyLink is a Fortune 158 company with over 3,000 employees. CenturyLink provides data, voice and management technology services in local, national and international markets and is the second or third largest cloud provider in the world. There are data centers from Hong Kong to Shakopee. CenturyLink provides services to more than 80% of Fortune 500 businesses. In Minnesota, there are over 3,000 employees with 500 network techs and 200 trained for PRISM, the CenturyLink cable network product. PRISM TV, an IP (internet protocol) TV service, is not brought by cable but by the home phone whether the connection is copper or fiber.

Mayor Martin asked the difference between a state franchise and local franchise. Ms. Sersland explained that statewide franchising is applied for through the state. Once granted, PRISM TV is available statewide the next day. The local franchise involves meeting with individual cities and commissions for approval.

Mayor Martin clarified that it is the local CenturyLink that has won the right from national CenturyLink to promote PRISM TV in the Twin Cities. She asked what resources are anticipated for the Twin Cities. Ms. Sersland responded that for the Phase 1 deployment, there is a commitment of \$125 million.

Councilmember Wickstrom asked about pricing and if more infrastructure is needed for PRISM. Ms. Sersland stated that pricing does not necessarily compare to Comcast. CenturyLink is value based and won't line up directly with Comcast features. PRISM is an extremely competitive all

digital platform. There is no link to cable. It all comes through the cloud, which means instant access to updates and viewer interaction. There are options to provide certain viewing on individual terms. PRISM provides more HD TV than any other provider. PEG channels can be broadcast in HD. The app center is a unique feature with instantaneous speed channel change.

Mayor Martin asked if discarded home phone lines could be used. Ms. Sersland stated that CenturyLink would have the right to use those lines to install PRISM. In order to support PRISM, there must be a capacity for at least 25 megabit of data per minute and higher through the internet. She gave a brief description of how CenturyLink can use both fiber and copper connections. The Mosaic on the TV screen highlights all PEG channels in an area. All PEG channels within a franchise will be supported, including HD and SD. Customers navigate with the remote control and tune in from the Mosaic. Browsing is easy and categorized by franchise. CenturyLink can support multiple mosaics by franchise within a state.

Councilmember Wickstrom asked what percentage of the City would be covered on day one with CenturyLink. Ms. Sersland estimated about 30%.

Benefits to consumers are through competition because prices go down and customer service generally improves. The FCC has stated that cable prices decrease substantially when there is a second cable operator in the market--by 10% in 2008. PRISM will drive high speed broadband into communities.

Benefits to cities are increased investment and broader deployment of high speed internet on the part of CenturyLink, which contributes to economic development. There are also increased revenues from franchise fees. For every 1000 satellite or "cord cutter" subscribers won by CenturyLink, franchise fee revenues increase by \$45,000.

A franchise agreement with CenturyLink will keep cities whole in parity with their current provider. The same terms will be met. She noted the Minnesota Cable Act that dates to the 1970's and poses what CenturyLink believes to be a barrier with the imposition of a five-year buildout requirement. The FCC issued Order 621 that states, "Because a second provider realistically cannot count on acquiring a share of the market similar to the incumbent's share, the second entrant cannot justify a large initial deployment. Rather a new entrant must begin offering service within a smaller area to determine whether it can reasonably insure a return on its investment before expanding." The order further states, "A commitment to an initial build with further buildout requirements being determined by success in the market."

Councilmember Quigley asked if the City can see another franchise. Ms. Sersland answered yes. CenturyLink is anticipating a franchise with Minneapolis, and then she would be able to show it to the Council.

Mayor Martin asked the next step for CenturyLink. Ms. Sersland stated that if interested, the City would issue a Notice of Intent. CenturyLink would then submit an application with a fee to the City to show financial, fiscal and technical ability to service the community. A public hearing would be held to determine that CenturyLink has the resources to service the community. Once that is determined, staff would be directed to negotiate the franchise. There would then be another public hearing.

Councilmember Johnson asked the percentage of customers in Shoreview who are CenturyLink customers. Ms. Sersland stated that she would get that information for the Council.

Councilmember Wickstrom asked how the City can deal with a five-year buildout as established by the legislature if the FCC believes that to be unreasonable. Mr. Schwerm noted that CenturyLink would include an indemnification clause to protect the City from any legal challenges that may arise from the difference in the franchise agreement with Comcast. The only difference discussed at this time is the buildout requirement.

Ms. Sersland stated that CenturyLink has every incentive to increase buildout. In Minneapolis, CenturyLink will meet quarterly to release deployment numbers. If the buildout commitment is 15%, but in the first year there is 32% buildout, that 32% becomes the new base line. New buildout requirements then build on the new baseline number.

Councilmember Wickstrom asked what buildouts have been achieved in other cities. Ms. Sersland agreed to send the Council numbers from other cities.

Mayor Martin thanked Ms. Sersland for attending this meeting and presenting information on CenturyLink.

Councilmember Wickstrom expressed concern about the buildout provision and the possibility of Comcast suing. Mr. Schwerm stated that the City cable franchise attorney Bob Vose will meet with the Council at a special workshop to discuss the Comcast franchise agreement. There is a competitive equity clause, but it does not speak to buildout. Mr. Vose can provide information on this issue.

It was the consensus of the Council to further discuss this issue with Mr. Vose at the special workshop meeting on May 18, 2015.

REVIEW OF CITY COUNCIL GOALS AND PRIORITIES

The Council reviewed the 2015 goals and priorities that resulted from the April 13, 2015 strategic planning and goal-setting session.

City Manager Schwerm stated that he outlined the four identified categories from the meeting and set priorities within those categories. The four categories are the same as those identified in a similar session in 2013. They are listed below with the major goals for each:

1. **Financial Stability:** Continue to maintain long-term financial stability of the City.
 - Continue City's commitment to long-range financial planning;
 - Maintain the City's AAA bond rating through sound long-range financial planning;
 - Explore revenue enhancement opportunities that may be available through grants and legislative initiatives.

Councilmember Quigley noted that there are few opportunities to increase revenue, which is going to make budgeting tighter and tighter.

2. **Community Facilities:** Continue to update and expand public facilities such as the Community Center, parks and trails to enhance the quality of life in the City.
- Develop updated Master Plan for Shoreview Commons to reflect planned changes with the library expansion and continue to promote the Commons as the central gathering place;
 - Move forward with expansion of Community Center;
 - Monitor potential changes for Ramsey County Ice Arena located within Shoreview Commons area;
 - Continue schedule for park upgrades in CIP and insure upgrades are consistent with changing uses/demand for park facilities; and
 - Construct water treatment plant to improve consistency and quality of City drinking water.

Councilmember Quigley stated that the Community Center annual report showing revenue and how money is spent is very helpful in seeing the need for expansion of the Community Center.

3. **Economic Development:** Continue to focus on business retention and expansion, housing opportunities and programs, and redevelopment through outreach efforts, planning and selected financial participation.
- Stay actively involved in redevelopment of Rainbow Foods site;
 - Continue to develop and implement goals of Economic Development Authority work plan;
 - Continue to monitor and explore redevelopment opportunities at Shoreview Mall, Shoreview Corporate Center, I-694/Rice Street area, and selected housing areas;
 - Develop a process and begin update of City's Comprehensive Plan incorporating elements from the Highway Corridor Transition Study where appropriate; and
 - Monitor Rice Creek Commons (TCAAP property) development in Arden Hills for potential impact to Shoreview.
4. **Community Vitality:** Continue to maintain Shoreview as one of the premier communities in the metropolitan area through the provision of quality services, state of the art facilities and public amenities, and a variety of housing choices.
- Review and update current mission statement and core values for the City;
 - Implement a Citizen's Academy for residents interested in learning more about how the city operates and as a leadership development program;
 - Conduct biennial community surveys to monitor demographic changes and to receive citizen input on key performance indicators;
 - Continue to explore innovative programs and recreation facilities that support health and wellness and serve all ages; and
 - Support public transit improvements to the area that would better serve Shoreview residents.

Councilmember Johnson requested that the priority of succession planning be included in the goals.

Mayor Martin stated that there is not much that can be done regarding succession, but it is about finding leaders in the community to do what the Council is doing.

Mr. Schwerm explained that staff does plan for vacancies and certain positions are created so people have the skills to move into higher positions that become vacant. Positions are also modified to incorporate new technology that the City needs to have but he will add a section on succession planning in the goals.

Councilmember Quigley stated that he would like to see steps of implementation for the strategic plan with results from certain actions or systems.

OTHER ISSUES

Councilmember Wickstrom requested that the City develop further water usage reduction policies. Mr. Schwerm stated that issue will be discussed at a future workshop.

Mayor Martin reported that she became aware of a study that shows increased poverty in the suburbs. This emphasizes the importance of social services and transportation services. She will send the report to the Council when she gets it.

The Community Group Coalition met again last week and will come to the Council with more information about their space needs.

The meeting adjourned at 9:30 p.m.