



Community Engagement Commission Agenda

Thursday, November 13, 2014

6:30 p.m.

City Council Chambers

- 6:30 p.m.
- 1. Introductions/Roll Call**
 - 2. Approve Agenda**
 - 3. Approval of October 9 Minutes**
 - 4. Public Comment on Items Not on Agenda**
 - 5. Old Business**
 - a. 2014 Policy and Strategic Recommendations for presentation to the Council
 - i. Final Review & Approval of Commission Recommendations
 - ii. Determination of Priority Projects for Council Review
 - iii. Discussion of Format for Joint meeting with Council
 - iv. Discussion on the Forming Certain Task Forces to Assist the Commission in Implementing its Recommendations
 - 1) City Zoning Notification Task Force
 - 2) Other
 - b. Final Talking Points Revisions
 - 6. Chair, Committee, and Staff Reports**
 - a. Chair's Report (Chair Grefenberg)
 - i. Collaboration with Planning Commission
 - ii. Other Items
 - b. Discover Your Parks Committee
 - c. Website Redesign Committee
 - i. Current Status of Civic Engagement Module (Lead Commissioner Becker)
 - d. Staff Report on Current Status of Main Website Redesign
 - i. Schedule for Commission Determination of Its Assessment of New Website
 - 7. New Business**
 - 8. Staff Report**
 - a. Upcoming Items on Future Council Agendas
 - b. Other Items
 - 9. Commission Communications, Reports, and Announcements**
 - 10. Commissioner-Initiated Items for Future Meetings**
 - 11. Recap of Commission Actions This Meeting**

8:45 p.m.

 - 12. Adjournment**

Public Comment is encouraged during Commission meetings. You may comment on items not on the agenda at the beginning of each meeting; you may also comment on agenda items during the meeting by indicating to the Chair your wish to speak.

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2
3 **Meeting Minutes**
4 **DRAFT – October 9, 2014 - DRAFT**
5

6 **Commissioners:** Gary Grefenberg, Desiree Mueller, Kathy Ramundt, Scot Becker,
7 Jonathan Miller, and Michelle Manke.
8

9 **Commissioners Absent:** Theresa Gardella
10

11 **Staff Present:** Garry Bowman
12

13 **Others Present:** None.
14
15

16 **Call to Order**
17

18 A quorum being present, the Community Engagement Commission meeting was called to order
19 at 6:30 p.m. by Chair Gary Grefenberg.
20
21

22 1. INTRODUCTION/ROLL CALL
23

24 Chair Grefenberg requested Staff Liaison Garry Bowman to call the roll.
25

26 Commissioner Theresa Gardella was absent.
27

28 2. APPROVE AGENDA
29

30 Chair Grefenberg stated the Commission would not be going into great detail at this meeting on
31 the new City website since the web test site had just been made available to the Commission a
32 few hours ago. He therefore suggested the agenda be ~~revised~~ amended to incorporate removing
33 Item 6.c Staff Report on Current Status of Main Website Redesign, remove Item 6.c.a
34 Assessment of Proposed New Website, and Item 6.c.b Commission Determination of Advisory
35 Opinion on Main Website Redesign. He also suggested changing Item 6.d from Other to
36 Operations ~~Commission~~ Committee.
37

38 Commissioner Scot Becker made a motion, seconded by Commissioner Michelle Manke, to
39 approve the agenda as revised above. **The motion carried unanimously.**
40

41 3. APPROVAL OF SEPTEMBER 11, 2014 MINUTES
42

43 Chair Grefenberg stated the Commissioners had been given the revised minutes on October 7
44 and since they were 29-pages everyone may not have had the opportunity to review them. He
45 asked if the Commission would like to table this item or proceed with approval of the minutes.

46 Commissioner Becker made a motion, seconded by Commissioner Manke to approve the
47 September 9, 2014 minutes as amended. **The motion unanimously.**

48
49

50 4. PUBLIC COMMENT ON ITEMS NOT ON AGENDA

51
52

There was no public input.

53
54

55 5. OLD BUSINESS: WORK GROUP REPORTS

56
57

Chair Grefenberg explained the procedure would be the same as the previous meeting: ~~and~~ each
58 Work Group would present each Policy, Strategic Recommendation, and Revision they would
59 recommend along with suggested timelines. He clarified that any issues, concerns, or questions
60 that took more than a few minutes to resolve would be set aside for later discussion.

61
62

~~He stated~~ [Grefenberg advised the Commission that](#) Commissioner Ramundt would present Work
63 Group D Neighborhoods, he would present Work Group G Operations Committee: Completed or
64 Nearly Complete/Responsibility of Other Commissions and/or Staff, and ~~Commissioner~~ Miller,
65 ~~Commission~~ Manke, and ~~Vice Chair~~ Becker would present Work Group C Community
66 Communications. He stated the agenda also included suggested revisions [to some of the items](#)
67 [set-aside at the last meeting which](#) ~~that~~ he and Commissioner Ramundt had agreed to.

68
69

**a. Work Group G: Operations Committee (Completed or Nearly
Complete/Responsibility of Other Commissions and/or Staff)**

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71

72 Chair Grefenberg stated this report comes from the Operations Committee and whose members
73 are Chair Grefenberg, Vice Chair Becker, and Commissioner Gardella. The Work Group is
74 recommending keeping the following policies:

75
76

Policy 1.0: Integrate Citizen Engagement into City Hall Culture

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78

Policy 1.1: The City should work to enrich and strengthen civic engagement at City Hall,
79 and encourage employees and elected officials to appreciate civic engagement as an
80 asset.

81
82

The Work Group would add the rationale that demonstrating a commitment to civic engagement
83 dispels public cynicism and connects [residents](#) more closely to their government, while also
84 ~~allowing~~ [providing](#) ~~them~~ more resources for authentic grass roots neighborhood planning and
85 community building.

86
87

~~to the 2014 Report to the City Council~~ [The Work Group also recommended the retention of](#)
88 ~~along with the 2012 Report~~ reference to the *Edina Public Participation in the Budgeting Process*,
89 including a hyper-link to this [if possible](#). ~~Work Group G stated~~ [Chair Grefenberg reminded the](#)
90 [Commission that](#) at the September 11 meeting ~~the CEC~~ [it had](#) approved the following strategic
91 recommendation and thus no further action would be necessary:

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Strategic Recommendation 1.1.a: Continue its practice of forming resident task forces to assess significant issues and make recommendations to the City Council or City Manager.

Work Group G recommended the following for strategic recommendation 1.1.a.i:

Strategic Recommendation 1.1.a.i: Encourage that the City budget process be more transparent and understandable to residents, and utilize other resources such as Roseville U short course on budgeting, neighborhood workshops, and/or webinars to engage residents in budgeting before the budget is finalized.

The Work Group also recommends that ~~the City~~ Staff involve Roseville residents experienced in the City budget process, including the Finance Commission, in the planning and execution of educational efforts and include a footnote to see the Edina Civic Engagement webpage *Public Participation in the Budgeting Process*. The suggested timeline for this recommendation would be to request Council consideration of the short U course when the City makes the decision to resume Roseville U with other actions as mentioned to be considered early in the budget process of 2015 and 2016.

The Work Group had considerable discussion when considering what was missing in these policies and strategic recommendations. One of the CEC functions was to involve volunteerism and as such the Work Group would recommend the following new policy:

Policy 10: The City should promote and encourage effective and meaningful volunteerism as part of a vibrant civic culture in Roseville.

Work Group G recommends removing the following strategic recommendation and the rationale is this statement is more or a policy that an strategic recommendation and if the Commission agrees to establish the new policy (Policy 10) as recommended the strategic recommendation 4.1.a could be removed and the following sections renumbered accordingly.

Strategic Recommendation 4.1.a: Create and promote more volunteer opportunities for citizens to actively contribute to the Roseville community.

Strategic Recommendation 4.1.b: Create a new City executive position to support volunteerism and effective public engagement across all departments, had been move to further discussion by the Commission at the September 11 meeting. Chair Grefenberg and Commissioner Ramundt had met in regards to this item and had come to a resolution that would be discussed under the [Set-Asides item further down the Agenda](#). ~~Item 5.d Items set aside from Work Group A and E: Community Outreach and Council/Commissions/Staff in the Community.~~

Recommendation 8.3.a Compile, maintain, and make readily available a list of meeting places for Roseville residents to use when organizing neighborhood meetings, had been moved to Work Group D: Neighborhoods. ~~Work Group D would make a recommendation regarding this item.~~

137
138 As part of adopting Policy 10.0 the Work Group would also recommend adopting the following
139 strategic recommendation with a timeline that would allow the new Volunteer Coordinator
140 adequate time to establish her program first before the Commission make any other strategic
141 recommendations.

142
143 Strategic Recommendation 10.1 Utilize the life experience and skills of or Senior
144 Community to volunteer in areas where their contributions are needed, applicable, and useful.

145
146 Work Group G recommended combining Policy 3.0 and Policy 3.1 into the following policy and
147 to keep strategic recommendation 3.1.a:

148
149 Policy 3.0: Engage Roseville renters and non-single family homeowners, such as
150 condominiums and coops, as it does single-family homeowners.

151
152 Strategic Recommendation 3.1.a: Include renters/leasers (both residential and business)
153 and residents or co-ops and assisted living facilities in any communications initiatives
154 (such as the recent adoption of Nextdoor, a neighborhood networking tool) to facilitate
155 their engagement.

156
157 Work Group G would also recommend adding the following rationale to Strategic
158 Recommendation 3.1.a: according to the 2010 census, almost 1/3 of Roseville residents are
159 renters and pay for City services through their rent, yet appear underrepresented in civic
160 engagement efforts. Other communities, such as Hopkins, have programs targeted specifically to
161 engage renters in City Government.

162
163 Community Communications Work Group requested strategic recommendation 3.1.b be
164 reviewed by Work Group G. The recommendation at this time would be to keep, revise, transfer,
165 and make strategic recommendation 3.1.b into Policy 9.2 as follows:

166
167 Policy 9.2: The City should engage renters, businesses both leased and owned, and non-
168 single-family homeowner, as it does homeowners, in its notification procedures.

169
170 Work Group G recommended keeping Policy 7.1 and adopting the revised Strategic
171 Recommendation 7.1.b as follows:

172
173 Policy 7.1: The City should go beyond the legal requirements for public notification and
174 provide information on issues critical to Roseville's development

175
176 Strategic Recommendation 7.1.b: Aggressively communicate these open house
177 opportunities, meetings in local media, as well as through existing communications
178 systems and neighborhood networks.

179
180 Item 7 additional 1 Other: Establish communication links with condos and senior residences, had
181 been transferred from Work Group A on September 11. Work Group G recommended that this

182 strategic recommendation was adequately covered in Strategic Recommendation 9.1.c: Work
183 with governing associations of condominiums and townhomes to notify residents, and advise
184 neighborhood groups and associations of pending development issues as soon as legally
185 allowable and solicit their input.

186

187 Work Group G proposed to keep Policy 9.0 and revise Policy 9.1 to clarify and include
188 businesses that lease their premises. These Policies are as follows:

189

190 Policy 9.0: Improve the notification process (note: the notification process referred to
191 herein is the responsibility of the Planning Department and Commission)

192

193 Policy 9.1: The City should expand the notification area and methods for informing
194 residents and businesses, including leased businesses, of developments that have greater
195 impact and/or involve issues of probable concern to the broader community.

196

197 The Work Group recommended changing Strategic Recommendation for implementation 9.1.a to
198 the following:

199

200 Strategic Recommendation 9.1.a: The Council should form a joint task force of
201 Community Engagement and Planning Commissioners, plus at-large members, to assess
202 these notification recommendations and prepare a joint plan for both Commissions and
203 for Council approval. Staff assistance shall be provided by the Planning Department.

204

205 Chair Grefenberg stated Work Group G had drafted the following for Strategic Recommendation
206 9.1.b:

207

208 Strategic Recommendation 9.1.b: Co-host with the proper governing board or
209 neighborhood association open houses in the community to display renderings, drawing
210 and maps of the proposal and set aside time to respond to residents' questions and
211 concerns. Reports on these open houses shall include the names and addresses of all who
212 participated, and should be prepared by a neutral third party, such as Planning
213 Department Staff.

214

215 The rationale for this was current Planning Department practice allows the developer to draft
216 Open House reports, which are distributed to the Planning Commission and eventually to the
217 City Council. Chair Grefenberg's experience has been that often these reports reflect [the](#) bias of
218 the developer. If only to avoid the appearance of a conflict of interest, these reports should be
219 developed by a neutral third party, [Chair Grefenberg advised the Commission.](#)

220

221 Chair Grefenberg stated he had attended the last Planning Commission meeting and discussed
222 with them these proposals and all five (5) members present were in support of the amending the
223 notification assessment and volunteered to be involved with the Task Force, so there has been
224 some progress in this already. The Planning Commission Staff are proposing the following:

225

226 A written summary of the open house shall be submitted as a necessary component of an
227 application for approval of a proposal requiring a developer open house meeting.

228
229 Chair Grefenberg stated ~~staff~~ amendments or revisions to the Planning Commission Staff
230 proposal read:

231
232 *A written summary of the open house shall be submitted as a necessary component of an*
233 *application for approval of a proposal requiring a developer open house meeting. The*
234 *summary shall include a list of potential issues/concerns and any possible mitigations or*
235 *resolutions for resolving the issue(s) and/or concern(s). Citizens are also encouraged to*
236 *submit their own summary of the meeting highlighting concerns/issues and any*
237 *mitigations and resolutions. It is encouraged that a list (name and address) of attendees*
238 *be kept and submitted with the open house summary. The applicant/developer is*
239 *responsible for mailing a copy of the meeting summary to all attendees who provided*
240 *their names and addresses on the sign-in sheet.*

241
242 At this time Chair Grefenberg proposed the following strategic recommendation:

243
244 Strategic Recommendation 9.1.b: Co-host with the proper governing board or
245 neighborhood association open houses in the community to display renderings, drawing
246 and maps of the proposal and set aside time to respond to residents' questions and
247 concerns. The applicant/developer is responsible for mailing a copy of the meeting
248 summary to all attendees who provided their names and addresses on the sign-in sheet.

249
250 Commissioner Miller clarified the Planning Department did not feel that Staff had the ~~capacity or~~
251 [time](#) to prepare these summaries.

252
253 Chair Grefenberg explained that the number of open houses is usually over 50 and this would
254 take a significant amount of Staff time to prepare these reports. The Planning Commission also
255 stated that Staff should not be in between the developer and the neighborhood in these open
256 house settings. He stated this would provide a process for neighbors to object to the summary of
257 the developer to ensure their concerns/issues were properly conveyed.

258
259 Commissioner Kathy Ramundt asked if these summaries should be posted to the City's website
260 as well, for those people who were not able to attend an open house but still want to know what
261 had occurred at the meeting.

262
263 Chair Grefenberg stated ~~the~~ [these summary summaries](#) would be included in the meeting packet
264 for the Planning Commission. Anyone reading that packet would have a few days notice to
265 appear directly.

266
267 Commissioner Ramundt stated the Community Engagement Commission would need to ensure
268 this is communicated to the residents so they are aware of where to find this information.

269

270 The Specific Task Force Strategic Recommendations under 9.1 are suggested for consideration
271 by this joint task force as a starting point in their deliberations. For purposes of reference only
272 these Task Force Recommendations are:

273

274 Strategic Recommendation 9.1.a.i: Expand the notification radius for projects reaching a
275 threshold of having significant impact, based on those proposals that meet certain criteria.
276 We recognize developing such criteria is challenging and therefore recommend the
277 following as a starting point: Environmental impact including any use that will generate
278 air emissions beyond normal heating and cooling or restaurant exhaust; and noise that
279 may be heard beyond a 500-foot radius or at any distance from the property before 7:00
280 a.m. or after 5:00 p.m. weekdays or anytime on weekends and holidays; any proposal
281 requiring a mandatory Environmental Assessment Worksheet (EAW) or a proposal that
282 would require an EAW on its own if an Alternative Urban Area-Wide Review (AUAR)
283 had not been prepared.

284

285 Strategic Recommendation 9.1.a.ii: Expand the notification radius for projects reaching a
286 threshold of having significant impact, based on those proposals that meet certain criteria:
287 Any proposal requiring a change to the Comprehensive Plan or an interpretation of the
288 intent of the Comprehensive Plan.

289

290 Strategic Recommendation 9.1.a.iii: Expand the notification radius for projects reaching a
291 threshold of having significant impact, based on those proposals that meet certain criteria.
292 We recognize developing such criteria is challenging and therefore recommend the
293 following starting point: Any proposal requiring a rezoning for a site of more than one (1)
294 acre.

295

296 Strategic Recommendation 9.1.a.iv: Expand the notification radius for projects reaching a
297 threshold of having significant impact, based on those proposals that meet certain criteria.
298 We recognize developing such criteria is challenging and therefore recommend the
299 following as a starting point: any subdivision creating more than 20 residential lots or
300 more than 40 residential dwelling units.

301

302 Strategic Recommendation 9.1.b: Require notification for such proposals be provided to
303 any established neighborhood organization any part of which falls within 500-feet of the
304 proposal and to all residents and businesses within 1500-feet of the proposal and solicit
305 their input. Highway and freeway rights-of-way shall not be included in the measured
306 radius and the City will liberally interpret this notice criteria.

307

308 Strategic Recommendation 9.1.e: Provide administrative and communication supports for
309 the above mentioned information meetings, such as maintaining an attendance list and
310 taking notes; providing information on the proposed schedule, future public meetings,
311 and review and decision process; and informing the public on how to access staff reports
312 and other information regarding the proposal.

313

314 Work Group G recommended keeping the following strategic recommendation:

315
316 Strategic Recommendation 9.1.c: Work with governing associations of condominiums
317 and townhomes to notify residents, and advise neighborhood groups and associations of
318 pending development issues as soon as legally-allowable and solicit their input.

319
320 Chair Grefenberg stated recently there had been some public and City Council discussion on the
321 accessibility and understanding of City Zoning notices to the general public. As a response to
322 this Work Group G recommended adding new Policy 9.2 and corresponding Strategic
323 Recommendation 9.2.1 and rationale as follows:

324
325 Policy 9.2: The City should reassess its zoning notices so as to increase public
326 understandability.

327
328 Strategic Recommendation 9.2.1: The City should reassess the notification language and
329 format so as to maximize understandability and convey their importance as official local
330 governmental notices with potential impact upon the recipient's property and
331 neighborhood. The rationale would be to ensure that recipients understand what they are
332 being notified of and the impact of any zoning, variance, change in zoning code, or
333 related proposal, terms such as interim use permit, conditional use, variance, should not
334 be relied upon to convey the intent of the notice, and every effort should be made to use
335 language which is easily understood by a high school graduate.

336
337 Chair Grefenberg stated any Work Group or Committee recommendation does not need a second
338 and it is automatically on the table as a motion for a vote.

339
340 The motion from Work Group G: Operations Committee (Completed or Nearly
341 Complete/Responsibility of Other Commissions and/or Staff) are: keep policy 1.0 and Policy 1.1
342 and add the stated rationale to the 2014 Report to the Council along with the 2012 Report
343 reference to the Edina *Public Participation in the budgeting Process*; no further action is
344 required for 1.1.a; make the suggested changes to 1.1.a.i including the suggested time line; adopt
345 new Policy 10.0; delete Strategic Recommendation 4.1.a; set aside Strategic Recommendation
346 4.1.b; assign Strategic Recommendation 8.3.a to Work Group D: Neighborhoods; adopt new
347 Strategic Recommendation 10.1 and the suggested timeline; keep Policy 3.0as revised with the
348 clarifying language; keep Strategic Recommendation 3.1.a as found in the original 2012 Task
349 Force Recommendations with the addition of the rationale statement; make Strategic
350 Recommendation 3.1.b Policy 9.2; keep Policy 7.1; revise and adopt Strategic Recommendation
351 7.1.b as proposed; add new Strategic Recommendation 9.1.b and rationale as amended; keep
352 Strategic Recommendation 9.1.c; add new Policy 9.2; add Strategic Recommendation 9.2.1 and
353 include the rationale; and adopt the Strategic Recommendations under Policy 9.1 as listed.

354
355 Chair Grefenberg stated one of the main sections added would be ~~setting up~~ a new section for
356 volunteerism, which is the basic statements and goals including the reference to seniors. This
357 may not be the only ~~reference~~ recommendation but it begins this section.

358

359 Commissioner Miller asked if there were any other items being slotted under this section other
360 than tapping into the senior community.

361
362 Chair Grefenberg ~~stated~~ said there was one other item, the substance of which he could not recall
363 ~~not~~ at this time. He also suggested that before the ~~CEC~~ Commission ~~gets to specific~~ starts
364 adding more specific recommendations they should probably meet with the City Volunteer
365 Coordinator Kelly O'Brien. At this time this would be considered a place holder. The
366 Commission would have an opportunity to add to this at future meetings.

367
368 There being no discussion Chair Grefenberg called the motion to a vote. **The motion carried**
369 **unanimously.**

370

371

372 **b. Work Group D: Neighborhoods**

373

374 Chair Grefenberg stated the participants in Work Group D: Neighborhoods were ~~Chair~~
375 ~~Grefenberg~~ himself, Commissioners Mueller and ~~Commissioner~~ Ramundt.

376

377 Commissioner Ramundt presented the Work Group D recommendations starting with keeping
378 Policy 5.2, Strategic Recommendation 5.2.a and Policy 7.0 as follows:

379

380 Policy 5.2: The City should include pertinent information and stories related to civic
381 engagement and neighborhoods in its print communications.

382

383 Strategic Recommendation 5.2.a: Include information related specifically to
384 neighborhoods and their activities in the Roseville City News.

385

386 Policy 7.0: Enhance Overall City Communication

387

388 Work Group D recommended revising Strategic Recommendation 7.1.a and adding Strategic
389 Recommendation 7.1.d as follows:

390

391 Strategic Recommendation 7.1.a: Organize/host neighborhood or community meetings
392 for projects that pose issues of substantial community or neighborhood-wide impact to
393 engage in dialogue before the Council or any Commission takes any formal action. This
394 would allow the City or Commissions to explain the project, answer any questions,
395 identify pros and cons, and get a feel for residents' viewpoints.

396

397 Strategic Recommendation 7.1.d: Explore other ways to engage and communicate with
398 residents on projects that pose issues of substantial community or neighborhood-wide
399 impact, such as surveys, social media, an interactive website dialogue, and other means.

400

401 Work Group D recommended keeping Policy 7.2, revising Strategic Recommendation 7.2.a,
402 adding Strategic Recommendation 7.2.b and renumbering and revising the current Strategic

403 Recommendation 7.2.b and adding former Strategic Recommendation 8.2.b as rationale for the
404 renumbered Strategic Recommendation 7.2.b. These Recommendations are as follows:

405

406 Policy 7.2: The City should emphasize communication utilizing existing systems more
407 proactively and effectively with the intention of engaging residents.

408

409 Strategic Recommendation 7.2.a: Connect Nextdoor neighborhood leads to facilitate
410 communication between them on issues of city-wide significance.

411

412 New Strategic Recommendation 7.2.b: Devise a process for identifying, maintaining, and
413 updating Nextdoor neighborhood leads. Consider ways the City could support the efforts
414 of Nextdoor leads in disseminating information necessary for neighborhood-building
415 efforts.

416

417 Renumbered Strategic Recommendation 7.2.b: Use Neighborhood networks such as
418 homeowner associations and neighborhood associations, such as SWARN (SouthWest
419 Area of Roseville Neighborhoods), the Lake McCarron's Neighborhood Association, the
420 Twin Lakes Neighborhood Association and other neighborhood networks to supplement
421 existing information systems and to invite residents' responses. When a City Department
422 organizes an informational meeting it should seek out an association or neighborhood
423 group with which to collaborate and organize said meeting.

424

425 The rationale [for this strategic recommendation](#) is [that](#) by utilizing various neighborhood
426 networks and organizations to disseminate information relevant to the City and its
427 neighborhoods, the City will assist these groups in providing value to their members and
428 neighbors. The City will also gain increased coverage of news and notifications to its
429 residents.

430

431 Work Group D also recommended keeping Policy 8.0, Policy 8.1, Strategic Recommendation
432 8.1.c, and revising Strategic Recommendations 8.1.a, 8.1.b, and 8.1.d. These are as follows:

433

434 Policy 8.0: Foster and Support Vibrant Neighborhoods

435

436 Policy 8.1: The City should support residents' efforts to build community within their
437 neighborhood.

438

439 Strategic Recommendation 8.1.a: Support the creation of resident-defined neighborhoods.
440 (See Edina Name Your Neighborhood at www.edinamn.gov/category/neighborhood as an
441 example of allowing residents to determine their neighborhoods names and boundaries.)

442

443 Strategic Recommendation 8.1.b: Monitor and evaluate the success of
444 www.nextdoor.com and include goal related metrics and use satisfaction.

445

446 Strategic Recommendation 8.1.c: (renumbered appropriately) Provide materials to
447 support neighborhood gatherings throughout the year, similar to the Night to Unite
448 materials offered through the Neighborhood Watch Program.

449

450 Strategic Recommendation 8.1.d: (renumbered appropriately) Utilize City News to
451 communicate news and items of interest to neighbors and neighborhoods. Solicit input
452 and contributions from residents and neighborhood groups.

453

454 Commissioner Jonathan Miller asked how ~~the divisions of a~~ neighborhood boundaries for
455 NextDoor ~~are~~ had been defined. ~~and who would look at the metrics.~~

456

457 Commissioner Ramundt ~~stated there is a lot of work that can be done around Nextdoor.~~ said two
458 (2) years ago the City defined the neighborhoods using the parks constellations established by
459 the parks. Parks and Recreation Department. ~~At any time the City can get some neighborhood~~
460 ~~metrics such as how many people are being added to a neighborhood but there are not a lot~~
461 ~~available.~~ Some of the NextDoor neighborhoods ~~associations~~ have only 10% membership ~~and~~
462 ~~the Commission would like to see this increased.~~ She recommended adding Nextdoor as a future
463 agenda item so that more information could be provided to the Commissioners.

464

465 ~~Commissioner Desiree Mueller asked if Commissioner Miller was more interested in who was~~
466 ~~overseeing Nextdoor.~~ She asked what Commissioner Ramundt's involvement was with
467 establishing Nextdoor.

468

469 Commissioner Ramundt stated ~~there~~ that NextDoor was a City program of Nextdoor ~~and~~ but
470 Nextdoor did establish the neighborhoods as recommended by the City through its Parks
471 Department. ~~Nextdoor can do postings to the neighborhoods and get reports.~~

472

473 Staff Liaison Garry Bowman ~~stated~~ commented that City Staff has done some city-wide and
474 neighborhood postings on NextDoor, but the City's view is Nextdoor is a community asset and
475 not a City asset. ~~Therefore there~~ there has been reluctance from the City to have any City oversight
476 over NextDoor ~~because it is a community asset.~~ ~~The City can make postings either city wide or~~
477 ~~to targeted neighborhoods.~~

478

479 Commissioner Ramundt ~~stated~~ commented that by identifying the neighborhood leads ~~then~~ the
480 City could ~~identify~~ recommend what these leads could do within the community. This ~~would~~
481 could increase community involvement.

482

483 Chair Grefenberg ~~stated~~ clarified that Nextdoor is a product of a private corporation
484 headquartered in San Francisco. In their commitment to their subscribers they state the City
485 cannot access individual neighborhoods webpages however, the City can do a city-wide posting.

486

487 Commissioner Miller suggested adding this as a future agenda item.

488

489 Commissioner Ramundt ~~stated there is a link on the City's webpage to Nextdoor but there are~~
490 ~~opportunities for the City to utilize this to enhance community involvement.~~

491
492 Commissioner Ramundt continued to present the Work Group D recommendations by deleting
493 Strategic Recommendation 8.1.e, 8.2.a.i, 8.2.a.iii, 8.2.a.iv and 8.2.b (this was added as the
494 rationale for Strategic Recommendation 7.2.b). The Work Group recommended keeping Policy
495 8.2 and Strategic Recommendations 8.2.a.ii and renumber this appropriately with the deletion of
496 8.2.a.i and 8.3.a and adding Strategic Recommendation 8.3.b. The Work Group also
497 recommended renumbering 8.2.a.iv.1, and 8.2.a.iv.2 as appropriate along with the revision to
498 8.2.a.iv.2. These are as follows:

499
500 Policy 8.2: The City should support residents in developing more formalized
501 neighborhoods and/or neighborhood organizations.

502
503 Strategic Recommendation 8.2.a.ii: (renumber appropriately) Provide residents wishing
504 to form a neighborhood network or association with the following: definition and
505 examples of a neighborhood network or association, a clear process to formalize such
506 groups, and City recognition and benefits to officially-recognized groups. (See
507 www.stloouispark.org/neighborhoods/neighborhood-associations.html.)

508
509 Strategic Recommendation 8.3.b: (renumbered appropriately) City recognition of
510 Neighborhood Associations should be premised on the assumption that neighborhood
511 boundaries are inclusive and not exclusive.

512
513 Strategic Recommendation 8.1.e: remove

514
515 Strategic Recommendation 8.2.a.i: remove

516
517 Strategic Recommendation 8.2.a.iii: remove

518
519 Strategic Recommendation 8.2.a.iv: remove

520
521 Strategic Recommendation 8.2.a.iv.1: (renumbered appropriately) A page on the City's
522 website with the neighborhood's name, boundaries, characteristics, events, and contact
523 person. (Example at www.stloouispark.org/wolfe-park.html).

524
525 Strategic Recommendation 8.2.a.iv.2: The City should consider adding signage in the
526 physical neighborhood when neighborhood names are identified and commonly accepted.

527
528 Strategic Recommendation 8.2.b: remove

529
530 Strategic Recommendation 8.3.a: Compile, maintain and make readily available a list of
531 meeting places for Roseville residents to use when organizing neighborhood meetings.

532
533 Chair Grefenberg stated that the Cable News was not seen as an important means for getting
534 information about neighborhoods and this is why the Work Group recommended removing
535 Strategic Recommendation 8.1.e.

536
537 The motion on the floor from Work Group D: Neighborhoods is to: keep Policy 5.2, keep
538 Strategic Recommendation 5.2.a, keep Policy 7.0, revise Strategic Recommendation 7.1.a, add
539 Strategic Recommendation 7.1.d, keep Policy 7.2, revise Strategic Recommendation 7.2.s, add
540 Strategic Recommendation 7.2.b, renumber and revise current Strategic Recommendation 7.2.b
541 and include Strategic Recommendation 8.2.b as rationale, keep Policy 8.0, keep policy 8.1,
542 revise Strategic Recommendation 8.1.a, revise Strategic Recommendation 8.1.b, keep Strategic
543 Recommendation 8.1.c, revise Strategic Recommendation 8.1.d, delete Strategic
544 Recommendation 8.1.e, keep Policy 8.2, delete Strategic Recommendation 8.2.a.i, renumber and
545 keep Strategic Recommendation 8.2.a.ii, add new Strategic Recommendation 8.3.b, delete
546 Strategic Recommendation 8.2.a.iii, delete Strategic Recommendation 8.2.a.iv, renumber
547 Strategic Recommendation 8.2.a.iv.1, revise and renumber Strategic Recommendation 8.2.a.iv.2,
548 delete Strategic Recommendation 8.2.b, renumber and keep Strategic Recommendation 8.1.c,
549 and keep Strategic Recommendation 8.3.a.

550
551 There being no further discussion Chair Grefenberg called the motion to a vote. **The motion**
552 **carried unanimously.**

553
554

555 **c. Work Group C: Community Communications**

556
557 Chair Grefenberg stated the members of Work Group C: Community Communications were
558 Vice-Chair Becker, Commissioner Manke, and Commissioner Miller.

559
560 [At this time Chair Grefenberg asked Vice-Chair Becker to chair this portion of the meeting, and](#)
561 [left the room during this portion of the Commission meeting.](#)

562
563 Commissioner Miller presented the report for Work Group C: Community Communications.
564 The Work Group recommended keeping Policy 2.2, Policy 5.1, and Policy 5.2 and revise
565 Strategic Recommendation 2.2.a, 5.1.b, and 5.2.c. These recommendations are as follows:

566
567 Policy 2.2: The City should widely publicize openings on all Commissions and ad hoc
568 groups and encourage residents to apply.

569
570 Strategic Recommendation 2.2.a: Fully utilize existing print and electronic means to
571 announce openings on City Commissions and task forces. Such means include but are
572 not limited to the Roseville City News, Roseville Patch, Roseville Review, Roseville
573 Issues Forum, various social media, and the neighborhood network NextDoor.

574
575 Policy 5.1: The City should continue to disseminate information via printed material,
576 keeping in mind that many residents rely solely on print media for news and information.

577
578 Strategic Recommendation 5.1.b: Make City Council decisions readily available in print
579 form for residents at City Hall upon request so that people without email are able to
580 access this information.

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Policy 5.2: The City should include pertinent information and stories related to civic engagement and neighborhoods in its print communication.

Strategic Recommendation 5.2.c: Invite residents to generate story ideas for the City Staff on items of interest for City News and possible other communications such as the biweekly electronic newsletter.

Commissioner Ramundt asked if there would be other locations ~~that~~ where City Council decisions could be made available at.

Commissioner Miller suggested the Public Library.

Staff Liaison Bowman stated the City News was delivered to the Library. He stated the options available to the City would be City Hall, the Library, and mailings.

Commissioner Ramundt suggested the Community Engagement Commission consider having this type of information available at other locations in the future.

Vice Chair Becker stated this could be something that could be worked out with the Library because they do have the meetings available there as well.

Commissioner Miller continued the presentation for Work Group C by stating the Work Group recommended keeping Policy 6.1 and 6.2 and removing Strategic Recommendation 6.1.a, and 6.1.b, revising Strategic Recommendations 6.2.a and 6.2.b, and keeping Strategic Recommendation 6.2.c. The Work Group also recommended keeping Policy 6.3 with revisions, keeping Strategic Recommendation 6.3.a, adding Strategic Recommendation 6.3.aa, reviewing Strategic Recommendation 6.3.b after the new City website is live, revising Strategic Recommendation 6.3.c and removing Strategic Recommendation 6.3.d. These are as follows:

Policy 6.1: The City should continuously improve its website to make it more user-friendly, thereby fostering civic engagement.

Strategic Recommendation 6.1.a: remove

Strategic Recommendation 6.1.b: remove

Policy 6.2: The City should maximize two-way communications technologies to facilitate timely public participation and engagement.

Strategic recommendation 6.2.a: Make use of existing electronic communications channels and networks (website, community engagement module, email alerts, Roseville Community Forum, NextDoor, social media, etc.) to connect with and actively engage Roseville citizens with an emphasis on two-way communication.

626 Strategic Recommendation 6.2.c: Create an area of the website (or web-based
627 communications) focused specifically on public engagement information and resources
628 for citizens, including two-way communication (see Edina’s Citizen Engagement blog as
629 an example).

630
631 Strategic Recommendation 6.2.b: Continue to explore new media channels to connect
632 with and actively engage Roseville citizens with an emphasis on two-way
633 communication.

634
635 Policy 6.3: The City should make readily available City Council and Commission agenda
636 items, minutes, and recorded meetings through its website and CTV cable television.

637
638 Strategic Recommendation 6.3.a: Publish approved City Council and Commission
639 meeting minutes on the City website in a timely manner, such as within one (1) week of
640 approval.

641
642 Strategic Recommendation 6.3.aa: If public meeting minutes are not approved in a timely
643 manner, such as within one month, publish draft minutes on its website until minutes are
644 finalized.

645
646 Strategic Recommendation 6.3.b: (review this recommendation after the new City
647 website has gone live) Offer the full text of meeting agendas in the body of email alerts
648 and meeting notices rather than requiring the extra step to click a link to learn of the full
649 agenda.

650
651 Strategic Recommendation 6.3.c: Include a link to the specific recorded televised City
652 meeting on the same page as the meeting minutes and/or agenda.

653
654 Strategic Recommendation 6.3.d: remove

655
656 There being no discussion Commissioner Miller continued with the recommendations for Work
657 Group C. The Work Group recommended keeping Policy 6.4, keeping Strategic
658 Recommendation 6.4.a and adding Strategic Recommendation 6.4.e as follows:

659
660 Policy 6.4: The City should foster direct and efficient email communication with public
661 officials.

662
663 Strategic Recommendation 6.4.a: Create and publish public, City-domain email addresses
664 for City Council members and Commissioners to directly receive email from and send
665 email to citizens on public matters without requiring City Staff to manually forward such
666 messages. (The online contact form may still ~~be~~ be useful for individuals without email).

667
668 Strategic Recommendation 6.4.e: Department heads and other key Staff members email
669 addresses should be listed in the City Staff Directory and on the City’s redesigned
670 website under their department or division.

671
672 Commissioner Miller stated under the category of “print” the Work Group recommended
673 keeping Policy 5.1, Strategic Recommendation 5.1.a, adding Strategic Recommendation
674 formally numbered 7.2.d and renumber it accordingly, keeping Policy 5.2, moving Strategic
675 Recommendation 5.2.a to Work Group D: Neighborhoods, deleting Strategic Recommendation
676 5.2.b. These changes are as follows:
677

678 Policy 5.1: The City should continue to disseminate information via printed material and
679 other means, keeping in mind that many residents rely solely on print media.
680

681 Strategic Recommendation 5.1.a: Continue to disseminate Roseville City News and
682 ensure all residents including renters and those living in non-singly-family homes receive
683 the paper.
684

685 Strategic Recommendation 5.1.a: (renumber as appropriate) Reinstate the “Welcome
686 Packet” for new residents of Roseville and incorporate information needed to foster
687 volunteerism and effective civic engagement in the “Welcome Packet”.
688

689 Policy 5.2: The City should include pertinent information and stories related to civic
690 engagement and neighborhoods in its print communications.
691

692 Strategic Recommendation 5.2.a: moved to Work Group D: Neighborhoods
693

694 Strategic Recommendation 5.2.b: remove
695

696 Commissioner Miller stated for the group Enhance Overall City Communication the Work
697 Group would recommend reassigning Policy 7.1 and removing Policy 7.2 and under Foster and
698 Support Vibrant Neighborhoods the Work Group recommended reassigning Policy 8.1 and
699 Strategic Recommendation 8.1.e, 8.1.d, 8.1.e and 3.1.b as follows:
700

701 Policy 7.1: reassigned to Work Group G: Operations Committee; Completed or Nearly
702 Complete/Responsibility of Other Commissions and/or Staff.
703

704 Policy 7.2: remove
705

706 Policy 8.1: reassigned to Work Group D: Neighborhoods
707

708 Strategic Recommendation 8.1.e: reassign to Work Group D: Neighborhoods.
709

710 Strategic Recommendation 8.1.d: reassigned to Work Group D: Neighborhoods
711

712 Strategic Recommendation 8.1.e: reassigned to Work Group D: Neighborhoods
713

714 Strategic Recommendation 3.1.b: reassigned to Work Group G: Operations Committee;
715 Completed or Nearly Complete/Responsibility of Other Commissions and/or Staff

716
717 The motion on the floor from Work Group C: Community Communications was to keep Policy
718 2.2, keep Strategic Recommendation 2.2.a, keep Policy 5.1, revise and keep Strategic
719 Recommendation 5.1.b, keep Policy 5.2, keep and revise Strategic recommendation 5.2.c, keep
720 Policy 6.1, remove Strategic Recommendation 6.1.a, remove Strategic Recommendation 6.1.b,
721 keep Policy 6.2, keep and revise Strategic Recommendation 6.2.a, keep Strategic
722 Recommendation 6.2.c, keep and revise Strategic Recommendation 6.2.b, keep and revise Policy
723 6.3, keep Strategic Recommendation 6.3.a, add Strategic Recommendation 6.3.aa, revisit
724 Strategic Recommendation 6.3.b after the new City website is live, keep and revise Strategic
725 Recommendation 6.3.c, remove Strategic Recommendation 6.3.d, keep Policy 6.4, keep Strategic
726 Recommendation 6.4.a, add Strategic Recommendation 6.4.e, keep Policy 5.1, keep Strategic
727 Recommendation 5.1.a, add Strategic Recommendation formally 7.2.d and renumber
728 appropriately, keep Policy 5.2, move Strategic Recommendation to Work Group D:
729 Neighborhoods, move Policy 7.1 to Work Group G: Operations Committee; Completed or
730 Nearly Complete/Responsibility of Other Commissions and/or Staff, remove Policy 7.2, move
731 Policy 8.1 to Work Group D: Neighborhoods, and move Strategic Recommendation 8.1.e, 8.1.d,
732 8.1.e to Work Group D: Neighborhoods.

733
734 There being no further discussion Vice Chair Becker called the motion to a vote. **The motion**
735 **carried unanimously.**

736
737 **d. Items Set-Aside from Work Group A & E: Community Outreach and**
738 **Council/Commissions/Staff in the Community**

739
740 At this time Chair Grefenberg resumed the Chair,

741
742 Grefenberg reminded the Commissioners that certain items were set-aside for further discussion
743 from Work Group A & E at the stated these items are from the September 11, 2014, Work
744 Group Reports: Commission meeting. At the request of Chair Grefenberg and Commissioner
745 Ramundt he had met with her and together they ~~has~~ had agreed upon certain ~~drafted~~ revisions to
746 these outstanding recommendations: Strategic Recommendations 1.1.c, 2.2.b, 7.1.c, 5.1.c, and
747 4.1.b from Work Group A & E: Community Outreach and Council/Commissions/Staff in the
748 Community.

749
750 ~~These~~ Their joint Strategic Recommendations are as revised are as follows:

751
752 Chair Grefenberg stated these items are from the September 11, 2014 Work Group Reports.
753 Chair Grefenberg and Commissioner Ramundt had met and drafted revisions to the outstanding
754 Strategic Recommendations 1.1.c, 2.2.b, 7.1.c, 5.1.c, 4.1.b from Work Group A & E:
755 Community Outreach and Council/Commissions/Staff in the Community. These Strategic
756 Recommendations are revised as follows:

757
758 Strategic Recommendation 1.1.c: Recognize the changing demographics of Roseville in
759 order to understand how best to keep them informed and involved.

760

761 Strategic Recommendation 2.2.b: Encourage community engagement and civic
762 participation across all demographic lines.

763
764 Strategic Recommendation 7.1.c: Encourage Staff to communicate and consult with
765 community and neighborhood leaders on issues important to Roseville’s development.

766
767 Strategic Recommendation 5.1.c: Explore various options to include residents without
768 computer access in community-building and communications.

769
770 Strategic Recommendation 4.1.b: Repurpose and existing or create a new City position to
771 support effective community and civic engagement across all departments. This position
772 would coordinate neighborhood and community relations; he/she could develop
773 procedures and methods to improve, track, and provide clear and consistent two-way
774 communication between City government and residents and businesses, and find
775 opportunities for more effective civic engagement. We recommend that this position also
776 work with the Community Engagement Commission. The timeline for this Strategic
777 Recommendation is the City Council should consider a new staff position during the
778 2016 budget process at the earliest and repurposing an existing position to include such
779 duties could occur sooner.

780
781 In explaining his and Commissioner Ramundt’s recommendations on these set-asides Chair
782 Grefenberg ~~stated~~ said that the Commission should not focus solely on just specific groups but
783 rather ~~to~~ encourage participation across all demographic groups ~~since the purpose of the~~
784 ~~Commission is to engage the community not just specific groups and this is included in Strategic~~
785 ~~Recommendation 2.2.b.~~ There may be occasions that may require focusing on a specific group
786 but overall the Commission should consider all demographics.

787
788 He Grefenberg asked ~~if~~ Commissioner Manke if she had any concerns with revised Strategic
789 Recommendation 2.2.b because there had been discussion earlier about determining the different
790 groups in Roseville in order to do ~~targeting~~ targeted marketing.

791
792 Commissioner Michelle Manke ~~stated~~ responded that she had suggested the Commission
793 understand what the different demographics were in the City in order to better understand how to
794 communicate with these groups ~~and how to properly communicate with these groups.~~ She was
795 more focused on how it is communicated not who it is communicated to.

796
797 Chair Grefenberg stated Strategic Recommendation 4.1.b was to ~~establish~~ point out a the need
798 for a staff person ~~who works~~ to focus on encouraging and facilitating civic engagement
799 throughout ~~and it does recognize that the City has hired a Volunteer Coordinator.~~

800
801 Commissioner Ramundt ~~stated that this recommends the City hire a Staff member and she had~~
802 originally felt this may have been premature, but after hearing about the work Chair Grefenberg
803 has done to get the Twin Lakes Association up and running it became apparent that another Staff
804 member would be useful. After talking with Chair Grefenberg she has a better understanding of

805 the work that a Civic Engagement Coordinator would do. This recommendation does not mean
806 that the City has to now hire a person but that there may be a need in the future.

807

808 Chair Grefenberg pointed out that this position would not need to be at an executive ~~position~~
809 level in terms of salary, -but rather a staff position.

810

811 Chair Grefenberg ~~stated~~ advised the Commission the recommendation would not need a second
812 and the motion on the floor at this time would be to adopt Strategic Recommendations 1.1.c,
813 2.2.b, 7.1.c, 5.1.c, and 4.1.b as presented. **The motion carried unanimously.**

814

815

816 6. CHAIR, COMMITTEE AND STAFF REPORTS

817

818 a. **Chair's Report**

819

820 Chair Grefenberg stated if time allowed they would discuss the items that had been set aside and
821 he would like to be able there has been a lot happening. He was impressed with the
822 Communications Report to the City Council.

823

824 Now the ~~Community Engagement~~ Commission should work towards enacting some of these
825 recommendations. He recommended putting all of the work policies and strategic
826 recommendations that have been adopted under one cover and start prioritizing these and setting
827 up work plans.

828

829 ~~He Grefenberg stated~~ said the Commission may need to get others residents involved ~~in these~~
830 ~~projects and~~ since there is a lot of talent in the City that ~~could~~ would add a significant resource to
831 the Commission and prevent individual commissions from trying to do it all by themselves by
832 ~~bringing forward specific recommendations or plans.~~ For example, he explained noted he had
833 received an email ~~for~~ from the Karen Organization of Minnesota on ~~referring to~~ some recent
834 evictions from a Roseville apartment building. One of ~~the things that the Commission is suppose~~
835 ~~to do since one of the Commission's charges is~~ to talk with the ~~assist~~ underrepresented groups
836 and he let them know ~~whom~~ and how they ~~could~~ should talk to ~~and send letters to in order~~ seek
837 redress for their grievances.

838

839 Grefenberg concluded by saying he would like to see the Commission now aggressively move
840 forward ~~start to do things now that there is a platform~~ with their agreed upon set of
841 ~~recommendations and a comprehensive set of recommendations~~ He ~~stated there would need to~~
842 ~~be a meeting with the Commission and~~ to make to the City Council.

843

844 Staff Liaison Garry Bowman said the City Council only has two (2) meeting in November and
845 two (2) ~~meetings~~ in December. There will be a budget hearing on December 1 and a vote on the
846 budget December 8. There is limited space on the Council's future agendas, but the City
847 Manager may be able to fit a report from the Commission on the agenda. ~~The third Monday in~~
848 ~~November would be a possibility.~~

849

850 **b. Website Redesign Committee**

851 **i. Current Status of Civic Engagement Module (Lead Commissioner**
852 **Becker)**
853

854 Staff Liaison Bowman stated that Vice Chair Becker had been out of town and ~~he~~ Staff Liaison
855 Bowman had been very busy so there has not been a lot of work on this. He does have the
856 criteria and he talked with the City Manager and he would like to have this criteria weighted
857 prior to it being sent out. He recommended a short meeting to look at this.

858
859 Vice Chair Becker stated the Website Committee had done this and he would make sure that was
860 available to Staff Liaison Bowman.

861
862 Staff Liaison Bowman stated once he receives this information he will send out the requests for
863 information and have a report for the Commission at the next meeting. He would like to see the
864 Commission make a recommendation prior to their meeting with the City Council so that the
865 Council can act on the recommendation.

866
867 Vice Chair Becker asked if Staff Liaison Bowman planned on sending the weighting along with
868 the criteria to the vendors. Staff Liaison Bowman indicated that was his intent as recommended
869 by the City Manager in order to provide the vendors with additional clarity.
870

871 **c. Staff Report on Current Status of Main Website Redesign**

872
873 Chair Grefenberg stated the test website is up and running and he had expressed a desire to have
874 some time to look through it and review it prior to making recommendations. He suggested the
875 Commission meet and develop a list of recommended revisions. He would like to have the
876 Commission proceed in an organized fashion and make a final assessment. He requested a week.

877
878 Chair Grefenberg stated the test website is up and running and he had requested to have some
879 time to look through it and review it prior to making recommendations. He suggested the
880 Commission meet and develop a list of recommended revisions. He would like to have the
881 Commission proceed in an organized fashion and make a final assessment. He requested a week.

882
883 Commissioner Ramundt clarified that the specific information on the site was not available yet.

884
885 Staff Liaison Bowman ~~stated~~ said that the test site has various things the city requested to be
886 built but currently do not link to anything. was information that the City would like to have
887 linked that is not linked at this time but would be done at a later date once Staff had provided that
888 information. Because menus can and will be changed in the future, his recommendation would
889 be to look at the menus to determine if they are user friendly, if there is information that is
890 missing, or additional information that the Commission would like to see included. He added
891 that not all the blanks have been filled in yet and much of the content would not be available
892 until after the website was launched. The overall feel and look is what should be looked at and
893 considered at this time because these are not easy ~~changes to have done~~ modifications to make
894 after the site is launched. There should be a live website in a couple of weeks.

895
896 Chair Grefenberg ~~stated~~ said he would like prefer an opportunity for the Website Redesign
897 Committee to meet and include all Commissioners who wish to attend so that the look and
898 feel/design and look can be reviewed. The Commission ~~can~~ could also chose the alternative
899 determine that this could be something decided by the Website Redesign Committee ~~but he~~
900 ~~would like the Committee to be involved in these issues.~~ He asked that all other written
901 comments include Vice Chair Becker. He would like to see this done within a week.

902
903 Vice Chair Becker asked the Website Redesign Committee if they felt the need to meet in order
904 to discuss these changes or if individual reviews would be preferred.

905
906 Commissioner Miller stated that he could review it but he would not be able to schedule a
907 meeting.

908
909 Chair Grefenberg ~~stated~~ said the Committee would determine the need for meetings. He would
910 like to see something from the Committee but there would not have to be a full Commission
911 meeting.

912
913 Vice Chair Becker stated he could receive all the individual comments and compile the
914 information and this could be done by the end of next ~~year~~ week.

915
916 ~~Chair Grefenberg stated if Commissioner Ramundt could not be involved then he would like to~~
917 ~~be notified so that he could.~~

918
919 Commissioner Manke clarified that every Commissioner could provide feedback to Vice Chair
920 Becker and he would consolidate this information into a single document for Staff Liaison
921 Bowman.

922
923 Chair Grefenberg expressed concerns ~~about the open meeting law because~~ that the Vice Chair
924 would in effect be providing an group assessment in regards to design, usefulness, and content,
925 which was not within any Commissioner's authority.

926
927 Staff Liaison Bowman suggested sending their individual comments to him and he would
928 compile the document.

929
930 Chair Grefenberg stated this would not work since it was the Commission's responsibility as a
931 body and ~~it should be~~ the Commission itself should ~~that determined~~ determine ~~which of the~~
932 ~~individual remarks are valid.~~ what its position was on the new website design, not simply
933 transmit to Bowman each individual members' opinion. Since a new the website is something
934 that the Commission ~~--and its predecessor the Task Force--~~ had been ~~focused~~ working on for two
935 years ~~on~~ he would like to see an organized unified organizational approach.

936
937 Commissioner Ramundt stated Staff Liaison Bowman is gathering general feedback at this time
938 and they would be adding the content and once this has been done then there would be more for
939 people to react to.

940
941 Staff Liaison Bowman stated it is not a finalized website at this time but he has felt that he
942 needed to push it forward from design to test site and he has been reacting to what people are
943 telling him they want.

944
945 Vice Chair Becker stated he would be happy to consolidate the individual responses into a single
946 report but stated it was unclear what the Commission would be recommending at this point
947 because there would be nothing to decide on.

948
949 ~~Commissioner Ramundt clarified at this time the Commission is not able to say the website is~~
950 ~~good or the website is bad. The Commissioner needs to allow Staff Liaison Bowman to gather~~
951 ~~the feedback and make what changes are needed. After this point then the Commission would be~~
952 ~~able to make recommendations.~~

953
954 Staff Liaison Bowman ~~stated~~ confirmed that even after the website is launched there would be
955 opportunities for changes and edits.

956
957 Commissioner Mueller stated at this time the Commission should not be concerned because after
958 it is live if there are things the Commission would like to see changed or added it would be
959 possible.

960
961 Chair Grefenberg stated he would accept ~~this~~ as appropriate for the Commission but does not
962 agree that individual commissioners should make these recommendations. He wants to see the
963 CEC make a unified recommendation. What he ~~does~~ now understands ~~at this time~~ is the website
964 is incomplete and is in a “big picture” format.

965
966 Staff Liaison Bowman clarified the feedback that he is requesting at this time has to do with look
967 and feel of the overall design.

968
969 ~~Commissioner Ramundt stated after looking through some of the pages she found some of the~~
970 ~~fonts to be lighter than others.~~

971
972 Chair Grefenberg asked, for example, if he ~~felt~~ the question of the site ~~would including~~ a
973 Neighborhood page ~~or if this~~ would be something that should be brought up at this time or could
974 such a change be made later. Staff Liaison Bowman stated a page could be added at any time as
975 long as the content is prepared.

976
977 Vice Chair Becker stated those items such as specific pages and content would be appropriate for
978 the Commission to act on and make a unified recommendation, but ~~those things that involve the~~
979 overall look and feel to users would ~~be~~ require individual responses. Opinions and subjective
980 ~~items~~ judgments ~~could not be presented as a recommendation~~ could not be presented as a unified
981 recommendation.

982
983 Chair Grefenberg suggested by next week, each Commissioner provide a copy of comments to
984 Vice Chair Becker and Staff Liaison Bowman and neither the Committee nor the Commission

985 needs to meet about the preliminary design of the website, recognizing that the Commission
986 would have the opportunity at a later date to provide direct Commission input regarding the new
987 website.

988

989 Staff Liaison Bowman stated he would welcome any input on the website, ~~even~~ including after
990 the website launch ~~of the website~~.

991

992 Chair Grefenberg moved, seconded by Vice Chair Becker, to ~~follow the procedure of sending~~
993 comments to Staff Liaison Bowman and Vice Chair Becker regarding the overall design of the
994 website as currently available on the test site, recognizing that the Commission would have the
995 opportunity to provide direct input about the content and layout of the website at a future date.

996 **The motion carried unanimously.**

997

998 ~~i. Assessment of Proposed New Website~~

999

~~1. Contingent on availability of Test Website Prior to Meeting~~

1000

~~ii. Commission Determination of Advisory Opinion on Main Website Redesign~~

1001

1002 **d. ~~Other~~ Operations Committee**

1003

1004 Chair Grefenberg ~~stated~~ reported the Operations Committee had met on October 8 and there had
1005 been a feeling that a general work plan should be presented to the Commission at the next
1006 meeting pertaining on how to take all of the recommendations and proceeding. He stated the
1007 Commission would need to have a representative present when other Commissions review the
1008 recommendations or policies. There are six (6) Commissions that meet regularly and other
1009 groups as well.

1010

1011 The Operations Committee also recommends, the Chair reported, that other ~~people~~ residents be
1012 appointed by the Commission to serve on its task forces ~~for the Commission~~.

1013

1014 There being no comment or input Chair Grefenberg moved to the next item on the agenda.

1015

1016

1017 **7. NEW BUSINESS**

1018

1019 **a. Commission Consideration of Mayoral Request to Next Door to Allow Residents** 1020 **to Opt-In to Direct Certain Postings to City Staff**

1021

1022 Chair Grefenberg ~~stated~~ reported that at the September 22, 2014 meeting of the City Council,
1023 during ~~the Council's~~ its discussion of Garry Bowman's report on the Communication Division
1024 past and current activities, ~~two Council members~~ Mayor Roe and LaLiberte raised an issue
1025 regarding the current inability of NextDoor to allow item members to direct issues or complaints
1026 directly to City Staff. ~~Gary's~~ Garry Bowman's answer was that he would take up this issue with
1027 Kathy Ramundt.

1028

1029 He [Chair Grefenberg](#) stated he believed the full Commission should ~~also~~ take a position on the
1030 recommendation found in Mayor Roe’s follow-up email to him and ~~Kathy~~ Ramundt.

1031
1032 ~~Grefenberg pointed out~~ [reminded the Commissioners](#) that one of the recommendations contained
1033 in the Neighborhood Work Group Report was: Strategic Recommendation 8.1.b: *Monitor and*
1034 *evaluate the success of [www.Nextdoor.com](#) and include goal-related metrics and user*
1035 *satisfaction.* The [Commission’s](#) request would be to ask NextDoor to change their website to
1036 allow individual residents or ~~complaints~~ [complainants](#) to direct their concern/issue to the City.
1037 He asked if there would be any objections to the Commission recommending that this request be
1038 made of national NextDoor.

1039
1040 The request would be to ask NextDoor to change their website to allow individual residents or
1041 complaints to [immediately](#) direct their concern/issue to the City. He asked if there would be any
1042 objections to the Commission recommending that this request be made of National NextDoor.

1043
1044 Commissioner Miller clarified this would be a function that would be new to the website not just
1045 an option that the City has opted out of. Chair Grefenberg ~~stated~~ [responded that](#) this would be a
1046 [new function option](#) that they ~~NextDoor~~ [have not had in the past](#) ~~did not currently possess.~~

1047
1048 Commissioner Ramundt stated she had posted a question to ~~others~~ [leads outside of Roseville](#) on
1049 how they were handling this and she had gotten a couple of responses that this is not what
1050 NextDoor is about. She ~~also stated~~ [said](#)-according to the [recent City](#) survey only 10% of
1051 Roseville residents are on NextDoor at this time, so she would not see NextDoor making this
1052 type of change. The Commission could make the recommendation. She ~~stated if~~ [suggested that](#)
1053 [the Commission could find neighborhood leads that who](#) were willing to take on the ~~role~~ [role](#) of
1054 reviewing posts and letting people know who to contact [on City staff](#).

1055
1056 Chair Grefenberg made a motion, seconded by Commissioner Miller, to request NextDoor
1057 National to provide an opt-in possibility on postings so that people ~~would~~ [could](#) choose to have
1058 their concern/ issue or request forwarded to the City ~~in a single post.~~ **4-eyes – 2-nays (Mueller**
1059 **and Ramundt).**

1060
1061 ~~Commissioner Mueller stated she would not agree that this is why NextDoor exists and what the~~
1062 ~~Commission has agreed to.~~

1063
1064 **b. Other Items**

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1066 ~~There being~~ Chair Grefenberg ~~stated there was~~ no new business at this time [the Chair moved to](#)
1067 [the next agenda item.](#)

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1070 **8. STAFF REPORT**

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1072 **a. Upcoming Items on Future Council Agendas**

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1074 Staff Liaison [Bowman](#) stated he would work to get the Commission on the City Council agenda.

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b. Other Items

There being on other items Chair Grefenberg moved on with the agenda.

9. COMMISSION COMMUNICATIONS, REPORTS, AND ANNOUNCEMENTS

Chair Grefenberg stated there were no items at this time.

10. COMMISSIONER-INITIATED ITEMS FOR FUTURE MEETINGS

Chair Grefenberg asked if there were any other items that Commissioners would like to see on future agendas. ~~He stated one of the items brought up at this meeting had been information and discussion on NextDoor.~~

Commissioner Manke requested the information be sent out prior to the meeting so that Commissioners would have the opportunity to raise questions or concerns.

Chair Grefenberg stated it was his intent to have the Operations Committee take a look and set up priorities and this would be on the next agenda. He stated prioritization might depend on the actions of the Council and what they determine is important.

Commissioner Manke stated ~~their~~ there might be ~~things~~ items that Commissioners feel should be added to these recommendations since the recommendations reviewed are from a couple of years ago. Chair Grefenberg stated there ~~have~~ had been ~~a few~~ several new recommendations added. Commissioner Manke ~~stated~~ commented that these are not really ~~considered~~ new recommendations but rather refining the proposed recommendations.

Commissioner Ramundt asked if the Council had been asked if there were any specific items that they would like the Commission to take on.

Chair Grefenberg stated this would occur at the joint meeting with the City Council. He stated if there were thing that had not been discussed over the last three months that a Commissioner would like to have considered then a draft should be sent to him one (1) week prior to the next meeting for inclusion in the meeting packet.

11. RECAP OF COMMISSION ACTIONS THIS MEETING

Vice Chair Becker stated the Commission would send input to Staff Liaison Bowman and himself in regards to the website.

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1120 Chair Grefenberg ~~stated~~ said ~~the Commission~~ [he](#) would forward the [Commission's](#)
1121 ~~communication~~ [position](#) to NextDoor requesting the option to opt-in so that a posting could be
1122 sent to the City.

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1125 12. ADJOURNMENT

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1127 Vice Chair Becker made a motion, seconded by Commissioner Manke to adjourn. **The motion**
1128 **carried unanimously.** The meeting was adjourned at 8:30 p.m.

1129

Worksheet for Incorporating 2012 Task Force Policies and Strategic Recommendations into 2014 Community Engagement Commission Report, resulting in

2014 Commission Recommended Policies & Strategies

November 13, 2014

Detailed Recommendations

1) Integrate Citizen Engagement into City Hall Culture

1.1 Policy Intent or Practice: The City should work to enrich and strengthen civic engagement at city hall, and encourage employees and elected officials to appreciate civic engagement as an asset.

Rationale: Demonstrating a commitment to civic engagement dispels public cynicism and connects citizens more closely to their government, while also allowing them more resources for authentic grass roots neighborhood planning and community building.

We recommend the City:

- a) Continue its practice of forming resident task forces to assess significant issues and make recommendations to the city council or city manager.
 - i. Make the budget process more transparent and understandable to residents, and utilize other resources such as a Roseville U course on budgeting, neighborhood workshops, and/or webinars to engage residents in budgeting well before the budget is finalized.
 - ii. Involve residents experienced in the City's budget process , including the Finance Commission, in the planning and execution of these educational efforts.
- b) The City Council should host hold one regularly scheduled town-hall style meeting each year, with topics solicited from the eight City commissions.
- c) Recognize the changing demographics of Roseville in order to understand how best to keep all of Roseville residents informed and involved.

2) Increase Effective Public Participation in City Council and Commissions

2.1 Policy Intent or Practice: The City should foster public participation at both the council and commission level.

Rationale: Making public meetings more accessible and understandable to the community demonstrates the City's commitment to civic engagement, which in turn enables the community to better value and trust their public officials, elected and appointed.

We recommend the City:

- a) Encourage each commission to hold community meetings.
- b) Encourage future councils to continue the current mayor's practices of recognizing members of the public in city council meetings and asking if there is any public comment after each substantive decision item is presented by staff and prior to discussion and final vote. This will help ensure that future mayors and councils follow this example of inviting public participation.
- c) Have commission meetings follow these same rules and procedures as the city council, and as described above.

Rationale: The practice of a few Commissions does not make clear that public input can occur during its meeting. Once approved by the Council, the City Manager should advise all Commissions to provide for public comment before and during its meetings. Public comment during a meeting should occur before a Commission takes action on an agenda item.

- d) Provide direct contact information for each commission and its leadership on its web page and printed materials such as brochures.
- e) Explore alternative methods to reach those who are not normally involved in civic affairs.
- f) In so far as possible staff should advise Commissions on items on Council agenda which fall under their purview according to City Ordinance.

Rationale: Since a Commission's function is to serve as an advisor to the Council, as such it requires advance notice of a Council's deliberations in order to give timely advice.

2.2 Policy Intent or Practice: The City should widely publicize openings on all commissions and ad hoc advisory groups, and encourage residents to apply. The City should also consider adding some schedule flexibility to the interview process so more residents can be interviewed.

Rationale: Recruiting participation in governing and advisory bodies from the community ensures greater likelihood of having such groups reflect the communities they serve.

We recommend the City:

- a) Fully utilize existing print and electronic means to announce openings on city commissions and task forces. Such means include but are not limited to the Roseville City News, Roseville Patch, Roseville Review, Roseville Issues Forum, various social media, and the neighborhood network NextDoor.
- b) Encourage community engagement and civic participation across all demographic lines.
- c) In so far as feasible improve the Commission interview process to make certain applicants are aware of interviews and consider providing alternative dates if necessary. Also prior to interviews Commission web sites should be updated to make sure the information remains relevant and the time commitment required of a Commissioner is clear.

2.3 Policy Intent or Practice: The City should develop and enforce an absence policy for commissions.

Rationale: This will ensure that commission positions are effectively being utilized and available to those who not only wish to serve but will make available the required time.

The current practice of some Commissions of allowing excused absences will not be allowed if this recommendation is accepted by the Council.

Please note that this recommendation does not state that a Commissioner missing more than the maximum will be removed from office, only that staff will report to the Council; thus the final decision remains with the Council, the original body who made the appointment.

We recommend the City:

- a) Request staff report to the City Council when any commissioner misses more than four meetings in a rolling twelve month period or an equivalent maximum of missed meetings for those few commissions who meet less often.

TIMELINE: Contingent upon when the Council takes up the Uniform Standards for Commissions.

2.4 Policy: The City should provide opportunities for residents to learn about Commissions.

2.4.1: Prior to the annual announcement of Commission openings or at the same time, the City and the Commission should sponsor an open workshop to learn about Commissions, how and why they operate, the role of individual Commissioners, and other information on Commissions, general and specific.

2.4.2: The organization and scheduling of this workshop should be closely coordinated with Staff so that the Workshop itself should be seen as an integral part of the City's process of advertising and filling Commission vacancies.

TIMELINE: Planning and concurrence of staff and Council should be achieved by the end of February, 2015, so this workshop can be seen as a pilot project incorporated into the spring process for filling Commission vacancies.

3) Engage Roseville Renters and Non-Single Family Homeowners, such as of condominiums and co-ops, as it does single-family homeowners.

3.1 Proposed Intent or Policy: The city should engage renters as it does homeowners.

Rationale: According to the 2010 census, almost 1/3 of Roseville residents are renters and pay for city services through their rent, yet appear underrepresented in civic engagement efforts. Other communities, such as Hopkins, have programs targeted specifically to engage renters in city government.

We recommend the City:

- a) Include renters/leasers (both residential and business) and residents of co-ops and assisted living facilities in any communications initiatives (such as the recent adoption of Nextdoor, a neighborhood networking tool) to facilitate their engagement.

4) Provide Public Participation Support, Training, Resources, and Recognition for Commissioners

4.1 Policy Intent or Practice: The City should make available administrative support to foster more effective volunteerism and public participation.

Rationale: Without administrative supports such as volunteer coordination and administration (note-taking and meeting coordination), citizens' efforts are less efficient and satisfactory. Providing this minimal support would alleviate many frustrations and make citizen participation more effective, and would also provide opportunities for city staff and engaged citizens to dialogue and develop a shared perspective.

We recommend the City:

- a) Repurpose and existing or create a new City position to support effective community and civic engagement across all departments. This position would coordinate neighborhood and community relations; he/she could develop procedures and methods to improve, track, and provide clear and consistent two-way communication between City government and residents and businesses, and find opportunities for more effective civic engagement. We recommend that this position also work with the Community Engagement Commission.

Timeline: The City Council could consider a new staff position during the 2016 budget process at the earliest and repurposing an existing position to include such duties could occur sooner.

- b) Provide opportunities for City staff, council members, and commissioners to discuss key issues with citizens, including the City's progress on increasing civic engagement (such as occurred at the March 13, 2012 Task Force meeting with City Manager Bill Malinen and City Planner Bryan Lloyd).

4.2 Policy Intent or Practice: The City should invest in civic engagement training for public officials, city staff, and residents to foster a climate of public participation.

Rationale: The more public officials understand the importance of civic engagement in achieving city goals and gain skills in public participation, the more effective their leadership will be.

We recommend the City:

- a) Host annual training/conference on the latest trends, technologies, and tools uses to engage citizens. City staff shall plan and publicize the event, in collaboration with the CEC.
- b) Develop and/or strengthen opportunities for residents to learn and participate in the civic process, including Roseville U.

4.3 Policy Intent or Practice: The City should develop educational and informational resources for citizens to learn how best to participate in civic issues.

Rationale: The more people know about the process of city government (i.e., how to find the schedule of meetings, agendas, minutes; how and when to contact city staff, council members, and/or commissioners; how to speak during public comment or hearing, etc.), the more likely they are to get involved and stay involved, and share constructive and relevant comments.

We recommend the City:

- a) Compile and publish a directory of existing resources to educate citizens on how to effectively participate in city government decisions that affect them.

5) Enhance Print Communications and Dissemination

5.1 Policy Intent or Practice: The City should continue to disseminate information via printed material, keeping in mind that many residents rely solely on print media for news and information.

Rationale: We heard from many Roseville residents that they do not have access to computers or the internet and rely on printed mail communications.

We recommend the City:

- a) Continue to disseminate Roseville City News and ensure all residents including renters and those living in non-single family homes receive the paper.
- b) Make City Council decisions readily available in print form for residents at City Hall upon request so that people without e-mail are able to access this information.
- c) Explore various options to include residents without computer access in community-building and communications.

5.2 Policy Intent or Practice: The City should include pertinent information and stories related to civic engagement and neighborhoods in its print communication.

Rationale: In doing so, we increase the value of the city's investment in this resource.

We recommend the City:

- a) Include information related specifically to neighborhoods and their activities in the Roseville City News.
- b) Invite residents to generate story ideas for the City Staff on items of interest for City News and possible other communications such as the biweekly electronic newsletter.

6) Enhance Website and Electronic Communications

6.1 Policy Intent or Practice: The City should continuously improve its website to make it more user-friendly, thereby fostering civic engagement.

Rationale: Content can be difficult to find. For instance, if one is interested in online news such as The Patch but don't know its name, they need go through the Resource Directory (which is only found when clicking on over 25 alphabetically ordered options in the pull down menu under "For Residents") and even then if they type "news" to search the directory, they come up blank. The site should instead be oriented towards browsing for meaningful and relevant content.

We recommend the City:

- a) ~~Improve the organization and presentation of content so the website is easy to use.~~
- b) ~~Improve the search feature to yield more relevant keyword matches.~~

6.2 Policy Intent or Practice: The city should maximize two-way communications technologies (Web 2.0) to facilitate timely public participation and engagement.

Rationale: Several neighboring cities make investments in civic-engagement-focused media. For example, Edina offers a Citizen Engagement blog titled *Speak Up Edina* (speakupedina.org) as well as a Facebook page, Twitter account, and YouTube channel. Many other cities offer any combination of these Web 2.0 tools, such as St. Louis Park, Minnetonka, and Hopkins.

We recommend the City:

- a) Make use of existing electronic communications channels and networks (website, community engagement module, email alerts, Roseville Community Forum, NextDoor, social media, etc.) to connect with and actively engage Roseville citizens with an emphasis on two-way communication.
- b) Should continue to explore new media channels to connect with and actively engage Roseville citizens with an emphasis on two-way communication.
- c) Create an area of the website (or web-based communications) focused specifically on public engagement information and resources for citizens, including two-way communication (see Edina's Citizen Engagement blog as an example).

6.3 Policy Intent or Practice: The City should make readily available City Council and Commission agenda items, minutes, and recorded meetings through its website and CTV cable television.

Rationale: Increasingly residents have come to rely upon cable television broadcasts and the city web site to be informed on city issues. These vehicles provide access to government, and with relatively minor adjustments can become even more useful to Roseville citizens.

We recommend the City:

- a) Publish approved city council and commission meeting minutes on the city website in a timely manner, such as within one (1) week of approval.
 - i) If public meeting minutes are not approved in a timely manner, such as within one month, publish draft minutes on its website until minutes are finalized.
- b) Offer the full text of meeting agendas in the body of email alerts and meeting notices rather than requiring the extra step to click a link to learn of the full agenda.
- c) Include a link to the specific recorded televised city meeting on the same page as the meeting minutes and/or agenda

6.4 Policy Intent or Practice: The City should foster direct and efficient email communication with public officials.

Rationale: Citizens are more apt to contact public officials if provided a direct email address. Although the current online communication form allows citizens without email to make contact, it has its drawbacks: 1) citizens cannot send attachments with their emails, 2) citizens cannot retain a record of communications sent, 3) public officials cannot receive email immediately (esp. difficult over the weekend) and thereby cannot respond as efficiently and easily; and 4) staff time is spent forwarding messages unnecessarily.

We recommend the City:

- a) Create and publish public, city-domain email addresses for city council members and commissioners to directly receive email from and send email to citizens on public matters without requiring city staff to manually forward such messages. (The online contact form may still be useful for individuals without email.)

6.5 Policy Intent or Practice: Allow each Commission input to its web page content and social media.

Rationale: Commissioners should be trusted Commissions should be trusted with their own web page and Facebook postings. The web page and Facebook design would follow the format of the new web design. If deemed necessary by staff, safeguards such as outlined above can be added. This would be another example of changing the culture at city hall, emphasizing collaboration rather than control.

TIMELINE: Incorporate this into a new more comprehensive set of recommendations focused on ways the city can provide resources and recognition to commissions; with the city redesigning its website this would be an opportune time to allow, and consequently promote, each commission having input into their public outreach and messaging.

7) Enhance Overall City Communication

7.1 Policy Intent or Practice: The City should go beyond the legal requirements for public notification and provide information on issues critical to Roseville's development (see Recommendation 9: "Improve Notification Processes" for suggested criteria).

Rationale: Many residents feel that the legal requirement of public notification is insufficient to provide information on significant issues before the City. The City should exceed these requirements on issues critical to Roseville's development.

We recommend the City:

- a) Organize/host a community meeting for projects that pose issues of substantial community or neighborhood-wide impact to engage in dialogue before the Council or any commission takes any formal action. This would allow the city to explain the project, answer any questions, identify pros and cons, and get a feel for residents' viewpoints.

- b) Aggressively communicate these open house opportunities in local media, as well as through existing communications systems and networks.
- c) Encourage Staff to communicate and consult with community and neighborhood leaders on issues important to Roseville's development.
- d) Encourage staff to consult with community and neighborhood leaders on issues critical to Roseville's development.
- e) Explore other ways to engage and communicate with residents on projects that pose issues of substantial community or neighborhood-wide impact, such as surveys, social media, an interactive website dialogue, and other means.

7.2 Policy Intent or Practice: The City should emphasize communications utilizing existing systems more proactively and effectively with the intention of engaging residents.

Rationale: When residents receive information in a timely manner and in clear understandable language, they are better able to process and provide feedback on how they would like their city to be run, and the City is better able to respond to citizen concerns.

We recommend the City:

- a) Connect Nextdoor neighborhood leads to facilitate communication between them on issues of city-wide significance.
- b) Devise a process for identifying, maintaining, and updating Nextdoor neighborhood leads. Consider ways the City could support the efforts of NextDoor leads in disseminating information necessary for neighborhood-building efforts.
- c) Use neighborhood networks such as homeowner associations and neighborhood associations, such as SWARN (SouthWest Area of Roseville Neighborhoods), the Lake McCarron's Neighborhood Association, the Twin Lakes_Neighborhood Association, and other neighborhood networks to supplement existing information systems and to invite residents' responses. When a City Department organizes an informational meeting it should seek out an association or neighborhood group with which to collaborate and organize said meeting.

Rationale: By utilizing various neighborhood networks and organizations to disseminate information relevant to the city and its neighborhoods, the City will assist these groups in

providing value to their members and neighbors. The City will also gain increased coverage of news and notifications to its residents

- d) Create and publish a policy for staff to respond to residents' requests and comments within a three (3) business days, and where applicable, include in staff response information of any relevant Roseville mailing (or emailing) lists a resident can join for updates on issues of concern.
- e) Reinststate the "Welcome Packet" for new residents of Roseville and incorporate information needed to foster volunteerism and effective civic engagement in the "Welcome Packet."

8) Foster and Support Vibrant Neighborhoods

8.1 Policy Intent or Practice: The City should support residents' efforts to build community within their neighborhood.

Rationale: Vibrant neighborhoods — neighborhoods where residents know each other, can support one another, and feel invested in their city — are a critical aspect of a healthy city. Assisting neighborhoods in this important task benefits civic governance as well as its citizens.

We recommend the City:

- a) Support the creation of resident-defined neighborhoods. (See Edina's *Name Your Neighborhood* at edinamn.gov/category/neighborhood, an example of allowing residents to determine their neighborhoods names and boundaries.)
- b) Monitor and evaluate the success of Nextdoor.com and include goal-related metrics and user satisfaction.
- c) Provide materials to support neighborhood gatherings throughout the year, similar to the Night to Unite materials offered through the Neighborhood Watch Program.
- d) Utilize *City News* to communicate news and items of interest to neighbors and neighborhoods. Solicit input and contributions from residents and neighborhood groups.

8.2 Policy Intent or Practice: The City should support residents in developing more formalized neighborhoods and/or neighborhood organizations.

Rationale: By recognizing neighborhoods and neighborhood organizations, the city reinforces the value of neighbors working together to achieve common goals. Providing infrastructure and technical assistance to these groups also enables their success and provides another effective way for the city to disseminate and gather information.

We recommend the City:

- a) Provide residents wishing to formalize their neighborhood or neighborhood organization with the following: definition and examples of a neighborhood network or association, a clear process to formalize such groups, and City recognition and benefits to officially-recognized groups. (See <http://www.stlouispark.org/neighborhoods/neighborhood-associations.html>.)
- b) City Recognition of Neighborhood Associations should be premised on the assumption that neighborhood boundaries are inclusive and not exclusive.
- c) The City shall provide a page or section on city's website with the neighborhood's name, boundaries, characteristics, events, and contact person. (Example at <http://www.stlouispark.org/wolfe-park.html>).
- d) The City should consider adding signage in the physical neighborhood names are identified and commonly accepted.

8.3 Policy Intent or Practice: The City should facilitate meetings at the neighborhood level.

Rationale: Many residents are interested in neighborhood issues which may not have city-wide impact, and are interested in knowing their neighbors and working on issues of neighborhood significance. By providing assistance to interested neighbors the City can play a critical role in building strong neighborhoods and thus a vibrant community.

We recommend the City:

- a) Compile, maintain, and make readily available a list of meeting places for Roseville residents to use when organizing neighborhood meetings.

9) Improve the Notification Process

9.1Policy: The city should expand the notification area and methods for informing residents and businesses, including leased businesses, of developments that have greater impact and/or involve issues of probable concern to the broader community.

We recommend the City:

- 9.1.a: The Council should form a joint task force of Community Engagement and Planning Commissioners, plus at-large members, to assess these notification recommendations and

prepare a joint plan for both Commissions and for Council approval. Staff assistance shall be provided by the Planning Department.

The specific Task Force Strategic Recommendations under 9.1 are suggested for consideration by this joint task force as a starting point in their deliberations. For purposes of reference only these Task Force Recommendations are included in Attachment A.

9.1.b: Require notification for zoning proposals be provided to any established neighborhood organization any part of which falls within 500 feet of the proposal and to all residents and businesses operating within 1500 feet of the proposal and solicit their input. Note that businesses operating includes not only the property owner but the business leasing said property. Highway and freeway rights of way shall not be included in the measured radius and the city will liberally interpret this notice criteria.

- a) Co-host (with the proper) informal public communications meetings in the community to display renderings, drawings and maps of the proposal and set aside time to respond to residents' questions and concerns. These should include site plans, landscaping plans, lighting plans with off-site impacts shown, and in the case of buildings higher than 35 feet, site cross-section drawings showing the relationship of the proposed buildings to existing adjacent buildings.
- b) Provide administrative and communications supports for the above mentioned information meetings, such as maintaining an attendance list and taking notes; providing information on the proposed schedule, future public meetings, and review and decision processes; and informing the public on how to access staff reports and other information regarding the proposal.

9.2 Policy: The City should reassess the notification language and format so as to maximize understandability and convey their importance as official local governmental notices with potential impact upon the recipient's property and neighborhood.

Rationale: To assure that recipients understand what they are being notified of and the impact of any zoning change, variance, change in the zoning code, or related proposal, terms such as interim use permit, conditional use, variance, should not be relied upon to convey the intent of the notice, and every effort should be made to use language which is easily understood by a high school graduate.

The City should engage renters, businesses both leased and owned, and non-single-family homeowners as it does homeowners, in its notification procedures.

10) The City should promote and effective and meaningful volunteerism as a part of a vibrant civic culture in Roseville.

Background: Volunteerism was not thoroughly covered by the 2012 Civic Engagement Task Force; at that time the emphasis was on creating a Civic Engagement staff position as some cities now have. Relatively late in developing the Task Force recommendations, we added to Policy 4.1 which then read “The City should make available administrative support to foster more effective and public participation” the term volunteerism, and added the same term to Strategic recommendation 4.1.a, the recommendation which originally called for the City to create a new city executive position to support effective public engagement.

When the Council in the spring of 2014 passed the ordinance establishing the Commission it added under Duties and Functions, subsection B, which has the following language:

Recommend strategies for and actively promote and encourage effective and meaningful volunteerism as well as participation on advisory boards, task forces, commissions, and other participatory civic activities.

Note that this Function also combined volunteerism and “participatory civic activities”.

So since the Council clearly believes we should play a role in promoting and encouraging Roseville volunteerism we should add a policy statement to this effect. Future strategic recommendations promoting and encouraging a culture of volunteerism may be added later. This future effort will need to be closely collaborated with the City Volunteer Coordinator.

10.1 Policy: Utilize the life experiences and skills of our Senior Community to volunteer in areas where their contributions are needed, applicable, and useful.

TIMELINE: Allow new Volunteer Coordinator adequate time to establish her program first before the Commission makes any other Strategic Recommendations.

Date: November 6, 2014

To: Community Engagement Commission

From: Operations Committee

Re: **Recommended Priority Items for Presentation to the City Council on December 1st**

The Operations Committee met twice to discuss which issues we should focus on during the Commission's joint meeting with the City Council at their December 1st meeting.

We share the Council agenda with the 'Truth in Taxation' public hearing on next year's property tax rates. So our time before the Council will be limited, not allowing us to cover every recommendation in detail. (See meeting packet item for Agenda Item 5, a, (1).

Therefore the Operations Committee recommends the following as our priority projects for presentation to the Council on December 1st.

PRIORITY ITEMS for Presentation to the Council:

1. Assist and Encourage the Formation of Roseville Neighborhood Associations
2. 2015 Conference on Community Engagement in Roseville
 - Intent is to reinforce the culture of neighborhood engagement and to integrate community engagement into City Hall culture.
3. Joint Task Force with Planning Commission on Notification Issues/Formats
 - five Planning Commissioners and one resident have already volunteered
4. Civic Engagement Module for new City Website
5. Council Priorities & Emerging Opportunities