



Minutes

Roseville Community Engagement Commission (CEC)

Thursday, July 14, 2016 - 6:30 p.m.

1. Roll Call

Chair Scot Becker called the meeting to order at approximately 6:30 p.m. and City Manager Trudgeon called the roll.

Commissioners Present: Chair Scot Becker; Vice Chair Theresa Gardella; and Commissioners Amber Sattler, Chelsea Holub, Erik Tomlinson and newly-appointed Commissioner Peter Sparby

Commissioners Absent: Commissioners Michelle Manke

Staff Present: Staff Liaison/City Manager Patrick Trudgeon

2. Approve Agenda

Commissioner Tomlinson moved, Commissioner Sattler seconded, approval of the agenda as presented.

Ayes: 6

Nays: 0

Motion carried.

3. Swear In New Commissioner

Commissioner Sparby was sworn in by Chair Becker and welcomed by his colleagues on the CEC.

4. Public Comment on Items Not on Agenda

None.

5. Approval of June 9, 2016 Meeting Minutes

Comments and corrections to draft minutes had been submitted by various CEC Commissioners prior to tonight's meeting and those revisions were incorporated into the draft presented in the tonight's agenda packet.

Commissioner Tomlinson moved, Commissioner Sattler seconded, approval of June 9, 2016 meeting minutes as amended.

Corrections:

- **Page 4, Lines 160-161 (City Manager Trudgeon)**

Strike entire paragraph.

- **Page 15, Line 641 (Tomlinson)**

Typographical correction: Change to read: "...recommendations on..."

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Ayes: 6
Nays: 0
Motion carried.

6. Old Business

a. Recap of Rosefest Parade and Party in the Park

Party in the Park

From his personal perspective, Chair Becker commended this event, opining it went off well, with a better booth, more engagement and topics. Chair Becker noted the presence of Councilmembers Etten and Laliberte; in addition to five or more commissioners representing other advisory commissions, allowing for broader participation. Chair Becker noted the popularity of the straw voting on four topics taken from the Speak Up! Roseville website. Chair Becker questioned the popularity of handouts, with comments from those visiting the booth stating they didn't want to carry them with; and suggested next more interactive information be provided or perhaps smaller information sources (e.g. pocket sized).

Overall, Chair Becker spoke in support of having a presence at the event; and suggested a larger booth to accommodate other advisory commissioners; and to begin earlier next year to encourage their involvement.

Commissioner Holub agreed with Chair Becker about the Party in the Park event; and gave a special shout out to Commissioner Manke for her graphic design work for that and the parade. Commissioner Holub also thanked City Manager Trudgeon and his staff for pulling together the variety of information for the CEC to hand out at the event.

Chair Becker thanked Commissioner Holub for thanking Commissioner Manke; and recognized Commissioner Sattler and her husband, as well as Commissioner Holub for toting items to the park and helping plan and man the event.

From her perspective, Commissioner Sattler thought there was good citizen engagement at the booth, noting how popular the polling idea had been as suggested by Commissioner Holub, especially how well the stickers worked and lured people in to vote and interact. Whether or not they took anything away, there were ideas submitted by citizens who were assured someone was listening to their comments. Commissioner Sattler commented on the nice banners and posters designed by Commissioner Manke; noting they could be re-used next year, and overall she approved the set-up of the booth. While the polling focus needed further refinement

90 going forward, Commissioner Sattler noted it had got engagement
91 happening and got citizens interested in stopping in.

92
93 Commissioner Holub noted the promise made by the CEC that results of
94 the straw poll would be provide to the City Council.

95
96 Chair Becker agreed that needed to be discussed tonight to determine
97 consensus on next steps.

98
99 Of the four topics chosen, Commissioner Sattler noted the clear winner
100 appeared to be an interest in a community center with a pool.

101
102 Chair Becker noted other topics included elimination of plastic bags in
103 Roseville, an additional dog park, and his suggestion for a “Trunk or
104 Treat” option to Halloween. At the request of his colleagues, Chair
105 Becker advised this idea had been used at his children’s preschool, where
106 car trunks were decorated in the parking lot at a central location rather
107 than children going door-to-door. Chair Becker noted his idea had lost;
108 and agreed the winning idea was that of a community center with a pool,
109 the majority choice. Chair Becker agreed the promise had been made by
110 the CEC that findings would be provided to the City Council. Chair
111 Becker suggested that feedback be presented to the City Council to show
112 how the CEC engaged the community and the winning idea.

113
114 City Manager Trudgeon suggested that as a great addition to the agenda
115 for the joint meeting of the City Council and CEC, providing the
116 opportunity and ability to toss the information off to the City Council.

117
118 Rosefest Parade

119 Specific to the parade, Chair Becker noted the CEC was shorthanded with
120 only three commissioners present; and noted the assistance from Mayor
121 Roe coming to the rescue to pull the candy wagon through the parade after
122 his “float” had completed the parade. Chair Becker stated he had
123 questioned the need for participation in the parade for the last few years,
124 especially when only the CEC commissioners are present, without
125 representation from a broader group. Chair Becker suggested examining
126 the purpose of being in the parade; and while the first year or two the CEC
127 talked about how and why they existed, he wondered about the CEC’s
128 future role in that event. Chair Becker suggested either evaluating
129 continuing participation of the CEC in next year’s parade, or at a
130 minimum and well in advance defining its presence. If a broader advisory
131 commission approach was used, Chair Becker opined that the parade
132 could then be used as an information vehicle, or to highlight a specific
133 project in which the group was engaged, and viable with smaller numbers
134 of commissioners present.

135

136 In terms of the parade, Commissioner Holub agreed that next year
137 consideration was needed to identify a specific angle or to discuss the
138 parade itself and the CEC's participation. Commissioner Holub noted talk
139 among commissioners at the parade itself; especially given the length of
140 this year's parade and long wait time in the parking lot (several hours) and
141 thinned-out crowd by the time the CEC's turn came up. If the CEC
142 continues their presence in the parade, Commissioner Holub suggested an
143 approach to reconsider the logistics of the parade to make it more efficient
144 and community-friendly.

145
146 City Manager Trudgeon noted the long history of the community parade,
147 and participation by numerous marching bands, with nine to ten appearing
148 this year, and serving as a great draw for the parade. As a side note, City
149 Manager Trudgeon noted that since the advisory commissions' affiliation
150 is with the city, they needed to be moved up, perhaps with the City
151 Manager, Mayor and other city-affiliated participations.

152
153 Commissioner Holub suggested moving the band participants closer to the
154 end of the parade; with City Manager Trudgeon duly noting the comments
155 for the Park and Recreation Commission and their volunteer parade
156 committee. As another option, City Manager Trudgeon noted this
157 volunteer committee would probably welcome additional volunteers in
158 planning the parade logistics.

159
160 Chair Becker opined it would be interesting to hear from the Parks &
161 Recreation Commission as to their take on the parade, since they were in
162 the line-up after the CEC. While unsure of a solution for the bands, an
163 obvious draw, Chair Becker suggested some way to speed up the parade
164 from a purely entertainment, routing, performance standpoint.

165
166 **b. Priority Project Update: Recommend ways to expand city learning
167 and engagement opportunities**

168 With Party in the Park and parade activities, Commissioner Holub advised
169 that no update was available, but would be addressed and reported on in
170 the near future.

171
172 **c. Priority Project Update: Form strategies for outreach to under-
173 represented groups**

174 Commissioner Gardella provided a draft agenda as a bench handout for
175 the work group meeting scheduled for July 25, 2016, *attached hereto and
176 made a part hereof*, and summarized intended discussion items.
177 Commissioner Gardella noted strategies/tools could also include other
178 conversations about the upcoming comprehensive plan update process,
179 Roseville University, and other upcoming opportunities to test potential
180 tools, strategies and pilot programs for recommendation to the City
181 Council.

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Chair Becker noted the clarification and discussion of what the City Council was looking for from the CEC was timely given the upcoming joint meeting.

As Commissioner Sparby considered which areas in which he chose to become involved on the CEC, Chair Becker suggested this group may be of interest to him.

d. Priority Project Update: Assist in the formulation of the 2017 comprehensive plan update process

Commissioner Tomlinson advised that he had viewed the City Council meeting tape and their subsequent decision for the scope to focus on a technical update, more clearly identifying some of the items as part of that process. Specific to the CEC’s involvement, Commissioner Tomlinson noted the goal was for community engagement upfront rather than at the last as had been done during the 2008 update. Commissioner Tomlinson noted the various zones included in the comprehensive plan, but concerns that the areas were too large to facilitate townhall type meetings. Noting the number of questions arising from this initial City Council discussion with staff, Commissioner Tomlinson opined there was clearly a role for the CEC to assist; and suggested they also be included in the consultant interview process. Commissioner Tomlinson noted the intent of the City Council was also for the chosen consultant to propose a process for community engagement.

City Manager noted the original Request for Proposals (RFP) timeline had been someone aggressive, and after the initial discussion, had been pushed back somewhat.

To help inform the CEC, City Manager Trudgeon provided the CEC with a copy of the City Council’s June 13, 2016 meeting minutes so they could follow their discussion. Mr. Trudgeon noted the City Council’s decision for a project scope for a technical and content update; and an engagement strategy for a consultant to suggest an engagement process in conjunction with the CEC presentation in the review of the RFPs. Mr. Trudgeon noted through using ideas from the consultant as well as input from the CEC, it would better serve the community on best practice techniques to engage as much of the community and its stakeholders as possible. Mr. Trudgeon suggested the CEC subcommittee continue to meet and discuss process ideas and tools for recommendation to the full CEC and subsequently the City Council going forward.

City Manager Trudgeon noted he and Commissioner Tomlinson, and welcomed any other CEC commissioners for a meeting before the next CEC meeting, at which time they could provide a more detailed update.

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Commissioner Holub offered any additional support on this subcommittee as needed to Commissioner Tomlinson; with thanks from Commissioner Tomlinson and advising that since he was still reviewing things, he'd keep the CEC informed of any additional assistance needed.

At the prompting of Chair Becker, Commissioner Sparby noted he did find this particular priority of interest, and offered to assist Commissioner Tomlinson as needed.

Chair Becker suggested that would work well, as Commissioner Sparby's predecessor was also involved with this priority.

Commissioner Gardella asked if the City Council was open to suggestions for community engagement.

City Manager Trudgeon responded affirmatively, noting the City Council had mentioned using the "meeting in a box" tool used in the past as one option; as well as more formal situations for smaller groups outside city staff (e.g. block parties, Night to Unite, questionnaires, maps, soliciting public opinion, etc.) to empower other citizens by reaching out to them versus asking them to show up at City Hall. Mr. Trudgeon noted the Park Renewal Program process used similar public meetings and involved neighbors, and advised that the City Council was definitely interested in using that successful model. However, as noted in the City Council meeting minutes, Mr. Trudgeon noted they were interested in any ideas that would result in getting a broad range of opinions, especially for those residents not typically showing up at an open house or formal meeting.

At the request of Commissioner Sparby, City Manager Trudgeon revised some of the key dates in the Metropolitan Council's update for comprehensive plans done every ten years, and deadline of December 31, 2018 for submission of this latest update. Mr. Trudgeon stated the goal was to get started this fall on background information and various components, and then hit the process hard in 2017 to meet those deadlines. Mr. Trudgeon noted that with Roseville a built-out community, there wasn't a need to completely redo the plan, but only update those technical issues outside land use patterns already guided for the most part, with few exceptions. Mr. Trudgeon noted that the last update had gotten a later start; and therefore had asked for and received an extension; noting most plan updates took about two years for completion as all the issues were sorted out.

Chair Becker noted that at some point, from the CEC's standpoint, their involvement would cease.

274 City Manager Trudgeon noted that all city departments and their related
275 advisory commissions would be consulted at some point once the plan
276 scope is clearly approved by the City Council. For the CEC's engagement
277 specifically, Mr. Trudgeon stated he know they would be engaged in the
278 beginning, but probably also be involved in some form of participation
279 throughout the entire process, with check-ins at the CEC level before
280 moving on to the City Council.

281
282 Commissioner Gardella stated this dovetailed well with priority projects
283 and strategies of the CEC; and also offered her assistance to
284 Commissioner Tomlinson as needed to put some of her subcommittee's
285 ideas into practice.

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287 City Manager Trudgeon duly noted those offers of assistance; and Chair
288 Becker suggested using the CEC meetings for some of that feedback as
289 well.

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291 **e. Priority Project Update: Advocate for select items from 2014 CEC**
292 **recommended policies and strategies**

293 Chair Becker advised that he had been unable to pursue this priority since
294 the last meeting; and promised to do a better job before the next meeting.
295 Chair Becker thanked City Manager Trudgeon for the memorandum
296 (Attachment 6) and asked each subcommittee chair to share their updates
297 to include as part of the monthly updates by providing them to City
298 Manager Trudgeon and to include for each meeting. Chair Becker asked
299 that commissioners provide those updates about a week before the packet
300 deadline.

301
302 Chair Becker also sought input from City Manager Trudgeon on priority
303 items g.3, a, b and c for website updates; dependent on the date those
304 meeting minutes were approved. City Manager Trudgeon noted initially
305 this would be a work in progress.

306
307 Specific to the possibility of a townhall meeting, Chair Becker suggested
308 consulting with the City Council at their upcoming joint meeting.

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310 **7. New Business**

311
312 **a. Review Community Survey Results**

313 City Manager Trudgeon provided a presentation, as shown at the recent
314 City Council meeting of June 11, 2016 providing results of the 2016
315 community survey. A copy of the entire presentation was made available
316 to the CEC, *attached hereto and made a part hereof*, allowing individual
317 commissioners to review the results at their leisure. Mr. Trudgeon urged
318 commissioners to watch the full presentation and discussion, with a link
319 on the city website, providing significant information.

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City Manager Trudgeon highlighted a few areas of specific interest to the CEC, including graphs and narrative showing comparisons with the 2014 survey and this latest one in the areas of community identity, neighborhood connections, acceptance within the community, empowerment by city government, and approval ratings for the Mayor, City Council and city staff. Beyond bragging, Mr. Trudgeon noted those areas identified for improvement appeared to be meeting or exceeding goals, and showing a positive uptrend, attributing those figures to improved efforts, including the work of the CEC and improving trust levels.

Regarding construction of a community center (page 21), City Manager Trudgeon noted the significant support for it; but also noted the more generic question didn't include options or willingness by those respondents in how or whether they would be willing to pay for it. Mr. Trudgeon noted this would require a more specific study if the initiative went forward, also noting the term "community center" meant many things to many people. While unsure at this point whether or not the City Council will choose to pursue it, Mr. Trudgeon noted it served to reinforce the CEC's questions at the Party in the Park about a community center and the strong support it had also received.

Of further interest to the CEC, City Manager Trudgeon noted the sources of information used by residents (page 22) and continuing information residents received from the *City News* newsletter (page 23) and impressive readership numbers it received. Mr. Trudgeon noted the new design and upgrades, including more pages, undertaken several years ago to provide a more creative and relevant resource. Mr. Trudgeon noted his difficulty in following the social media graphs, and questioned the accuracy of those numbers especially as they related to "Speak Up! Roseville" since it had just been launched not that long ago. However, Mr. Trudgeon noted the need to make sure the city continued to provide that channel for those using that resource.

Specific to raw data included in the packet, Commissioner Gardella asked if the survey provided comparison for changing community demographics, including those renting, owning, or racial demographics, and where those shifts were found, or increases in ethnic populations. Commissioner Gardella asked if the 400 random samples clearly mirrored the city's overall demographic.

Chair Becker also asked how the demographics of these 400 samples compared with Roseville's census data.

365 City Manager Trudgeon responded that he would need to check with the
366 Morris Leatherman Company to see if they had those specific
367 breakdowns. City Manager Trudgeon reported the city had 15,000
368 housing units, 10,000 owner-occupied, and 5,000 renters; but was unable
369 to address specific demographics beyond that.
370

371 Commissioner Holub stated she had actually looked it up, and the survey
372 had proven pretty close to census data, and commended the survey for
373 reflecting that so well. Commissioner Holub asked if there was a way to
374 further break down the data to determine trends among different
375 demographics of residents.
376

377 City Manager Trudgeon again advised he was not sure, but he recognized
378 the value in doing so; and opined as some level the information should be
379 available. While the information provided in the bench handout and in the
380 meeting packet was what the city received, Mr. Trudgeon noted the
381 company may have more details it tracked.
382

383 Commissioner Gardella sought additional information on how the city's
384 demographics may be changing, based on a two-year comparison and
385 snapshot.
386

387 Specific to the first question or graph about "community identity",
388 Commissioner Tomlinson asked how the question was posed and how
389 surveyors defined that term.
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391 City Manager Trudgeon clarified that the questions before the commission
392 constituted the exact script read by survey callers, and if complicated
393 issues, no additional explanation was provided other than as scripted with
394 no clarifying points given other than as noted for more complicated issues.
395 However, Mr. Trudgeon agreed that what "identity" meant was a good
396 question.
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398 As a follow-up, Commissioner Sparby asked for the rationale in how
399 residents described their geographic neighborhoods, beyond north, south,
400 east or west; but sought whether there was any more descriptive or historic
401 way.
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403 City Manager Trudgeon opined there was no perfect way, with the
404 comprehensive plan referred to planning districts that consisted basically
405 of from one county road to another, but providing no continuity. As part
406 of the Parks Renewal Program, Mr. Trudgeon noted the reference to
407 constellations, seen as more dynamic to include natural connections.
408 Since Roseville had roads and county roads versus rivers to serve as
409 barriers, Mr. Trudgeon noted within larger areas, there were more
410 identifies, but no formal process. Mr. Trudgeon noted the initial

411 discussion about neighborhoods and neighborhood associations, as
412 recommended by the CEC to the City Council in the recent past, as a more
413 organic approach, but again not addressing any specific geographic areas.
414 For the survey, Mr. Trudgeon reported the attempt was to provide equal
415 distribution throughout the city for residents in northeast, southeast,
416 southwest and northwest areas. Mr. Trudgeon noted the northwest section
417 was mostly an industrial area, but also included some residential pockets,
418 so therefore was included to make sure representation was provided from
419 around the city.

420
421 Commissioner Sparby noted the different neighborhoods representing the
422 City of Minneapolis and providing an identity; and suggested the CEC
423 look into that and pull that information together as part of the
424 comprehensive plan update discussion. Commissioner Sparby noted that
425 could provide some historic way to identify various areas of the
426 community, and thus foster community engagement based on the type of
427 sub-neighborhoods.

428
429 Chair Becker noted one of the recommendations from the CEC's original
430 set of policies and strategies as adopted in 2014 had discussed somehow
431 providing that identification, by signage or other means. Chair Becker
432 asked Commissioner Gardella to review that as part of her priority
433 subcommittee.

434
435 Commissioner Gardella opined that how the NextDoor.com
436 neighborhoods were defined might get closer to Commissioner Sparby's
437 comments.

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439 **b. Initial Prep for Joint Meeting with City Council**

440 Chair Becker noted some discussion to-date, including having some
441 questions for the City Council, and samples of the products being worked
442 on by the CEC.

443
444 City Manager Trudgeon advised that the joint meeting was scheduled for
445 August 22, so one more CEC meeting would be available for refining the
446 CEC's agenda for that meeting. Mr. Trudgeon also advised that the time
447 allotted for the joint meeting was between 20 and 30 minutes depending
448 on the remainder of agenda items that evening; and encouraged as many
449 commissioners as possible to attend, not just the Chair as their
450 representative.

451
452 Chair Becker suggested things to consider included: how much the CEC
453 should present, who would attend beyond him as Chair, whether
454 individual commissioners were willing to share the spotlight by
455 summarizing their specific priority projects; and how best to present things
456 to achieve the most and best feedback possible from the City Council.

457 Chair Becker suggested the CEC provide a brief update to the City
458 Council, obtain their feedback on specific questions, and then conclude the
459 discussion.

460
461 Commissioner Holub reported that unfortunately, she would be out of
462 town that day and unavailable to attend.

463
464 Commissioner Tomlinson supported asking questions and seeking more
465 direction on the priorities as listed.

466
467 Chair Becker asked each commissioner to come prepared at the August
468 meeting with 2-3 bullet points on their status of individual products, and
469 their related questions for the City Council, using the aforementioned City
470 Manager memorandum as their template, making it serve a dual purpose.

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472 **c. Initial Discussion of Commissioner-submitted Ideas**

473
474 Commissioner Holub addressed “Speak Up! Roseville” based on the
475 comments heard at the Party in the Park, and citizen reaction to the “ideas”
476 portion of the website and not being able to see responses. If residents
477 didn’t see responses, she questioned how it would be used or how relevant
478 it would be.

479
480 Chair Becker stated he was aware of responses done in a timely manner by
481 staff; and City Manager Trudgeon advised that the City’s Communication
482 Manager Garry Bowman monitored the site daily. Mr. Trudgeon advised
483 there had not been a lot of traffic to-date, and it was proving not to be a
484 very active site, but assured that the specific questions were forwarded to
485 each applicable department for their follow-up up. Mr. Trudgeon noted
486 some ideas were hard to respond to, and that may be a concern for
487 residents if they didn’t see the city immediately jumping in to utilize their
488 input. Mr. Trudgeon noted more activity on the development portion of
489 the website versus the idea module; but noted staff found the comments
490 helpful.

491
492 Commissioner Tomlinson suggested a standing area on the City Council
493 agenda for “Speak Up! Roseville” input allowing the community ideas an
494 opportunity for public vetting, with the City Council reviewing them on a
495 monthly basis. Commissioner Tomlinson spoke in support of several
496 ways the ideas could be used going forward, especially if citizens knew
497 their comments or ideas would be addressed, and to at least know the City
498 Council was hearing them, whether or not they acted on the ideas or not.

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500 In that same vein, Commissioner Sparby asked if there was a written
501 procedure in place to deal with comments on that site, and responses based
502 on a particular item with a certain number of business days.

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City Manager Trudgeon advised there was a policy on posting comments and who was responsible for the anticipated turnaround time; and offered to research that again since he hadn't taken time to review it since launching the site to see how successful things were based on the sporadic comments coming in.

Chair Becker suggested perhaps the reason for no responses showing on the copies provided by Commissioner Holub may be due to how it was being filtered or acknowledged once received; noting discussions may go into archival mode if the system is set up; and asked that those filters also be checked into.

Commissioner Gardella questioned if a "thank you for your comment" response was done immediately, and if that was the extent, it still wouldn't allow residents to know what was happening with their comment or idea; and asked if there was a resource or something additional that could be included on this site to go beyond a "thank you."

Commissioner Sattler suggested a discussion about procedure beyond responses or a "thank you," that ensured an answer was provided if available, or noting referral for further pursuit, along with a contact person. In the samples provided, Commissioner Sattler noted a lot of the comments were old, and didn't appear to have a response, which she found sad.

City Manager Trudgeon reiterated that there had been responses, and remembered several (e.g. sidewalks) that had been responded to by Mr. Bowman and a link provided for Ramsey County's contact person. Mr. Trudgeon noted he wasn't sure why the screen shot provided wasn't showing that interaction.

If that was the case, Commissioner Sattler asked if possible the site be revamped to provide more interaction.

Commissioner Sparby suggested the CEC make it a point to periodically review the website and provide input to staff on what they could do more or less of to make the site more interactive. Commissioner Sparby stated he liked the idea of auto-archiving certain things.

Chair Becker agreed with periodic review by the CEC; noting that the initial launch had seen the city promoting the "topics" and "discussion" modules, and after a critical mass was participating on those modules, then to concentrate on the "ideas" module. However, Chair Becker noted there was a need for doing a better job to draw people in for discussions, making the tool a better investment. Chair Becker thanked Mr. Trudgeon

549 for his informative comments on the site; and noting the community
550 survey response about “Speak Up! Roseville,” wondered about that
551 number of users as well, opining he was somewhat skeptical. Chair
552 Becker suggested more time to evaluate the website; and then determine
553 how to improve it; but agreed a quarterly CEC discussion may be
554 appropriate, and suggested bringing it to the attention of the City Council
555 at the joint meeting for their feedback or possible follow-up discussion.

556
557 City Manager Trudgeon noted the CEC had taken that follow-up to the
558 next step with Party in the Park polling, and suggested since the CEC had
559 originally taken ownership in selecting this particular vendor, it continue
560 as a CEC tool to work with and monitor, as well as promoting it. Mr.
561 Trudgeon noted this was always better and more interesting for the
562 community than having a staff person doing it, and encouraged all
563 commissioners to participate on the site as well.

564
565 Commissioner Sattler also suggested some comments may need to be
566 removed.

567
568 City Manager Trudgeon noted there was a fine line in editing the site, with
569 the policy talking specifically about removing offensive material, while
570 not attempting to censor things. Mr. Trudgeon agreed it may be a good
571 idea to bring the policy back to the CEC for an update. While wanting to
572 encourage a free form discussion on the website, Mr. Trudgeon noted that
573 was subjective in nature and required caution.

574
575 Chair Becker noted he was aware of at least one comment that had been
576 removed due to its offensive nature.

577
578 Commissioner Gardella opined that the suggestion to vote ideas or topics
579 up or down was valid, but the way the idea had been framed was not
580 helpful.

581
582 Commissioner Tomlinson asked if there was analytic data available from
583 the website; and questioned if the number from the survey jived with those
584 of the website and percentage of population.

585
586 Chair Becker suggested having Mr. Bowman provide a status update in the
587 future at a CEC meeting on usage; and to help understand traffic on the
588 site. Chair Becker recalled past discussions of involving each advisory
589 commission on how they could participate on the site with ideas and
590 prompting discussion topics. Chair Becker suggested it may be time to
591 pursue that effort, noting he would personally like to see more traffic on
592 the site. With a two-year contract in play for the city hosting the site,
593 Chair Becker noted the first year of operation was coming up, indicating a

594 need for review to evaluate the site’s limited activity to-date and reasons
595 why.

596
597 At the request of Commissioner Sparby, City Manager Trudgeon noted the
598 vendor contract and template allowed for little formatting or revision, and
599 served as a very practical situation template used for numerous cities.
600 Commissioner Sparby suggested bringing suggested changes to the table
601 to improve the site to make it better utilized if the vendor was amenable to
602 making those changes.

603
604 Commissioner Holub referenced Attachment 7.c to tonight’s agenda
605 packet, highlighting the Lake Street Art Project as a model to initiate
606 discussion for potential consideration of a similar Roseville effort to
607 enhance community pride and awareness. Commissioner Holub reviewed
608 the specifics of the Lake Street project where a photographer had taken
609 pictures of local businesses and storefronts to provide a snapshot of who
610 called Lake Street “home.” Commissioner Holub summarized some
611 possible logistics for such a project, allowing residents to submit their own
612 pictures to the city or using social media that would emphasize local,
613 homegrown businesses or chain businesses as long as in the Roseville
614 community.

615
616 Commissioner Sattler agreed it was an interesting idea, but questioned
617 how to identify neighborhood, which she considered the first step, and
618 then determine who makes up those specific neighborhoods.
619 Commissioner Sattler opined it would be a fun idea, especially if a local
620 photographer could be found, and noted the project would build
621 community as well as inform residents and businesses of the broader
622 community; and how/when the end product would be displayed.

623
624 Commissioner Holub noted that Communications Manager Garry
625 Bowman had done an excellent job pulling great pictures together of past
626 community events to use for the Party in the Park.

627
628 Commissioner Gardella agreed that the city may already have a treasure
629 trove of pictures not yet used that would serve such a purpose.
630 Commissioner Gardella noted the involvement for the Lake Street project
631 of this well-known photographer and suggested the Lake Street Business
632 Council could have actually commissioned him to do the project.

633
634 Chair Becker asked how the Lake Street project had been implemented,
635 and whether or not grant funds had been available to finance the project.
636 Chair Becker suggested the Roseville Visitors Association (RVA) or local
637 Chamber of Commerce may be willing to pursue this type of effort, noting
638 their existing network with businesses and possible petty cash available
639 for the project.

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While unsure of the specifics, Commissioner Holub thought there was probably some grant funds used for printing and or the photographer for the Lake Street project.

Commissioner Gardella noted it would continue the theme of “I AM ROSEVILLE,” used this year.

Chair Becker agreed, also noting there were lots of those stickers still available; and suggested the project could be used as a rough draft concept; but questioned the need for highlighting particular neighborhoods, and instead just emphasizing the entire Roseville business and residential community, even though he recognized some neighborhoods had unique identities.

Commissioner Sparby noted this could serve as a way to tie those communities together, and while recognizing they were each different, they were also all the same. Commissioner Sparby noted something like this with the artistic element could bridge the gap and make for an interesting part of an event sponsored by the CEC that could move forward on its own momentum.

Commissioner Gardella noted celebration photos could be grouped and disbursed around the community to allow people to observe them and make connections.

Commissioner Sattler suggested using photos from block parties or group get-togethers as opportunities, using landmarks in those specific neighborhoods as picture backgrounds to help identify their locale.

Commissioner Gardella also noted opportunities available from playground builds.

Commissioner Gardella noted the Night to Unite advertised on NextDoor.com, and questioned if that had potential for this type of effort.

City Manager Trudgeon advised that there were anywhere from 40-90 different neighborhoods having block parties on that night, with each receiving a visit, to the extent possible, by city staff (e.g. Fire and Police Departments).

Commissioner Tomlinson noted such an opportunity would be great to kick-off an event when people were already congregating.

684 Chair Becker suggested photo submissions from those groups could be
685 sent to the city to include in the City News newsletter, but asked who the
686 staff contact person would be.

687
688 City Manager Trudgeon first asked that more information was needed to
689 provide a better idea of the rationale and purpose behind the effort:
690 whether to get pictures of Roseville residents utilizing Roseville
691 businesses, or how it would be rolled out. Mr. Trudgeon noted that some
692 people may object to having their pictures posted without prior
693 permission; but if citizens send in their own pictures, that would serve as
694 their consent. Mr. Trudgeon noted such an effort would involve a lot of
695 work, based on past experience of city staff when soliciting donations
696 from area businesses; and before pursuing this any further, both the city
697 and the CEC needed more information as well as more vetting for such an
698 endeavor. While the Night to Unit event may be a good opportunity for
699 such an effort, Mr. Trudgeon noted the 2016 event was already coming up
700 in early August and would not allow sufficient lead time to pursue a
701 project this year.

702
703 Commissioner Gardella stated she saw this as a way for residents to
704 connect, such as a Roseville photo contest, with the top twenty photos
705 chosen and displayed around Roseville, with those pictures giving their
706 permission to do so. Commissioner Gardella suggested the photo contest
707 convey the theme, “I AM ROSEVILLE,” and provide a sense of
708 community identity, rather than engagement. Commissioner Gardella
709 further stated this would be an interesting way to display that diversity; but
710 agreed with City Manager Trudgeon that while the interest in pursuing this
711 may be there, it definitely needed more vetting.

712
713 Commissioner Sattler stated her interest in a photo contest.

714
715 Commissioner Holub asked what the next steps would be.

716
717 Chair Becker suggested more fleshing out was needed, and perhaps
718 working with another group such as the RVA to utilize their existing
719 social marketing tools may be a good first step.

720
721 City Manager Trudgeon noted the RVA was seeking to get people outside
722 Roseville to come into the city and wasn’t sure they’d be a good
723 connection.

724 Chair Becker noted the goal was to market “I AM ROSEVILLE,” which
725 he thought would fit with the RVA’s mission.

726
727 City Manager Trudgeon stated he liked the “I AM ROSEVILLE”
728 emphasis, and suggested a display at City Hall or other city facilities may
729 be better, along with showing the diversity of different people, which he

730 thought would be supported. Mr. Trudgeon suggested this item be
731 included on next month's CEC agenda, and in the meantime, individual
732 commissioners give it more thought and try to flesh it out more (e.g.
733 logistic, display location(s) in public spaces, not just businesses).

734
735 Commissioner Gardella agreed other public spaces, such as libraries or
736 park shelters, would be good display locations.

737
738 Commissioner Sparby volunteered to assist Commissioner Holub develop
739 some bullet points to move through the process and provide more details
740 for the next meeting.

741
742 Commissioner Holub concurred, with Chair Becker duly noting that as an
743 August 2016 CEC agenda item.

744
745 **8. Chair, Committee and Staff Reports**

746
747 a. **Chair's Report**
748 None.

749
750 b. **Staff Report**

751
752 i. **Upcoming Items on Future Council Agendas**
753 City Manager Trudgeon noted his previous comments on the
754 community survey. Mr. Trudgeon further reported that the City
755 Council's discussion of Neighborhood Association
756 recommendations from the CEC was now scheduled for their
757 August 8, 2016 meeting, including their feedback on those
758 recommendations, and recommended next steps. Mr. Trudgeon
759 stated he anticipated there may be additional follow-up from the
760 City Council to the CEC on that point.

761
762 Should Chair Becker be absent, Commissioner Gardella
763 volunteered to attend that City Council meeting; and City Manager
764 Trudgeon noted he would initiate the discussion on behalf of the
765 CEC.

766
767 ii. **Other Items**

768
769 **9. Commission Communications, Reports, and Announcements**

770 None.
771

772 **10. Commissioner-Initiated Items for Future Meetings**

773 Chair Becker noted those items identified for the August meeting included the
774 status of "Speak Up! Roseville;" and an update from Communications Manager
775 Bowman on the website; Commissioner Holub's Lake Street project model; and

776 finalization of the agenda for the joint meeting of the City Council and CEC in
777 August.

778
779 Following the recent Falcon Heights shooting, Commissioner Holub suggested
780 creation of a task force and other ways to address this issue in the community.
781 Commissioner Holub stated she was unaware if Roseville had yet responded or if
782 it had plans to do so; but opined some discussion of the tragedy and aftermath
783 would be good.

784
785 Commissioner Gardella sought further clarification on what Commissioner Holub
786 intended for that discussion.

787
788 Commissioner Holub clarified she intended the discussion about engaging the
789 community and Police Department and whether the Roseville Police Department
790 reflected what the community was looking for. While a difficult topic,
791 Commissioner Holub noted the need to discuss it, and again questioned if the city
792 planned to have a response or not.

793
794 Commissioner Gardella suggested it may be appropriate for those comments on
795 “Speak Up! Roseville.”

796
797 City Manager Trudgeon clarified that the Roseville Police Department was not
798 involved in the shooting; and therefore questioned what the city would be
799 responding to. Mr. Trudgeon noted that the City’s involvement had been post-
800 shooting in providing community policing assistance for neighboring
801 communities as was a typical response among departments for any major event.

802
803 City Manager Trudgeon further noted that the City’s Human Rights Commission
804 had the topic included on their next monthly meeting, scheduled within the next
805 week, and he would be attending that meeting. Mr. Trudgeon suggested the CEC
806 wait to see what evolves over the next month or so and the community
807 conversations. While recognizing that everyone’s first reaction was to convent
808 people to talk, and while that wasn’t a bad idea, Mr. Trudgeon noted the need to
809 focus on what those conversations should be about. Since the City of Roseville
810 isn’t involved, and the case is still under investigation, Mr. Trudgeon questioned
811 actual expectations, excluding the specific event given the investigation currently
812 underway.

813
814 City Manager Trudgeon recognized it was a challenging situation, and agreed
815 there was always room for and the need for discussion on police officer and
816 department practices and policies; and acceptance of or changes indicated to
817 ensure the overall city and its workforce reflected the community. Mr. Trudgeon
818 agreed those were always good areas for discussion, and noted they were talked
819 about on an ongoing basis in this municipality. However, Mr. Trudgeon stated his
820 suspicion that over the next few months, open community conversations would
821 come forward and different ideas moving on.

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City Manager Trudgeon stated his appreciation of different ideas bring brought up, but respectfully asked that time be given to sort out the situation and allow the City Council to assume that community leadership role. Mr. Trudgeon noted that the Human Rights Commission had fielded numerous engagement issues such as this already (e.g. racial and demographic) and this sad tragedy only underscored the need to continue those discussions. However, at this point, Mr. Trudgeon stated it was hard for him to identify that discussion as part of the CEC’s role. Mr. Trudgeon opined it made sense to engage people, but how and when to do so had yet to be determined.

Chair Becker concurred with City Manager Trudgeon, noting the role of the CEC was not of an investigatory nature; and specific to engagement, he would support the CEC being engaged somehow. However, Chair Becker noted the Human Rights Commission intended to hold some sort of discussion, and suggested any direct engagement by the CEC may be in how those conversations should go forward to ensure all were heard. Chair Becker agreed the CEC could and should participate in that community engagement, but questioned if it should do so at this point nor could he identify who should lead that discussion at this point. Since it is such a hot button issue right now, Chair Becker suggested any direction should come from the City Council.

Commissioner Holub stated she was just concerned that the city provide some kind of response.

In reviewing the scope, duties and function of the CEC, Commissioner Tomlinson noted the various ways the Roseville Police Department probably already used to engage with the public. Going forward, Commissioner Tomlinson suggested having each city department make a presentation to the CEC, especially for new commissioners, to better understand existing communication efforts of those departments with the public.

Chair Becker agreed that was his thought too, especially the Roseville Police Department, noting the great job they already did with community engagement, forums and other methods. Chair Becker stated he would be interested in periodic updates from the Police Department at a minimum, perhaps by Chief Mathwig or the Department’s Community Relations Coordinator Corey Yunke.

City Manager Trudgeon agreed that a citywide informational presentation or written summary of that information would be easy for staff to comply with. Mr. Trudgeon noted several ideas already being used (e.g. Friday’s with a Firefighter, Coffee with a Cop, Discover Your Parks, Community Development Open Houses and Public Hearings for land use issues, etc.). At a minimum, Mr. Trudgeon advised that staff could have a listing of what was happening and get that information to the CEC to make them aware of the inventory of what was going on behind-the-scenes and with community engagement and communication

868 efforts to-date. Mr. Trudgeon noted those efforts could be build upon and
869 changes as indicated; and stated he wasn't sure if the CEC had ever had a check-
870 in on that during their existence.

871
872 Going forward, Commissioner Sparby asked for the opportunity to review the
873 contract with the "Speak Up! Roseville" vendor to determine what latitude the
874 city had and what the current written procedures for city follow-up were; as well
875 as other avenues providing people with contact for the city.

876
877 Commissioner Gardella encouraged individual commissioners to visit the website,
878 register and review the various modules.

879
880 City Manager Trudgeon concurred, stated he would be happy to provide the CEC
881 with the contract, but questioned toward what goal, whether informative or to
882 make changes, which he clarified would be within the parameters of the City
883 Council.

884
885 Commissioner Sparby advised that his intent was basically for informational
886 purposes and to make sure the CEC was aware of the relationship with the
887 vendor, and suggested it may allow the CEC to provide more input to the City
888 Council about different things that could be enhanced or added to the next
889 contract or renewal. Commissioner Sparby opined the City Council may be
890 looking to the CEC to provide those ideas.

891
892 **11. Recap of Commission Actions This Meeting**

893 At the request of Chair Becker, Commissioner Gardella reviewed action items
894 form tonight's meeting:

- 895 • Individual commissioners are to fill in their priority project updates with three
896 bullet points for the joint meeting with the City Council
- 897 • Commissioner Holub, with assistance from Commissioner Sparby, will work
898 on a potential proposal for the CEC's role in a photo project modeled after
899 that of Lake Street USA
- 900 • City Manager Trudgeon will follow-up on more details of survey information
901 (demographic breakdowns)
- 902 • City Manager Trudgeon will provide a copy of the "Speak Up! Roseville"
903 contract and policy for CEC review
- 904 • Individual commissioners are encouraged to view or review next week's
905 Human Rights Commission for the initial discussion and response to the
906 recent Falcon Heights shooting

907
908 City Manager Trudgeon clarified that the Human Rights Commission and/or
909 participants would not be deciding anything, noting it may simply come up as
910 a topic of discussion.

911

- 912 • Chair Becker noted his commitment to alert individual commissioners one
913 week prior to the next agenda packet deadline of the need to submit their
914 priority planning project updates.
915

916 **12. Adjournment**

917 Commissioner Sparby moved, Commissioner Gardella seconded, adjournment of
918 the meeting at approximately 8:12 p.m.
919

920 **Ayes: 6**

921 **Nays: 0**

922 **Motion carried.**