

Community Engagement Commission Agenda

Thursday, Nov. 12, 2015

6:30 p.m.

City Council Chambers

- 6:30 p.m. **1. Roll Call**
- 2. Approve Agenda**
- 3. Public Comment on Items Not on Agenda**
- 4. Approval of October 8 meeting minutes**
- 5. Old Business**
- a. Continue discussion on neighborhood associations
- 6:40 p.m. i. Additional background materials
- 6:55 p.m. ii. Material support the city can provide to encourage and facilitate the formation of neighborhood
- 7:40 p.m. b. Update on community listening and learning events
- 7:55 p.m. c. Update on Joint Task Force on Zoning Notification
- 8:05 p.m. d. Update on civic engagement website module
- 8:15 p.m. e. CEC Social Gathering
- 8:20 p.m. **6. Chair, Committee, and Staff Reports**
- a. Staff Report
- i. Upcoming items on future council agendas
- ii. Other Items
- 8:25 p.m. **7. New Business**
- a. Initial discussion on 2016 priority planning
- 8 Commission Communications, Reports, and Announcements**
- 9. Commissioner-Initiated Items for Future Meetings**
- 10. Recap of Commission Actions This Meeting**
- 8:45 p.m. **11. 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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Minutes

Roseville Community Engagement Commission (CEC)

Thursday, October 8, 2015 - 6:30 p.m.

1. Roll Call

Chair Scot Becker called the meeting to order at approximately 6:30 p.m. and Communications Manager Garry Bowman called the roll.

Members Present: Chair Scot Becker; and Members Sherry Sanders, Michelle Manke, Jonathan Miller, Theresa Gardella, and Gary Grefenberg

Members ~~Excused~~ Absent: Ebony Adedayo

Staff Present: Staff Liaison / Communications Manager Garry Bowman

Others ~~Present~~ Speaking: Lisa McCormick; ~~and~~ Kathy Ramundt; ~~Councilmember Bob Willmus~~

2. Approve Agenda

Member Sanders moved amendment of tonight's agenda, Item 7.A to adjust the order of information from existing neighborhood associations as follows: Lake McCarron's Neighborhood Association followed by ~~The~~ ~~the~~ [SouthWest Area of Roseville Neighborhoods](#) ~~Twin Lakes Neighborhood Association~~, and the ~~SouthWest Area of Roseville Neighborhoods~~ [Twin Lakes Neighborhood Association](#) reporting last.

At the request of Member Grefenberg as to Member Sander's rationale in requesting this order change, Member Sanders responded that her requested order reflected the longevity of the associations from oldest to newest.

Chair Becker declared the motion failed due to lack of a second.

Motion

Grefenberg moved, Manke seconded, ~~approved approval of~~ ~~the~~ agenda as presented.

Ayes: 6

Nays: 0

Motion carried.

3. Public Comment – Non Agenda Items

a. Kathy Ramundt, Laurie Road

Ms. Ramundt reported on several efforts she'd recently ~~initiated to encourage some~~ **implemented** volunteer leadership initiatives in Roseville.

45 Ms. Ramundt reported on her “Do Good Roseville” campaign to collect
46 new and gently used coats, mittens and hats; as well as her upcoming
47 “Community Idea Exchange” gathering at Autumn Grove Park on Sunday,
48 October 25, 2015 from 1:00 – 3:00 p.m. for community members to present
49 and share their volunteer and community need ideas.
50

51 On behalf of the CEC and community, Chair Becker thanked Ms. Ramundt
52 for her leadership and asked that she provide information [\(once corrected\)](#)
53 on these opportunities to staff for inclusion ~~on-in~~ the [City’s website meeting](#)
54 [packet](#).
55

56 **4. Discuss Meeting Minute Revisions and Approval Process**

57 Chair Becker referenced the document he’d prepared and included in tonight’s
58 agenda packet entitled, “Proposed Community Engagement Commission Meeting
59 Minutes Revision and Approval Process,” containing his recommendations to
60 more quickly review and make revisions to draft meeting minutes; and sought
61 CEC consensus moving forward. With a transition in recording secretary services,
62 Chair Becker expressed his anticipation that the product reflect the formatting and
63 archival information desired for a record of this advisory commission, using the
64 City Council meeting minutes as a benchmark and comply with the City Council’s
65 recently-adopted ~~u~~Uniform ~~e~~Commission ~~e~~Code. Chair Becker noted the
66 proposed revision and approval process was drafted by him in consultation with
67 the City Council and their process and practices.
68

69 Member Grefenberg briefly summarized his understanding of Chair Becker’s
70 meeting minute approval process for individual CEC member review and
71 submission of changes to staff, ~~who would then –for incorporating–incorporate~~
72 ~~those the individual member~~ changes in the draft presented to the full CEC for
73 review and approval.
74

75 Chair Becker referenced the step by step process in the document and briefly
76 reviewed the timetable for the process between meetings and agenda packet
77 publication and distribution, specific to minor grammatical or typographical errors
78 that are not content related that the entire body ~~should-could~~ address.
79

80 At the request of Member Manke as to whether this was the process to be followed
81 by all City Council advisory commissions, Chair Becker responded that this
82 internal process was proposed for the CEC in his attempt to follow the City
83 Council’s lead, and if agreed upon by the CEC, would reflect the City Council’s
84 Uniform Commission Code ~~provisions regarding Commission minutes; he noted~~
85 that ~~Code~~ would be under discussion later in tonight’s meeting.
86

87 **Motion**

88 **Becker moved, Manke seconded, adoption of the process as presented for**
89 **revision and/or approval of CEC meeting minutes.**
90

91 Member Grefenberg thanked Chair Becker for his work, with consensus by the
92 body showing their appreciation.

93

94 **Ayes: 6**

95 **Nays: 0**

96 **Motion carried.**

97

98 **5. Approval of August [14] [13], 2015 Meeting Minutes**

99 Chair Becker noted changes had been incorporated by Staff Liaison Garry
100 Bowman as provided by Member Grefenberg. Chair Becker advised that due to
101 ongoing issues with and inability to get the more substantial changes previously
102 requested from TimeSaver, Inc., the Commission's former recording secretarial
103 service, the City had chosen to no longer work with them on this CEC account.

104

105 **Motion**

106 **Grefenberg moved, Miller seconded, approval of the August 13th Commission**
107 **meeting minutes as corrected.**

108 **Corrections:**

109

110 **Ayes: 6**

111 **Nays: 0**

112 **Motion carried.**

113

114 **6. Approval of September 10, 2015 Meeting Minutes**

115 Chair Scot noted inclusion of minor edits in the redlined copy of the September 10,
116 2015 CEC meeting minutes presented for approval.

117

118 Member Grefenberg opined that the minutes on lines 128-129 inaccurately
119 recorded a statement made by Ms. McCormick ~~in on~~ lines 128 – 129 since he—not
120 Ms. McCormick—had used the term *smiling* in response to regarding her
121 comments regarding interpretation of his apparent conduct. He noted, more
122 importantly, that these types of personal comments or rejoinders are usually
123 omitted from the formal minutes, and therefore asked that instead of being
124 corrected this section of the minutes , and therefore asked that the rejoinder be
125 omitted from this public record.

126

127 **Motion to Amend**

128 **Grefenberg moved, Manke seconded, approval to amend the minutes by**
129 **omitting omit Lines 128—129, Page 3 from the ~~permanent~~ CEC meeting**
130 **minutes of September 10, 2015.**

131

132 At the request for clarification by of Member Sanders, Member Grefenberg
133 ~~advised~~ responded that he had ~~personally~~ reviewed the meeting video several
134 times specific to this item the offenses and concerns expressed by Ms. McCormick
135 regarding his demeanor, and was unable to ~~identify those concerns~~ find the
136 comment attributed to Ms. McCormick that he should stop smiling. This word was

137 | used by him in response to Ms. McCormick's initial comment. Member
138 | Grefenberg asked that lines 128-129 be stricken from the record, or that the
139 | minutes be corrected to include his rebuttal ~~also be included as a response to those~~
140 | ~~comments~~ as part of the record, opining that the comments of Ms. McCormick
141 | from his perspective were ~~unsubstantiated and~~ unnecessary for the permanent
142 | record of the meeting.

143

144 | Having not been present at the meeting, but after reviewing the video after the fact,
145 | Member Gardella opined that the written minutes appeared to be an accurate
146 | record of the meeting. However, Member Gardella noted that she was not sure of
147 | the procedure for approving content versus personal wishes, or of the protocol if
148 | this determination created a precedent.

149

150 | Chair Becker advised that he had also reviewed the meeting video, and, specific to
151 | the section including Ms. McCormick's comments, she had made ~~the~~ a statement
152 | as indicated in the draft, and Member Grefenberg had followed up with his
153 | comment. Pursuant to the previous discussion as to the level of detail in the
154 | meeting minutes, and whether or not either the comments ~~or including~~ rebuttal
155 | were germane to the minutes, Chair Becker opined that if one was allowed, both
156 | should be recorded. Dependent on the consensus of the body as a whole, Chair
157 | Becker stated that he had no objection to striking the comments and response,
158 | since he found neither relevant to the discussion.

159

160 | Member Sanders opined that the record should be accurately recorded.

161

162 | Member Gardella agreed that the record needed to be accurate, but questioned if
163 | that record needed to include everything said; and agreed that she was fine with
164 | striking it or correcting it.

165

166 | Member Miller agreed to either option as well from his perspective.

167

168 | As she had stated at a previous meeting, Member Manke reiterated her lack of
169 | interest in the snipes back and forth, and since this would only serve to
170 | memorialize them if left in, her preference would be to strike them and keep the
171 | record germane to the business at hand and not a record of personal behavior.

172

173 | Chair Becker agreed, and offered to support the motion to amend the meeting
174 | minutes, striking lines 128-129.

175

176 | **Ayes: 5**

177 | **Nays: 1 (Sanders)**

178 | **Motion carried.**

179

180 | **Motion to Amend**

181 | **Grefenberg moved, Miller seconded, approval of the change to Line 423, Page**
182 | **3 to read as follows:**

183 “Commissioner Jonathan Miller thought [~~whatever they can~~] [the commission
184 could] do to move beyond some of the...”
185

186 Ayes: 6

187 Nays: 0

188 Motion carried.
189

190 **Motion as Amended**

191 Miller moved, Manke seconded, approval of the September 10, 2015 CEC
192 meeting minutes as amended.
193

194 Ayes: 6

195 Nays: 0

196 Motion carried.
197

198 **7. Old Business**
199

200 **A. Receive Information from Existing Neighborhood Associations**

201 Chair Becker noted that Member Adedayo had framed and provided ~~the~~
202 three questions ~~for consistent presentation~~ to all three existing
203 neighborhood associations for their presentation to the Commission
204 tonight, as provided in the agenda ~~packet materials~~.
205

206 **a. Twin Lakes Neighborhood Association (TLNA)**

207 Chair Becker invited Ms. McCormick, Chair and President of the
208 TLNA to present information on this association.
209

210 Ms. McCormick stated that she preferred to go last and provide her
211 comments following the other two Association representatives.
212

213 In response to a question from the Chair as to the reason for her
214 request McCormick responded that it would best be left off the
215 record.
216

217 Chair Becker noted that an amendment to change the order of
218 presentations at of tonight’s meeting had been considered at the
219 beginning of the meeting but had not been supported by the
220 majority, and therefore would stand as is.
221

222 Ms. McCormick then ~~n~~ ~~refore~~ thanked the CEC for being invited to
223 speak but declined to do so, offering instead to submit written
224 responses to the questions.
225

226 **b. Lake McCarron’s Neighborhood Association (LMNA)**

227 As Chairperson representing the LMNA, Sherry Sanders advised
228 that ~~Diane Hilden~~ variations of her association had initially ~~formed~~

229 | ~~the association back begun~~ in the 1940's. In 1991 Diane Hilden
230 | moved into the area as a new Roseville resident ~~to Roseville~~ from
231 | out-of-state and as a way to get to know her neighbors and build
232 | community Ms Hilden founded the current version of the
233 | association. Ms. Sanders provided a brief history of the association
234 | and their accomplishment to-date on behalf of the neighborhood
235 | and the community, focusing on various areas, including acquisition
236 | of Reservoir Park and the installation of a pathway, park land, crime
237 | issues and water quality improvements.

238 |
239 | Ms. Sanders noted the association concentrated on building social
240 | capital among neighbors through monthly events or social
241 | gatherings, community-wide assemblies, and an annual picnic. Ms.
242 | Sanders noted that the association had been involved in area park
243 | clean-up projects, supported the annual Night to ~~Unit~~ Unite
244 | program, and promoted block and building clubs to engage
245 | residents.

246 |
247 | Ms. Sanders reported that their association had 400 neighbors
248 | involved on NextDoor.com, on Facebook, and welcomed all
249 | residents and/or businesses within their borders from Dale to Rice
250 | Street and Larpenteur Avenue to Highway 36, representing almost
251 | 1,000 households. Ms. Sanders shared the association's objectives,
252 | and as the oldest and first association registered as a 501C.3
253 | corporation, counted itself 200 members and friends strong.

254 |
255 | As far as challenges, Ms. Sanders reported that the biggest
256 | challenge for the neighborhood was their location on the edge of a
257 | tri-city area, typically pushing businesses to those corners that may
258 | not be the most neighborhood-friendly or desired on Main Street,
259 | and often increasing crime and entering the community from other
260 | jurisdictions. Ms. Sanders reported that the lack of a healthy
261 | business district on Rice Street had been neglected over the years,
262 | and was further impacted by the recent infusion of immigrant
263 | populations.

264 |
265 | As to how the City could assist, Ms. Sanders suggested helping the
266 | association with publicity and getting the word out for more
267 | residents and businesses to join the association to work together.
268 | Ms. Sanders stated that the association could use information and
269 | education without regulation, opining that the goal was for the
270 | association to be organic and ideas to come from within through
271 | residents living in that area.

272 |
273 | In looking to the future, Ms. Sanders noted that most residents were
274 | empty nesters, or middle age or older; and creating an outreach to

275 renters, young families and new citizen neighbors would help
276 revitalize the association and create a more cohesive neighborhood.

277

278 Regarding education, Member Manke asked for more specific types
279 of education desired by LMNA.

280

281 Ms. Sanders responded that the association would like access to a
282 section of the City's website and newsletter for publishing articles;
283 and to have access to City buildings for larger meetings, such as
284 when guest speakers are available or to encourage interaction with
285 other association leaders.

286

287 In response to a question from ~~At the request of~~ Chair Becker, Ms.
288 Sanders clarified that the current park building used by the LMNA
289 at no charge only held about 35 people, and was now too small for
290 their meetings; often necessitating their meeting elsewhere due to
291 lack of space. Using a recent example, Ms. Sanders reported that
292 four Roseville Police Officers attended and shared with the LMNA
293 for two hours, which proved an awesome experience in sharing
294 information from the Police and neighborhood perspectives, and
295 allowing residents to be heard. Since the neighborhood had
296 experienced lots of crime recently, Ms. Sanders noted how assuring
297 this had been for residents in getting their questions answered.

298

299 In seeking additional specificity related to education desired by the
300 LMNA, Member Gardella asked what type of education was being
301 referenced.

302

303 Ms. Sanders suggested helping the association in educational efforts
304 to benefit and improve the quality of life for those joining the
305 LMNA.

306

307 Chair Becker asked Ms. Sanders to report on recent interactions
308 held with the LMNA and the communities of St. Paul and
309 Maplewood, sharing their borders with Roseville in this immediate
310 vicinity.

311

312 Ms. Sanders reported on the recent meeting she'd been invited to
313 attend regarding the Larpenteur Corridor from Highway 280 to
314 Highway 61, a two-mile stretch involving many jurisdictions. Ms.
315 Sanders stated that this resulted in those entities and agencies
316 committing to work together for a long-term fix, recognizing it
317 would not be a short-term solution but with all agreeing to make the
318 Rice Street/Larpenteur Avenue intersection a priority and involving
319 the assistance and commitment of all three mayors from the three
320 municipalities involved.

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Ms. Sanders reported that she had reached out to her counterpart in St. Paul, and they were working together to engage residents in working together for suggestions in solving those issues. Ms. Sanders further reported that she'd also reached out to the City of Maplewood by phone and e-mail, but had yet to find a contact person at this time, and had followed-up by letter that the City of Maplewood consider participating by providing a contact person. Ms. Sanders noted that the City of St. Paul, with their districts and wards already established, provided a great opportunity; and expressed her goal in all working together to help each other.

At the request of Chair Becker, Ms. Sanders advised that Ramsey County as a whole did not have an engagement plan or person, but had been present at the joint meeting and appeared to be on board and supportive of ideas to work together to fix the issues. Ms. Sanders opined that it wasn't nice over there right now, but expressed her confidence that it could be and she was excited about the possibilities.

Chair Becker asked Ms. Sanders to share any other ~~relevant bits of~~ support she'd received from the Cities of St. Paul or Maplewood, or from Ramsey County that the City of Roseville could mirror, including any additional support from neighboring jurisdictions beyond education or how Roseville could encourage residents in Roseville to form associations. Chair Becker asked if there was any role ~~to-in seeking seek~~-partnerships with associations in neighboring communities ~~or partnerships~~ to foster that partnership rather than remain as separate entities.

Ms. Sanders opined that may be a possibility, and with Mayor Roe's attendance at the joint meeting, she noted that he had offered to meet with the mayors of those other communities, but no specifics had been yet addressed.

Using that meeting as an example, Member Miller asked how they had known to contact Ms. Sanders; and if or how such a contact list could be replicated in Roseville so newer – or all - neighborhood associations could be kept in that loop.

Ms. Sanders noted that her contact involved being chair of the LMNA and previous work done in trying to help plug in newer immigrant neighborhoods so they could assimilate quicker, including working with the KOM, such as through introducing them to NextDoor.com to get to know their neighborhood better. Ms. Sanders noted the work of the Karen interagency work group -in

367 reaching out to immigrant children, with the Police Department's
368 Soccer Camp coordinated by Police Community Relations
369 Coordinator Corey Yunke and planning indoor gymnasium
370 sessions, as well as community gardens. Ms. Sanders advised that
371 Housing & Redevelopment Executive Director Jeanne Kelsey was
372 also actively involved in the work group, and her invitation to the
373 joint meeting had been prompted by Ms. Kelsey, and she had
374 considered it an honor to attend.

375
376 Member Grefenberg sought clarification as to whether the youth
377 activities were aimed specifically at Karen youth.

378
379 Ms. Sanders responded that the soccer camp held in August had
380 been open to all youth in the neighborhood, and she had personally
381 promoted it on NextDoor.com; but as it turned out no established
382 residents participated in the camp, with the majority of youth
383 representing the immigrant children in one apartment complex. Ms.
384 Sanders reported that it still turned out well, and recognized the
385 commitment of Police Chief Mathwig, ~~Ms.~~ Mr. Yunke and
386 Roseville Police Officers in reaching those kids. Given the fact that
387 there were over 260 kids in 12 apartment buildings, Ms. Sanders
388 opined that they really needed an outlet.

389
390 Ms. Sanders noted that there were "Friends of LMNA" outside the
391 immediate geographical neighborhood invited to see what the
392 association was doing, with no dues. Ms. Sanders advised that the
393 events sponsored or hosted by the LMNA were not intended to be
394 exclusive to LMNA members, and were open community-wide as
395 they sought to be as inclusive as possible.

396
397 At the request of Chair Becker and Member Grefenberg, Ms.
398 Sanders reported that regular membership dues were \$20/year to
399 cover the cost of speakers, locations beyond the free use of the
400 neighborhood park building, with a church used frequently and a
401 portion of the dues shared with them for using their facility.

402
403 At the request of Chair Becker, Ms. Sanders clarified that when
404 using park buildings, the LMNA was not charged a fee, but
405 reiterated that their inability to use a park facility was based more
406 on the size it was able to accommodate, since the goal was to keep
407 the meeting or event in the neighborhood, especially since many
408 attendees walk to the meetings or events.

409
410 **c. SouthWest Area of Roseville Neighborhoods**
411 In response to the three questions framed by Member Ebony
412 Adedayo on behalf of the CEC, Gary Grefenberg as Chairperson of

413 the SouthWest Area of Roseville Neighborhoods (SWARN)
414 provided a bench handout, ~~providing with~~ the association's written
415 responses, *attached hereto and made a part hereof*. Mr.
416 Grefenberg noted that SWARN was a unique association of various
417 southwestern neighborhoods in Roseville, not just one
418 neighborhood, and incorporating a geographical area from Highway
419 280 across Snelling Avenue. to Hamline Avenue and ~~across~~
420 ~~Snelling Avenue.~~

421
422 Mr. Grefenberg reported that SWARN evolved initially as an
423 organization of Roseville residents and neighbors formed in
424 opposition to a proposed asphalt plant in 2009/2010, and then in
425 2012 had formalized into a neighborhood association. Its area
426 included, ~~with~~ three condominium or town home associations and
427 six specific neighborhoods ~~represented as found~~ in the southwest
428 area of Roseville.

429
430 Mr. Grefenberg reviewed the goals of SWARN, as detailed in his
431 written report, basically coordinating and assisting in efforts to
432 facilitate and solve neighborhood issues. Ms. Grefenberg provided
433 several examples, including those of a lack of a pathway along
434 County Road B, and the potential loss of the Fairfield fields, ~~and~~
435 ~~their provision of~~ a unique and rare open space in this area of
436 Roseville. Through working with the City Council, Ramsey County
437 and School District, and other city advisory commissions ~~and area~~
438 ~~agencies~~, Ms. Grefenberg ~~advised reported~~ that ~~that~~ SWARN had
439 achieved its ~~advocacy~~ goals for these projects.

440
441 Mr. Grefenberg also reported on ~~the other~~ ways his organization's
442 ~~those~~ goals area are achieved ~~in~~ by alerting neighborhoods to
443 various issues and proposals, typically through the publication of ~~an~~
444 SWARN electronic newsletter by SWARN; ~~and he provided~~
445 distributed various samples of ~~the this~~ newsletter for CEC members
446 to view.

447
448 As a result of advocacy efforts of SWARN, Mr. Grefenberg
449 reported that ~~they~~ residents had felt empowered and wanted to do
450 more, and ~~had thus developed~~ the "Monitor" newsletter had been
451 developed to provide neighbors with an understanding of ongoing
452 issues; ~~which~~ ~~h~~He opined this communication was critical for
453 residents to have an understanding of what the City was proposing
454 or planning in order to allow them a voice before it was decided.
455 Mr. Grefenberg recognized the initial efforts of Roseville resident
456 Megan Dushin in establishing a website for SWARN to get that
457 information to residents in a timely manner before decision-making

458 | had already occurred, ~~always having been a~~ continuing challenge
459 | for the group.

460 |
461 | Mr. Grefenberg's written comments also included a list of SWARN
462 | accomplishments in their advocacy efforts, and action alerts for
463 | specific issues coming before the Planning Commission, Parks &
464 | Recreation Commission, or City Council and copies of action alerts
465 | distributed to association members. In SWARN's communication
466 | efforts with the City Council, Mr. Grefenberg stated that the
467 | association tried to maintain a good lobbying arm and good
468 | relationships with individual Councilmembers, with a core group
469 | monitoring City Council agendas to keep aware of current topics
470 | and issues, along with issues on NextDoor.com.

471 |
472 | As a goal of SWARN, Mr. Grefenberg reported that their goal for
473 | ongoing organizational activities was to have southwest Roseville
474 | neighborhoods be effective participants in city decision-making,
475 | using a recent example of a neighbor experiencing a home burglary
476 | twice in succession and SWARN's assistance in communication
477 | efforts for the resident and City Council.

478 |
479 | Mr. Grefenberg reported that one of the challenges faced was ~~that~~
480 | ~~of burnout of advocates,~~ and a lack of advance city notice on
481 | upcoming projects.

482 |
483 | As to how the City can assist SWARN, Mr. Grefenberg suggested
484 | more publicity, having a specific SWARN page on the City's civic
485 | engagement module, and other efforts to improve outreach.

486 |
487 | From his personal perspective related to visionary goals for
488 | SWARN, one of three questions submitted to all neighborhood
489 | associations. ~~Mr.~~ Grefenberg stated his ~~future~~ goal to have a
490 | minimum of five viable neighborhood associations, noting the
491 | geographical area involved 3,700 households; with the goal of
492 | breaking that large group into a more manageable size, to facilitate
493 | ~~and continue~~ working relationships with city staff, which, he
494 | commented, had he'd seen improve improved significantly in
495 | recent years.

496 |
497 | Member Gardella asked what support those other five
498 | neighborhoods would provide to SWARN, specifically for
499 | individuals wanting to start an association or what work they would
500 | accomplish.

501 |
502 | Mr. Grefenberg clarified that of the approximately eleven residents
503 | involved as the core group of SWARN, they didn't represent a

504 | specific neighborhood, ~~or a specific council representative~~. After
505 | the success of the County Road B pathway last summer, Mr.
506 | Grefenberg reported, even though they had done a great job
507 | promoting their issue, ~~due to his burnout~~ he had told that
508 | neighborhood that he would no longer work with them and that they
509 | should start their own association. However, unfortunately, Mr.
510 | Grefenberg advised that they haven't moved forward, while the
511 | larger SWARN group continued to work with and monitor the
512 | ~~broader— larger SW Roseville neighborhood—~~ areas ~~until the~~
513 | ~~successful launch of the civic engagement component of the City's~~
514 | ~~website could be completed.~~

515 |
516 | At the request of Member Sanders, Mr. Grefenberg reported a
517 | signed membership of around 65 SWARN applications, with a
518 | mailing list of about 300; with no dues or fees. At the further
519 | request of Member Sanders, Mr. Grefenberg confirmed that “no
520 | dues” had initially been a purposeful decision, recognizing that
521 | residents would be committing their time to attending a Planning
522 | Commission or City Council meeting and they didn't want to
523 | discourage that with a further commitment to paying dues. In
524 | looking forward, and with a good foundation now in place, Mr.
525 | Grefenberg admitted that SWARN was somewhat hindered ~~in to~~
526 | ~~getting~~ critical information to all 3,700 SW households without
527 | having funds available to do so.

528 |
529 | With the membership of SWARN apparently ~~started—began~~ over
530 | ~~controversy~~ controversial proposals such as ; the ~~proposed~~ asphalt
531 | plant and Walmart, Member Sanders asked how membership had
532 | now changed, and questioned if the common enemy advocacy
533 | approach had seen to wax and wane over time.

534 |
535 | Mr. Grefenberg responded that the core group had changed, with
536 | people initially motivated by a social justice desire to stop Wal-
537 | Mart, some of those people were no longer involved in SWARN,
538 | even though the general membership hadn't changed very much
539 | other than through natural attrition – moving out of the
540 | neighborhood or deaths, but no radical changes seen.

541 |
542 | Given the difficulty in getting people to volunteer due to busy lives,
543 | Member Sanders asked Mr. Grefenberg for ideas used by SWARN
544 | to get good attendance as their meetings; as well as seeking
545 | information on how often they met.

546 |
547 | Mr. Grefenberg advised that SWARN didn't have regular meetings,
548 | since people hate meetings; but used a format suggested by the
549 | initial civic engagement task force as an informal prototype of an

550 association without regulations and/or meetings, making SWARN
551 somewhat different and a ~~much~~-looser organization than that of the
552 LMNA. Mr. Grefenberg noted that SWARN basically served to
553 represent voices from the core group through NextDoor.com, and
554 while there were always complaints from some in the
555 neighborhood, improvements in the group continued to be made
556 and evolve.

557
558 At the request of Member Sanders, Mr. Grefenberg estimated that
559 15% of SWARN was on NextDoor.com, but they didn't rely on
560 only that one tool, and sent out notices to residents when needed as
561 well as relying on their own SWARN mailings.

562
563 At the request of Member Miller, Mr. Grefenberg advised that
564 SWARN's mailing list initiated from door-to-door contact by four
565 members (when the asphalt plant was proposed), and joint meetings
566 and sign-up sheets passed around by members attending advisory
567 commission meetings of the Parks & Recreation and Public Works,
568 Environment and Transportation Commission meetings.

569
570 Member Gardella noted the interesting aspects and distinct
571 differences in these two presentations, with one primarily motivated
572 as an issue-based association and the other of a more social and
573 issue based nature.

574
575 Member Sanders concurred that the LMNA was intentionally
576 intended as a more fun-based or social association.

577
578 Member Gardella noted that since the community part wrapped into
579 the civic aspect as well, it would be interesting for the CEC to
580 determine what motivates association development and what
581 support the CEC may recommend to the City Council to avoid the
582 high burnout rate and to involve those residents not looking to share
583 additional responsibility or time commitments in their already-full
584 lives.

585
586 Mr. Grefenberg noted SWARN's majority approval of their major
587 efforts, their statement of policies and those areas of commonality.
588 Mr. Grefenberg opined that SWARN's experience was organic as
589 well, resulting in the core group of people formed. Agreeing with
590 Ms. Sander's comment in desiring more publicity support from the
591 City, Mr. Grefenberg stated that was a common goal of SWARN
592 and LMNA going forward.

593
594 At the request of Ms. Sanders, Mr. Grefenberg reported that
595 approximately 8-10 of the core members of SWARN served as

596 decision-makers and represented all neighborhoods. While hoping
597 to become more structured moving forward, Mr. Grefenberg stated
598 that he offered no apologies for that small core group.

599
600 Members Sanders and Gardella opined that was a good number for
601 a core group on an association.

602

603 **B. Discussion on Background, Purposes and Benefits of Neighborhood**
604 **Associations**

605 Recognizing the interesting level of organizational purposes, whether social
606 or advocacy, Chair Becker stated he didn't want to be prescriptive in
607 defining associations rather than allowing them to form their own structure,
608 whether organic or fluid. Therefore, Chair Becker suggested the CEC's
609 recommendation to the City Council reflect their nature and outline what
610 the City can do or what could be expected of them.

611

612 To initiate tonight's discussion, Chair Becker noted his provision of
613 excerpts of Task Force deliberations specific to Neighborhood Associations
614 (Attachment A). Chair Becker suggested focusing the scope of tonight's
615 discussion on this area only, anticipating no action items, but just to begin
616 the general conversation.

617

618 Member Grefenberg noted that this particular section, Attachment A, was
619 unanimously approved by those present at ~~the~~ a task force meeting; and
620 from his perspective, was the least controversial.

621

622

623 Chair Becker reiterated his intent for tonight to serve as a general
624 discussion without format, anticipating those discussions over multiple
625 CEC meetings, and serving as a precursor to the framing the broader
626 recommendations to the City Council.

627

628 Member Grefenberg noted the definition of "civic engagement" was taken
629 from the precursor of the task force, the Civic Engagement Task Force
630 formed by the Human Rights Commission [in 2011 through 2013], and
631 thus and this may have created some of the confusion between ~~the Civic~~
632 ~~Engagement~~ that Task Force ~~developed~~ from the Human Rights
633 Commission, and the Commission's its myriad of recommendations since
634 2014, as well as those of the Neighborhood Association's Task Force
635 recommendations.

636

637 ~~However,~~ Member Grefenberg opined, however, that ~~there~~ may have
638 been little discussion by the most recent Task Force on those definitions;
639 ~~pointing out that~~ since the Task Force felt the purposes of a particular
640 association may be determined by that specific association. Grefenberg
641 added that ~~with~~ some aspects listed ~~but~~ were not intended as regulatory

642 but only to give a some sense of what a ~~community-neighborhood~~
643 association ~~could accomplish. could look like.~~

644
645 ~~Member Grefenberg concluded r~~Regarding “Purposes of Neighborhood
646 Associations,” ~~Member Grefenberg opined that this list was also in some~~
647 ~~gross- a general way those may be ordered-organized in order of by~~
648 ~~importance. through building a sense of culture or neighborhood and based~~
649 ~~on social and/or varied interests.~~

650
651 Member Sanders stated that, from her perspective, the purpose is to bond
652 neighborhoods so when issues come up they’re more likely to get involved
653 and participate, the basis or theory of social capital.

654
655 Member Gardella concurred that was the good part, building that sense of
656 community.

657
658 Member Grefenberg suggesting that purpose included developing good
659 relationships with the City Council and City staff as well.

660
661 Member Miller noted the updated definition of “civic engagement” after
662 this document had been drafted.

663
664 Member Grefenberg ~~concurred, noting- noted~~ that this definition ~~it~~ was the
665 same as ~~stated, with “community engagement” defined and followed by~~
666 ~~“civic engagement,” as developed by~~ the “community engagement”
667 definition developed by Member Gardella a couple of months ago. ~~but not~~
668 ~~included in this document (Attachment A).~~

669
670 Since CEC Members Manke and Miller had not been involved in the Task
671 Force, Chair Becker sought their input.

672
673 Based on what she was seeing, Member Manke stated that she found
674 nothing of significance that she disagreed with.

675
676 Member Miller stated that this portion seemed pretty comprehensive and
677 well-thought-out, and shouldn’t require too much modification.

678
679 Regarding the block club comment, Member Sanders opined that some
680 consider the neighborhood watch concept antiquated, but noted it was still
681 vital and part of those building blocks to community, thus opining it was
682 important not to forget and promote block clubs as a building block.

683
684 Chair Becker agreed that was a good point, to make sure an unintended
685 consequence didn’t occur that would diminish their importance in the
686 CEC’s final recommendation to the City Council.

687

688 | Member Grefenberg stated ~~that~~ he had a different view of block clubs, one
689 | where they focused on crime ~~versus- rather than~~ community or community
690 | engagement at the City Council level. For instance, Member Grefenberg
691 | noted that his neighborhood didn't have a block club, and suggested getting
692 | a sense from Mr. Yunke, [the Police Departments Community Relations
693 | officer.] -on what ~~that the Police Departments block club~~ coverage ~~is~~ was
694 | in ~~the~~ Roseville-~~community~~. Member Grefenberg recalled that at its very
695 | beginning one time-a goal of NextDoor.com was to coordinate activities
696 | with block clubs, but some block captains in his neighborhood didn't want
697 | to do so; indicating to him that more refinement was still needed and that
698 | this issue it needed to be addressed in the CEC's recommendation to the
699 | City Council.

700 |
701 | Member Gardella stated that anything that brings people together served as
702 | a beginning and should be considered good, no matter how they're
703 | informed to build civic participation.

704 |
705 | Member Grefenberg clarified- responded that he was trying to capture this
706 | as an issue needing further discussion and definition.

707 |
708 | Member Gardella clarified that she was stating that there were many other
709 | forms for gathering, whether through block clubs, organizing around
710 | specific issues, or an actual intentional neighborhood association, and it
711 | was important to recognize those variables in the final CEC
712 | recommendations ~~in whether they wanted them to look a certain way or~~
713 | ~~not~~. Member Gardella opined it was important to recognize the value of
714 | opportunities for people to gather together, while the CEC's task was to
715 | identify what it wanted to say about neighborhood associations and how
716 | best to define them.

717 |
718 | Member Grefenberg noted there were different types of neighborhood
719 | associations, and his sense from his core group association was that ~~they'd~~
720 | it would like to get more formal.

721 |
722 | Member Gardella suggested rather than "types of neighborhood
723 | associations," perhaps identifying "different types of formed groups" may
724 | be more beneficial in making it broad enough to fit all, with all criterion not
725 | necessarily fitting each group.

726 |
727 | Chair Becker opined that was an interesting way to frame it, since he had
728 | initially assumed a looser definition allowing more rigor for an
729 | organization; but now was revising his thinking to avoid stymieing smaller
730 | things, and at what point a group would best evolve. Therefore, Chair
731 | Becker suggested not getting too prescriptive, with the City's goal to
732 | attempt to meet the needs of association members versus doling out
733 | expensive city services to each and any group. However, Chair Becker

734 noted the need to define boundaries and where to draw the line for city
735 support (e.g. defining free access to park buildings for neighborhood
736 associations and various other forms of city support).

737
738 Member Gardella agreed with Chair Becker on the need to define that
739 support.

740
741 Member Grefenberg opined that this highlighted excerpt was quite
742 compatible with the issues currently being articulated, and while maybe
743 missing the recognition of some other forms of community-building groups
744 that should be included in the CEC's final recommendations to the City
745 Council, perhaps just providing examples of block clubs assisting in
746 formation of community may suffice.

747
748 Chair Becker and Member Grefenberg both noted that they never have say
749 said neighborhood associations as-are the only way to promote community.

750
751

Public Comment

752 **Lisa McCormick**

753 Ms. McCormick expressed appreciation for the depth of conversation
754 related to this item; and agreed wholeheartedly that there was a wide
755 variation in types of organizations. Specific to the point made by Member
756 Gardella, Ms. McCormick agreed that community happened in many
757 different forms. Prior to initiation of Task Force conversations, Ms.
758 McCormick reported that she had researched sixteen other municipalities
759 with similar populations to that of Roseville between 18,000 and 50,000,
760 with only two of those having formalized neighborhood associations, while
761 the vast majority had some associations, with the most common being a
762 hybrid a bit beyond that of a neighborhood watch program. Ms.
763 McCormick further reported that two communities had informal
764 neighborhood organizations, but not to the level of neighborhood
765 associations, basically due to the potential cost and liability of those
766 associations, which was her rationale in expressing caution in forming
767 neighborhood associations.

768
769 Member Gardella asked Ms. McCormick what she meant by the “formal”
770 meaning for those two supported by a community.

771
772 Ms. McCormick responded that her reference to “formal” was their
773 recognition as a legal incorporated entity.

774
775 Ms. McCormick opined that the best way to encourage community was
776 how people were treated at gatherings like this. During her last 1.5 years of
777 civic engagement and with the Roseville City Council, Ms. McCormick
778 stated that she'd observed a lot of small neighborhood groups with a social
779 component and network coming together on civic issues, and opined that

780 they had been fairly effective in doing so. However, Ms. McCormick
781 further opined that this was not exclusive to neighborhood associations, but
782 expressed appreciation for the CEC’s recognition of the concept of block
783 clubs being included (Attachment C).

784
785 In reviewing the excerpts highlighted for tonight’s discussion and the
786 CEC’s eventual recommendation to the City Council, Member Grefenberg
787 asked Ms. McCormick if her suggestion was that language be included or
788 delineated to make it clear that all groups, whether formal or informal,
789 whether associations or block clubs, should be accorded the same respect
790 and be supported by the City.

791
792 Ms. McCormick stated that she was unwilling to comment on that point as
793 she couldn’t respond out of context until reviewing the CEC’s final
794 recommendation to the City Council.

795
796 Member Grefenberg suggested it ~~may~~ would be helpful if Ms. McCormick
797 provided draft language for the CEC to consider including. Member
798 Grefenberg noted that he would be relying on the CEC minutes to refine his
799 version of the final recommendations to the City Council as discussions
800 continue.

801
802
803 ~~Member Grefenberg noted that he would be using meeting minutes to~~
804 ~~refine the final recommendation for consideration by the CEC to the City~~
805 ~~Council as discussions continue.~~

806
807
808 **C. Update on Joint Task Force on Zoning Notification**

809 Member Manke advised that she had nothing to report at this time as time
810 had not allowed a meeting of the Task Force since the last CEC meeting,
811 but anticipated such a meeting within a week or two.

812
813 Specific to notification efforts, Chair Becker provided a sample notice a
814 several neighbors had provided him, representing a third party contractor
815 notice regarding water shut offs due to failure to provide water meter
816 access despite repeated notices. ~~Serving in a capacity as an unelected and~~
817 ~~uninformed president of the Willow Lake Association.~~ Chair Becker noted
818 that the neighbors had expressed concern in not having received any prior
819 notices, and had been offended by the language of the notice as he had
820 received no prior notice. Chair Becker advised that while much of the
821 information he had to-date was hearsay, he found the perception of the
822 neighbors concerning, opining it should be easily resolved by the City.
823 However, since several neighbors had the same experience, Chair Becker
824 opined that there was obviously some communication issue, whether with
825 the subcontractor or by the City, implying it was a final notice of shut-off.

826
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Member Grefenberg asked Chair Becker to provide copies for him and Member Manke to take back to the Task Force for their reference.

Chair Becker advised that, since he had not received permission from the residents to forward their personal information also jotted down on the notice, he would write out a synopsis of the notice itself in a more generic form.

D. Update on Civic Engagement Website Module

Communications Manager Garry Bowman reported on the City Council’s approval on October 5, 2015 of the first two “discussions” and “ideas” sections of the module. Mr. Bowman further reported that he had met with City Manager Trudgeon to finalize the policy/procedures issues the City Council had further refined for the Speak Up module, and once those Council meeting minutes were available for confirmation, he would incorporate them and ~~revise that document~~.

Mr. Bowman advised that the ~~Subcommittee~~ Website Committee had met yesterday to talk about the ~~timing for~~ roll out and strategic marketing for that step, with taking it to groups beyond the City itself to facilitate a successful launch, anticipated about November 1, 2015.

Chair Becker noted that, ~~from his reference referring to the staff-prepared to the~~ Request for Council Action (RCA) as well as the ~~and~~ attachments ~~included~~ in the Council’s meeting packet ~~materials~~, most of the CEC recommendations had made it into ~~the spirit of~~ the final version as adopted by the City Council with the exception of “posting of topics” section. ~~That provision which~~ had been further refined by the ~~City~~ Council to solely provide that for the City Council providing guidance and the CEC could provide advice but it would be treated as any other City Council ~~advisory~~ commission in suggesting topics for Speak Up.

To add to Mr. Bowman’s comments, Member Grefenberg prepared, as a bench handout *attached hereto and made a part hereof*, a summary of the City Council’s actions, with all CEC recommendations adopted with the exception of Provision 8 in his attachment; with the City Council further addressing those remaining two recommendations but amending them in their final document. From his perspective, Member Grefenberg opined that the City Council had listened to the CEC and based on their discussion found them to express their concern in being more transparent if and when questions or issues were discarded to ensure that transparency. Member Grefenberg noted that a community member had recently suggested to him that it should be more transparent when a topic was rejected by City staff ~~Mr. Bowman~~ provide the CEC with a list of those items discarded, not as a

871 future action item, but simply as a report of what was left out before seen
872 by the general public.

873
874 At the request of Member Gardella, Mr. Bowman clarified that if a topic is
875 not approved or offensive, it would be removed from the website,
876 surmising that ~~this~~ was ~~the information that apparently what~~ Member
877 Grefenberg was ~~apparently~~ requesting.

878
879 Chair Becker opined that was an interesting point. However, from his
880 recollection, Chair Becker stated that the committee had been formed to
881 evaluate vendors and make recommendations on a vendor to work with the
882 City Council and Mr. Bowman in rolling out the module. From his
883 personal viewpoint, Chair Becker opined that the committee ~~had could~~ then
884 ~~been~~ dissolved and ~~perhaps~~ a different committee would be needed to ~~be~~
885 ~~shaped to~~ monitor, feed or otherwise affect the module and ensure the
886 vibrancy of the module was maintained or enhanced. ~~Chair Becker opined~~
887 ~~that it was the role of the City Council to determine what roles and~~
888 ~~responsibilities that committee should undertake.~~ While that may become a
889 future agenda topic, Chair Becker suggesting waiting until the module was
890 rolled out and had been in operation for a while, such as determining if a
891 second push was needed to alert residents to the availability of this tool.

892
893 Member Grefenberg stated that he would ~~be formally sending~~ a copy of his
894 ~~summary bench handout on the Council and Administration's response to~~
895 ~~the Commission's recommendations on Speak Up Policies and Procedures~~
896 ~~to to each CEC member based on Member Miller's feedback in the past.~~
897 ~~Commissioner.~~

898
899 **E. CEC Social Gathering**

900 Due to time constraints, Member Manke reported that she was not prepared
901 to report on this item as it was still a work-in-progress.

902
903 **8. Chair, Committee and Staff Reports**

904
905 **A. Chair's Report**

906 Chair Becker reported on the newly-adopted City Council Uniform
907 Commission Code, included in the meeting agenda packet materials, and
908 calling attention to those items he had highlighted. Chair Becker noted that
909 Chapter 201 applied to all advisory commissions, while Chapter 209 spoke
910 specifically to the CEC; and called out those items of interest to the CEC
911 related to youth commissioners, annual ethics code and training, meeting
912 attendance, ~~and~~ subcommittee roles, and meeting notices.

913
914 **B. Staff Report**

915 Chair Becker reported that a future ~~CEC-City Council~~ agenda ~~item~~ may
916 include ~~updates on City Council~~ discussions on boundaries/formation of the

917 | current Human Rights Commission with respect to the CEC; and [thus a](#)
918 | [possible need for](#) attendance at that City Council Worksession of CEC
919 | members as part of that broader discussion of commissions and potential
920 | blending or restructuring of various commissions periodically.

922 | **9. New Business**

924 | **A. Discussion on Welcome Packet**

925 | While having little conversation on this in the past, Member Manke
926 | reported that she had sent a link to individual CEC members of an online
927 | welcome packet, seeking their initial comments and impressions.

928 |
929 | Members Sanders, Gardella and Miller advised that had not yet had a
930 | chance to review the link.

931 |
932 | Chair Becker stated that he had briefly reviewed the link, which [was an](#)
933 | [online version of a printed brochure that not only included he actually](#)
934 | [found similar to](#) the City of Roseville's website and links [but also links](#) to
935 | [other-other related](#) websites, with this example providing advertising that
936 | made it more revenue-neutral. Chair Becker opined that this style of
937 | presentation could be done in many ways; and stated that his initial
938 | impression was it was easy to provide a print and online version without
939 | maintaining separate documents, which made a lot of sense from an ease of
940 | maintenance perspective after the initial development.

941 |
942 | Mr. Bowman reported that he had used that company before in other
943 | publications, and their format was simply an uploaded pdf format.

944 |
945 | Member Manke opined that she thought it presented a professional look for
946 | new residents and offered lots of options for them to find information and
947 | get a taste of the business climate promotion through this option.

948 |
949 | Mr. Bowman stated that he didn't seek his information personally this way
950 | and therefore his impression if a new resident would not apply. Mr.
951 | Bowman questioned if this information was already being provided by
952 | realtors or already included on the City's website or perhaps simply needed
953 | better presentation on the website. While he didn't see anything negative
954 | about the site, and found it well-done and well laid-out, Mr. Bowman
955 | questioned if there would be significant interest ~~form~~ ~~from~~ realtors in using
956 | this option. As a first step, Mr. Bowman suggested the CEC first find that
957 | out.

958 |
959 | Discussion ensued regarding outmoded information sources (e.g. hard copy
960 | phone books); availability of information online; use of smart phone apps;
961 | different research among citizens based on their demographics; and

962 whether the current welcome packet or a future packet was intended for
963 residents or businesses.

964
965 Member Manke advised that her online research of future versions of a
966 welcome packet was geared toward residents.

967
968 For background reference, Mr. Bowman advised that the previous
969 Welcome Packet had been produced by the Housing & Redevelopment
970 Authority (HRA) and initially offered their services geared toward
971 homeowners in the community.

972
973 As a recipient of a Welcome Packet ten years ago, Chair Becker stated that
974 he found it helpful and informative; but admitted most of the information it
975 contained was now readily available on the City's website.

976
977 Discussion ensued regarding the experience of other individual CEC
978 members, and the value of a physical folder versus online access; the "feel
979 good" aspect of the City having reached out to a new resident as a nice
980 gesture creating a welcoming feel; and potential cost savings by having the
981 information online yet available as a hardcopy by request

982
983 Member Grefenberg ~~Mr. Bowman~~ noted that when the welcome packet
984 project was first presented to the CEC, it had been intended as a joint
985 project between the CEC and HRA, but with the HRA in the process of
986 dissolution and transfer of its powers to the City Council, that partnership
987 may not longer be available.

988
989 At the request of Member Gardella, Chair Becker reviewed the original
990 CEC ~~task to make context and set of~~ recommendations ~~as a body on that~~
991 ~~included deciding~~ the future of a welcome packet, with former CEC
992 Member Mueller having been tasked to work on ~~its general framework this~~
993 ~~project but she since resigned until her resignation~~, at which Member
994 Manke had initially expressed some interest in pursuing.

995
996 Since it had come back up at the last CEC meeting, Chair Becker asked the
997 body their preference in pursuing it, or whether they preferred to defer that
998 to 2016 priority planning, or if they wanted to survey realtors at this time.

999
1000 Member Manke offered to survey realtors.

1001
1002 Member Miller asked if it was possible to get that question included in the
1003 2016 community survey.

1004
1005 If the CEC was interested in a specific question on the 2016 community
1006 survey, Mr. Bowman suggested they get that recommendation to the City
1007 Council.

1008
1009 Member Grefenberg stated that, based on his recollection when this was
1010 initially presented, it was intended to be done largely online, with only
1011 updated versions listing ways to participate in local government.,-ete.

1012
1013 Member Manke expressed her willingness to continue working on this, but
1014 wanted to make sure her efforts were still relevant.

1015
1016 Member Miller suggested this be included in 2016 work plans; with Chair
1017 Becker concurring that by doing so, it may provide time to complete a
1018 survey of realtors and gather additional information.

1019
1020 Member Grefenberg agreed, suggesting that it wait for the CEC's
1021 upcoming prioritization ~~schedule~~ discussions for 2016.

1022
1023 Further discussion ensued about the amount of work it may involve
1024 depending on what form it takes; the CEC's role in making a
1025 recommendation to the City Council and resource implications with 4 color
1026 printing; and whether to seek business promotion as a revenue source to
1027 promote it, as well as staff time required to coordinate business advertizing.

1028
1029 **10. Commission Communications, Reports, and Announcements**

1030 Member Sanders provided updates on the Act on Alzheimer's Project's
1031 ~~presentation at ; her research on the last meeting of the Gavel Group Club ;~~
1032 ~~Member Grefenberg added that at the next Gavel meeting he and Sanders were~~
1033 ~~scheduled to make a presentation on the Commission; he asked Mr. Bowman if~~
1034 ~~they could use—and he could set up--the value of Mr. Bowman's slide show he~~
1035 ~~had developed for used during Roseville University to present for this presentation~~
1036 to the Gavel Club.

1037
1038 ~~Member Sanders continued with a brief report on and their meeting schedule; and~~
1039 ~~a report on her attendance and the value of the recent civility training she had~~
1040 ~~attended, and distributed with meeting materials from that session. shared with~~
1041 ~~CEC Members for their information.~~ She also noted ; several and SE Roseville
1042 initiatives.

1043
1044 In conclusion, Member Sanders also reported on the great community engagement
1045 opportunities through the national "Coffee with a Cop" program initiated by Police
1046 Chief Mathwig to meet police officers ~~of many ranks~~ on an informal basis; and
1047 advised the Commission that it gave her the idea to pursue "Coffee with a
1048 Commissioner," as another great way to engage.

1049
1050 **11. Commissioner-Initiated Items for Future Meetings**

1051 Chair Becker summarized the items brought forward at the meeting, included
1052 including past community surveys ~~available on the City's website for CEC~~
1053 ~~member review;~~ anticipated January City Council Worksession discussion on the

1054 | 2016 community survey format and ~~questions and~~ how the CEC ~~and other~~
1055 | ~~advisory commissions~~ could engage in that discussion; ~~the City of Edina's~~
1056 | ~~example of Speak Up! Edina module~~; next step in reviewing excerpts of
1057 | neighborhood association planning; and potential speakers being arranged by
1058 | Member Grefenberg on ~~outside management for groups neighborhood associations~~
1059 | ~~from in~~ other inner-ring suburbs; and ~~further updates on listening sessions and the~~
1060 | ~~role the City may wish to play in those sessions~~, a review of previous Roseville
1061 | efforts at encouraging neighborhood associations or their ideas and questions for
1062 | those sessions.

1063 |
1064 | **12. Recap of Commission Actions This Meeting**

1065 | Chair Becker briefly recapped the actions and discussion of tonight's meeting,
1066 | including considering a community survey question(s) for inclusion in next year's
1067 | City survey; realtor contacts the possibility of surveying local realtors regarding
1068 | the need for a Welcome Packet for new Roseville residents, and coordination by
1069 | the Chair and Member Grefenberg on a speaker for the November CEC meeting
1070 | from either Edina or St. Louis Park specific to on neighborhood associations.

1071 |
1072 | **13. Adjournment**

1073 |
1074 | Gardella moved, Grefenberg seconded, adjournment of the meeting at
1075 | approximately 8:55 p.m.

1076 |
1077 | **Ayes: 6**

1078 | **Nays: 0**

1079 | **Motion carried.**

1080 |

1081 | **Next Meeting – Thursday, November 12, 2015 at 6:30 p.m.**

1082 |

How the City of Roseville Can Encourage and Facilitate Neighborhood Associations

To **encourage** the formation of neighborhood associations and other neighborhood groups, the Task Force recommends that the City of Roseville provide the following:

1. Space on City website in “Resident Resources” under “Neighborhood Associations” offering a list of associations with contact names, email addresses, phone numbers, and an interactive map of geographical boundaries of each association along with the lead of each association;

2. Neighborhood association news featured in City News and on the City website of upcoming events and activities, as requested by individual associations; and
3. A how-to document or tool kit which supplies a neighborhood that is looking to form an association with an explanation of how to form a recognized neighborhood association.

To **facilitate** neighborhood associations that choose to be recognized (see above) by the City of Roseville, the Task Force recommends that the City provide the following:

1. Neighborhood associations can reserve and use space for meetings with scheduling of city and park buildings at no charge.⁶
2. Upon the request of a neighborhood association, the City will pay for and coordinate a neighborhood mailing notifying residents of information about the association at least once a year.
3. The City will develop and maintain a list of City resources such as Staff and Officials who can speak on community policing, safety issues, fire safety, common ordinances, city codes, building applications, land use applications, and other issues of neighborhood interest for the purpose of community education.
4. The City will designate a staff liaison to serve as a source of information available for residents interested in forming or joining a neighborhood association and for existing neighborhood associations.
5. The City will develop, maintain, and provide information about existing funding and grants for neighborhood associations.
6. The City will establish funds or grants available to neighborhood associations to assist in City-approved projects for neighborhood improvement, beautification, education, community-wide events, and other neighborhood activities.⁷
7. The City will provide a website or similar function to which the neighborhood association can provide content.

The above recommendations are an outgrowth of the City of Roseville's renewed commitment to community and civic engagement. Further study is recommended to explore how the City can continue to cultivate a change in culture that promotes community and civic engagement. Topics for further study include how to consult on upcoming projects, policies that increase transparency, and notifying associations of relevant documents relating to particular community issues.

⁶ Priority scheduling should be given to the association where appropriate.

⁷ One Task Force member had reservations about this item in its final form.

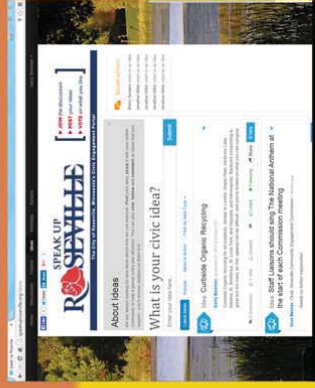
The City of Roseville's new online civic engagement tool launches November 2



SHARE YOUR IDEAS
WE WANT TO HEAR FROM YOU

**SPEAK UP
ROSEVILLE!**

SPEAKUPROSEVILLE.ORG



Visit www.cityofroseville.com or speakuproseville.org to get involved.

2014 Community Engagement Commission Recommended Policies & Strategies

Adopted by the Community Engagement Commission November 13, 2014

Presented to the Roseville City Council on December 8, 2014

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2014 Community Engagement Commission Recommended Policies & Strategies

Adopted by the Community Engagement Commission
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 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 Roseville residents informed and involved.

60 2) Increase Effective Public Participation in City Council and Commissions

61 **2.1 Policy Intent or Practice:** The City should foster public participation at both the council and
62 commission level.

63
64 **Rationale:** Making public meetings more accessible and understandable to the community
65 demonstrates the City's commitment to civic engagement, which in turn enables the community
66 to better value and trust their public officials, elected and appointed.

67 **We recommend the City:**

68
69 a) Encourage each commission to hold community meetings.

70
71 b) Encourage future councils to continue the current mayor's practices of
72 recognizing members of the public in city council meetings and asking if there is any public
73 comment after each substantive decision item is presented by staff and prior to discussion
74 and final vote. This will help ensure that future mayors and councils follow this example of
75 inviting public participation.

76
77 c) Have commission meetings follow these same rules and procedures as the city
78 council, and as described above.

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

84 d) Provide direct contact information for each commission and its leadership on its web
85 page and printed materials such as brochures.

86
87 e) Explore alternative methods to reach those who are not normally involved in civic
88 affairs.

89
90 f) In so far as possible staff should advise Commissions on items on Council agenda
91 which fall under their purview according to City Ordinance.

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

96 **2.2 Policy Intent or Practice:** The City should widely publicize openings on all commissions and
 97 | ad hoc advisory groups, and encourage residents to apply. The City should also consider adding
 98 some schedule flexibility to the interview process so more residents can be interviewed.

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

101 **We recommend the City:**

- 102 a) Fully utilize existing print and electronic means to announce openings on city
 103 commissions and task forces. Such means include but are not limited to the Roseville City
 104 News, Roseville Patch, Roseville Review, Roseville Issues Forum, various social media, and
 105 the neighborhood network NextDoor.
- 106 b) Encourage community engagement and civic participation across all demographic lines.
- 107
- 108 c) In so far as feasible improve the Commission interview process to make certain
 109 applicants are aware of interviews and consider providing alternative dates if necessary.
 110 Also prior to interviews Commission web sites should be updated to make sure the
 111 information remains relevant and the time commitment required of a Commissioner is
 112 clear.

113

114 **2.3 Policy Intent or Practice:** The City should develop and enforce an absence policy for commissions.

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

117

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

120

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

124

125 **We recommend the City:**

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

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

130

131 **2.4 Policy:** The City should provide opportunities for residents to learn about Commissions.

132 2.4.1: Prior to the annual announcement of Commission openings or at the same time, the City and the
 133 Commission should sponsor an open workshop to learn about Commissions, how and why they operate,
 134 the role of individual Commissioners, and other information on Commissions, general and specific.

135 2.4.2: The organization and scheduling of this workshop should be closely coordinated with Staff so that
 136 the Workshop itself should be seen as an integral part of the City's process of advertising and filling
 137 Commission vacancies.

138 TIMELINE: Planning and concurrence of staff and Council should be achieved by the end of February,
 139 2015, so this workshop can be seen as a pilot project incorporated into the spring process for filling
 140 Commission vacancies.

141
 142
 143

144 **3) Engage Roseville Renters and Non-Single Family Homeowners, such as of** 145 **condominiums and co-ops, as it does single-family homeowners.**

146 **3.1 Proposed Intent or Policy:** The city should engage renters as it does homeowners.

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

151 **We recommend the City:**

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

156

157 **4) Provide Public Participation Support, Training, Resources, and Recognition for** 158 **Commissioners**

159 **4.1 Policy Intent or Practice:** The City should make available administrative support to foster more
 160 effective volunteerism and public participation.

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

166 **We recommend the City:**

167 a) Repurpose an existing or create a new City position to support effective
 168 community and civic engagement across all departments. This position would coordinate

169 neighborhood and community relations; he/she could develop procedures and methods
 170 to improve, track, and provide clear and consistent two-way communication between City
 171 government and residents and businesses, and find opportunities for more effective civic
 172 engagement. We recommend that this position also work with the Community
 173 Engagement Commission.

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

177
 178 **4.2 Policy Intent or Practice:** The City should invest in civic engagement training for public officials,
 179 city staff, and residents to foster a climate of public participation.

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

183 **We recommend the City:**

- 184
 185 a) Host annual training/conference on the latest trends, technologies, and tools uses to
 186 engage citizens. City staff shall plan and publicize the event, in collaboration with the CEC.
 187
 188 b) Develop and/or strengthen opportunities for residents to learn and participate in the civic
 189 process, including Roseville U.
 190

191 **4.3 Policy Intent or Practice:** The City should develop educational and informational resources for
 192 citizens to learn how best to participate in civic issues.

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

197

198

199 **5) Enhance Print Communications and Dissemination**

200 **5.1 Policy Intent or Practice:** The City should continue to disseminate information via printed
 201 material, keeping in mind that many residents rely solely on print media for news and
 202 information.

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

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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.

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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.

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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.

230

6) Enhance Website and Electronic Communications

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

234
235

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

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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.

240

We recommend the City:

241
242

- a) Make use of existing electronic communications channels and networks (website, community engagement module, email alerts, Roseville Community Forum,

243 NextDoor, social media, etc.) to connect with and actively engage Roseville citizens with
 244 an emphasis on two-way communication.

245

246 b) Should continue to explore new media channels to connect with and actively
 247 engage Roseville citizens with an emphasis on two-way communication.

248

249 c) Create an area of the website (or web-based communications) focused
 250 specifically on public engagement information and resources for citizens, including two-
 251 way communication (see Edina's Citizen Engagement blog as an example).

252

253 **6.3 Policy Intent or Practice:** The City should make readily available City Council and
 254 Commission agenda items, minutes, and recorded meetings through its website and CTV cable
 255 television.

256

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

260

We recommend the City:

261 a) Publish approved city council and commission meeting minutes on the city
 262 website in a timely manner, such as within one (1) week of approval.

263 i) If public meeting minutes are not approved in a timely manner, such as within
 264 one month, publish draft minutes on its website until minutes are finalized.

265

266 b) Offer the full text of meeting agendas in the body of email alerts and meeting
 267 notices rather than requiring the extra step to click a link to learn of the full agenda.

268

269 c) Include a link to the specific recorded televised city meeting on the same page as
 270 the meeting minutes and/or agenda

271 **6.4 Policy Intent or Practice:** The City should foster direct and efficient email communication with
 272 public officials.

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

279

We recommend the City:

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

284 **6.5 Policy Intent or Practice:** Allow each Commission input to its web page content and social
 285 media.

286 **Rationale:** Commissioners should be trusted Commissions should be trusted with their own
 287 web page and Facebook postings. The web page and Facebook design would follow the
 288 format of the new web design. If deemed necessary by staff, safeguards such as outlined
 289 above can be added. This would be another example of changing the culture at city hall,
 290 emphasizing collaboration rather than control.
 291

292 **TIMELINE:** Incorporate this into a new more comprehensive set of recommendations focused
 293 on ways the city can provide resources and recognition to commissions; with the city
 294 redesigning its website this would be an opportune time to allow, and consequently promote,
 295 each commission having input into their public outreach and messaging.
 296
 297
 298

299 **7) Enhance Overall City Communication**

300 **7.1 Policy Intent or Practice:** The City should go beyond the legal requirements for public
 301 notification and provide information on issues critical to Roseville’s development (see
 302 Recommendation 9: “Improve Notification Processes” for suggested criteria).

303 **Rationale:** Many residents feel that the legal requirement of public notification is insufficient
 304 to provide information on significant issues before the City. The City should exceed these
 305 requirements on issues critical to Roseville’s development.
 306

307 **We recommend the City:**

- 308 a) Organize/host a community meeting for projects that pose issues of substantial
 309 community or neighborhood-wide impact to engage in dialogue before the Council or
 310 any commission takes any formal action. This would allow the city to explain the project,
 311 answer any questions, identify pros and cons, and get a feel for residents’ viewpoints.
 312
 313 b) Aggressively communicate these open house opportunities in local media, as
 314 well as through existing communications systems and networks.
 315

- 316 c) Encourage Staff to communicate and consult with community and neighborhood
 317 leaders on issues important to Roseville’s development.
 318
- 319 d) Explore other ways to engage and communicate with residents on projects that
 320 pose issues of substantial community or neighborhood-wide impact, such as surveys,
 321 social media, an interactive website dialogue, and other means.

322

323 **7.2 Policy Intent or Practice:** The City should emphasize communications utilizing existing systems
 324 more proactively and effectively with the intention of engaging residents.

325

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

329

330 **We recommend the City:**

- 331 a) Connect Nextdoor neighborhood leads to facilitate communication between
 332 them on issues of city-wide significance.
 333
- 334 b) Devise a process for identifying, maintaining, and updating Nextdoor
 335 neighborhood leads. Consider ways the City could support the efforts of NextDoor leads in
 336 disseminating information necessary for neighborhood-building efforts.
 337
- 338 c) Use neighborhood networks such as homeowner associations and neighborhood
 339 associations, such as SWARN (SouthWest Area of Roseville Neighborhoods), the Lake
 340 McCarron’s Neighborhood Association, the Twin Lakes_Neighborhood Association, and
 341 other neighborhood networks to supplement existing information systems and to invite
 342 residents’ responses. When a City Department organizes an informational meeting it
 343 should seek out an association or neighborhood group with which to collaborate and
 344 organize said meeting.

345

346 **Rationale:** By utilizing various neighborhood networks and organizations to disseminate
 347 information relevant to the city and its neighborhoods, the City will assist these groups
 348 in providing value to their members and neighbors. The City will also gain increased
 349 coverage of news and notifications to its residents
 350

- 351 d) Create and publish a policy for staff to respond to residents’ requests and
 352 comments within a three (3) business days, and where applicable, include in staff
 353 response information of any relevant Roseville mailing (or emailing) lists a resident can
 354 join for updates on issues of concern.

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- e) Reinstatement the “Welcome Packet” for new residents of Roseville and incorporate information needed to foster volunteerism and effective civic engagement in the “Welcome Packet.”

360

361 **8) Foster and Support Vibrant Neighborhoods**

362

363 **8.1 Policy Intent or Practice:** The City should support residents’ efforts to build community within
364 their neighborhood.

365

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

369

370 **We recommend the City:**

- 371 a) Support the creation of resident-defined neighborhoods. (See Edina’s *Name Your*
372 *Neighborhood* at edinamn.gov/category/neighborhood, an example of allowing residents to
373 determine their neighborhoods names and boundaries.)
- 374
- 375 b) Monitor and evaluate the success of Nextdoor.com and include goal-related
376 metrics and user satisfaction.
- 377
- 378 c) Provide materials to support neighborhood gatherings throughout the year,
379 similar to the Night to Unite materials offered through the Neighborhood Watch Program.
- 380
- 381 d) Utilize *City News* to communicate news and items of interest to neighbors and
382 neighborhoods. Solicit input and contributions from residents and neighborhood groups.

383

384 **8.2 Policy Intent or Practice:** The City should support residents in developing more formalized
385 neighborhoods and/or neighborhood organizations.

386

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

391

392 **We recommend the City:**

- 393 a) Provide residents wishing to formalize their neighborhood or neighborhood
 394 organization with the following: definition and examples of a neighborhood network or
 395 association, a clear process to formalize such groups, and City recognition and benefits to
 396 officially-recognized groups. (See [http://www.stlouispark.org/neighborhoods/neighborhood-](http://www.stlouispark.org/neighborhoods/neighborhood-associations.html)
 397 [associations.html](http://www.stlouispark.org/neighborhoods/neighborhood-associations.html).)
- 398 b) City Recognition of Neighborhood Associations should be premised on the
 399 assumption that neighborhood boundaries are inclusive and not exclusive.
- 400 c) The City shall provide a page or section on city's website with the
 401 neighborhood's name, boundaries, characteristics, events, and contact person.
 402 (Example at <http://www.stlouispark.org/wolfe-park.html>).
- 403
- 404 d) The City should consider adding signage in the physical neighborhood names
 405 are identified and commonly accepted.
- 406

407 **8.3 Policy Intent or Practice:** The City should facilitate meetings at the neighborhood level.

408

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

413

414 **We recommend the City:**

- 415 a) Compile, maintain, and make readily available a list of meeting places for Roseville
 416 residents to use when organizing neighborhood meetings.
- 417
- 418

419 **9) Improve the Notification Process**

420 **9.1Policy:** The city should expand the notification area and methods for informing residents and
 421 businesses, including leased businesses, of developments that have greater impact and/or involve
 422 issues of probable concern to the broader community.

423

424 **We recommend the City:**

425 9.1.a: The Council should form a joint task force of Community Engagement and Planning
 426 Commissioners, plus at-large members, to assess these notification recommendations and
 427 prepare a joint plan for both Commissions and for Council approval. Staff assistance shall
 428 be provided by the Planning Department.

429

430 The specific Task Force Strategic Recommendations under 9.1 are suggested for
 431 consideration by this joint task force as a starting point in their deliberations.

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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.

9.1.c: Co-host with the proper governing board or neighborhood association open houses in the community to display renderings, drawings and maps of the proposal and set aside time to respond to residents' questions and concerns.

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

Citizens are also encouraged to submit their own summary of the meeting highlighting concerns/issues and any mitigations and resolutions. It is encouraged that a list (name and address) of attendees be kept and submitted with the open house summary.

The applicant/developer is responsible for mailing a copy of the meeting summary to all attendees who provided their names and addressed on the sign-in sheet.

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.

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

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

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

479

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

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

485

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

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

491 **10.1 Policy:** Utilize the life experiences and skills of our Senior Community to volunteer in areas
 492 where their contributions are needed, applicable, and useful.

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

495