

BROOKLYN PARK CITY COUNCIL SPECIAL MEETING  
COUNCIL RETREAT

Monday, April 29, 2019  
4:00 p.m.

Police Department Briefing Room  
5400 85<sup>th</sup> Avenue North

CALL TO ORDER – Mayor Jeffrey Lunde

PRESENT: Mayor Jeffrey Lunde; Council Members Susan Pha, Tonja West-Hafner, Terry Parks, Wynfred Russell and Lisa Jacobson; City Manager Jay Stroebel; Assistant City Manager Wokie Freeman-Gbogba; Community Development Director Kim Berggren and Retreat Facilitator Josie Shardlow.

ABSENT: Mark Mata (excused)

City Manager Stroebel briefed the Council on the format of the retreat. He briefed on the agenda:

**Team Building**

Kari Kraft, Human Resources, facilitated the Insights training with the Council.

At 6:00 p.m., the Council recessed for dinner.

Strategic Planning Agenda.

**6:00-6:30 p.m. CITY MANAGER STROEBLE PRESENTS ON 2018 AND PLANNED 2019 WORK**

At 6:17 p.m., City Manager Stroebel briefed the Council on the retreat. He stated they would discuss priorities, where they were last year, new priorities and going on the future.

He covered the retreat agenda: Presentation on 2018 and planned 2019 work; Reflection conversation (past), Current Reality (Present), Exercises on Priorities (future); Discussion on the exercise and significance for the coming year.

He stated that last Thursday the Brooklyn Park Assembly held the *Brooklyn Park 2025* anniversary, and for each goal identified recent accomplishments and what was on the horizon.

*Goal 1 – We want to become a more united and welcoming community, strengthened by our diversity. We Did:* Open Catering at the CAC, Tater Daze moved, New Connect now includes renters. **In the Works:** City Hall remodel, Tater Daze, Center for Innovation & the Arts, City Hall on the Go.

*Goal 2 – We want beautiful places and quality infrastructure that make Brooklyn Park a unique destination. We Did:* Upgraded Streets, Snow Emergency pilot project, Park Bond projects, D’Amico Catering at Edinburgh. **In the Works:** Blue Line Light Rail, Highway 252, Park Improvements.

*Goal 3 – We want a balanced and economic environment that empowers businesses and people to thrive. We Did:* Expanded BrookLynk, Textile Recycling, Emerald Ash Borer

Implementation Plan. **In the Works:** Support Businesses, Solar Power, Organics Recycling/Composting.

Goal 4 – *We want people of all ages to have what they need to feel healthy and safe.* **We Did:** Age-Friendly Community report, Youth Outreach Team, Police Community Relations. **In the Works:** Fire Strategic Plan Process, Age-Friendly Community Action Plan, Engaging Youth.

Goal 5 – *We want partnerships that increase racial and economic equity and empower residents and neighborhoods to prosper.* **We Did:** Meals for Kids participating in summer programs, Apartment Outreach, Mental Health Focus Area. **In the Works:** Cities United and My Brother's Keeper, Increased Access to Food (Second Harvest Heartland and CEAP), Racial Equity Tool to look for city policies, programs and procedures.

Goal 6 – *We want an effective and engaging government recognized as a leader.* **We Did:** E-Services for utility billing and rental license renewals, Intercultural Development, Customer Service Excellence Standards. **In the Works:** More Online Services, New City Website, Resident Survey 2019, Brooklyns Census 2019 Coalition.

City Manager Stroebel highlighted some of the Brooklyn Park Community Indicators, which was a quantitative way of measuring progress.

Goal 1: media coverage.

Goal 2: home value; street quality; home sale price; street condition rating; walk friendliness; trails; bike friendliness; code compliance; sidewalks; transit friendliness.

Goal 3: poverty; income; housing costs; recycling; job growth; commercial tax base; commercial vacancy; housing costs.

Discussion were held on median household incomes.

Goal 4: crime; crime prevention; fire response service; emergency medical; safety; neighborhood watch; crime perceptions.

Goal 5: increase racial and economic equity; by neighborhood; by racial/ethnic equity; unemployment rates; graduation rates.

Goal 6: levy amount; city services value; budget; city commission demographics; registered voters; voter turnout.

City Manager Stroebel gave a presentation on the Diversity and Disparities in the city and covered the following areas: Brooklyn Park at a Glance, 10 most racially and ethnically in Minnesota, In nation, Median Household Incomes, Percent of Residents age 25 with high school diploma or equivalent, Percent of residents with college degree, Unemployment Rate, Poverty Rates, Homeownership by Race, Cost Burden, Median household by neighborhood, Percent of color by neighborhood.

City Manager Stroebel referred to the BP 2025 projects for 2019. He stated there were nine priority projects which were strategic projects and leadership got together on monthly basis to work on them. He stated they were presented on quarterly basis and were internally and externally focused. The Citywide Strategic Projects were: Age Friendly Community, Apartment

Action Plan, Branding/Communications, Continuous Improvement, Customer Service Excellence Standards, Light Rail Transit, Performance Management, Procurement, and Racial Equity. He stated there was also strategic work by Departments and highlighted a few items.

Administration – *Open Data*

Community Development – *Opportunity Zone, Housing Re-investment/NOAH Policy/Program Restaurant Initiative, Village Creek, New Development-Affordable Rental Housing, Business Incubator, Center for Innovation and the Arts/Plaza, Expand online permit/license types, 2040 Comprehensive Plan Update.*

Finance – *Customer Engagement/Self-serve, GIS Layers-Assessing Quintiles, CAFR Builder, Position Budgeting Preparation.*

Fire – *Fire Strategic Plan and Implementation.*

Operations and Maintenance – *City Hall Remodel.*

Police – *Mental Health, BLUE Blocks.*

Recreation and Parks – *Cities United, Park Re-investment, Inclusion Plan, Brooklyn Park Youth Outreach, Edinburgh USA Clubhouse Reinvestment Plan, Tater Daze City-wide celebration.*

He stated there were three townhall meeting in each District and provided the townhall summary.

### **6:30-7:00 p.m. REFLECTION CONVERSATIONS (PAST)**

Facilitator Shardlow briefed on the agenda for the Retreat. She stated they would think about where the City had been in last 18 months and where they wanted to go and prioritize and would review the past and current projects and reflect on it together.

She asked the following question. *Think back on 2018 and the first few months of 2019; what work were you most proud of?*

Most proud of: community engagement, park bond passing, park system plan, open catering policy, Brooklyn opening, lower crime; BrookLynk, Youth Council, Youth engagement, textile recycling, hiring new Fire Chief, Outreach Team-youth, Senior Services and Age Friendly Community Outreach, Street improvement program, Welcoming renters – new connect, Fully staffed, Apartment Action Plan, all of the staff, Leadership, Nationally and regional transit, Cities United, \$5 million for Highway 169 project, Solar Power, City Budget, E-services direction, new communications team, Dome, moved Tater Daze to CAC, More work to make it inclusive, Champlin Park High School hooking up to water this year.

Facilitator Shardlow asked the following question: *What opportunities were missed?*

Missed opportunities: Hotdish project, partnership at Central Park; 109<sup>th</sup> Avenue, LRT, improve on marketing and communication with diverse outlets – newspapers; radio, tv, area of branding for community, Tater Daze more inclusive; including swimming pool in the Park bond, aquatics, Deferred Enforced Departure (DED) – in 11 months it will back on the plate again, grant for firefighters, partnership with the Twins, improving public image coming from the outside.

Facilitator Shardlow asked the following question: *What did we learn this year and takeaways about the organization, community?*

What did we learn this year/takeaways: engagement is hard but pays off in the end, most people in Brooklyn Park approve what we are doing, approval rating is high, loud voices get the momentum going – Hotdish, the movement and direction on the snow emergency ordinance

decision, residents willing to pay more in taxes for the park bond, willing to invest in the community, Brooklyn Park is a great community, yes we can get restaurants, hard work pays off – Projects that takes years to get to, staff brings ideas to Council and Council receptive on ideas, believe the community recognizes the importance of reinvestment to change the brand, a lot of wage pressure – competitive with peers, hiring and the benefits, intercultural competency training makes a difference – efforts to train leadership and staff, continue to learn the demands from residents – trails and transit.

Facilitator Shardlow asked the following question: *In what ways are we more prepared to serve the community this year? What do we have going for us for the next coming months.*

Ways we are more prepared to serve the community this year: engaging community, gotten better in taking on partnerships, diversity on the Council, Council retreats and training from LMC was helpful, comments around cultural competency and Council prepared to serve all cultures in the community, Liberian Consulate in Brooklyn Park, Council environment and staff relationship in the community in a better place, alignment good strategic priorities, alignment of staff leadership and with Council – right direction for couple of years, stable leadership team, we heard from the community where to go, planning how we are advancing what the community said, money, have money to do things, park bond money and franchise fee money, have right staff in place, right people doing the right job, best staff there is, always thinking ahead, customer service excellence standards for staff to articulate what customer service looks like.

#### **7:00-7:15 p.m. CURRENT REALITY (PRESENT)**

Facilitator Shardlow stated they would look on the alignment around priorities, where there was consensus with the community goals and where they were affirming current priorities and proposed any new shifts in the goals.

She asked the following *question: What is that current work on our plate; what is happening in 2019?*

What is happening in 2019: Building a dome, pigs, goats and chicken ordinance, City Hall remodel starting, fire strategic operation plan coming soon, apartment action plan, deciding on what to do with open data, and blue blocks, 101<sup>st</sup> interchange, Phase 1 implementation of park bond projects, Highway 252 project, light rail, fund raising for CITA, policies around housing changes, old Hennepin County library acquisition, website, painting a water tower, redevelopment of River Park, and DED status., Culture of hate – political candidates, and will be felt more in the city. What happens nationally will be felt here. Council talk to people and let them vent, and City Hall on the Go.

At 7:20 p.m., Facilitator Shardlow called for a break.

At 7:30 p.m., Facilitator Shardlow reconvened the retreat. She stated for the next exercise, Council Members needed to sit together, and directors needed sit together to work on a priority exercise. She stated in their packet they had the *BP 2025 Community Goals* and where the Council shared in agreement last year.

#### **7:15-8:00 p.m. EXCERSISES – PRIORITIES (FUTURE)**

2018 Council Retreat – Clear Shared Agreement	
Goal Number	Description
1	Brooklyn Park is unified with a strong positive identity and image.
2	Neighborhoods are well-maintained with quality housing for all ages and incomes integrated throughout the community.
3	Our business environment inspires private investment and job growth.
3	Business and organization of all types, sizes and specialties, stay and grow here.
4	Youth are engaged in positive and quality experiences.
4	Aging adults have services and amenities to thrive and age in place.
5	Each student graduates high school with a pathway to college or career.
6	The City provides quality services at a reasonable cost.
6	The City is well-managed and recognized as a great place to work.

She stated the first part of the exercise was individual work about what shifts in priorities for the City, think about the missed opportunities; what they wanted to focus on; or they could reaffirm what the Council said last year. She asked to come up with six goals as priorities.

Individual exercise; in packet have *BP 2025* community goals; pink stars last year shared agreement; Council.

At 7:35 p.m., she asked each individual to get into two or three groups and share their choices and why they picked them and then decide as a group their top priorities.

Two people in a group got eight dots. Three people in a group got 12 dots for the exercise. Staff got orange dots and Council got green dots. After discussions each group (Council/Directors) placed dots on the *BP 2025* Community Goals.

Facilitator Shardlow asked the groups to report on where they wanted to affirm, where wanted to shift and why. Each group presented why they chose their selections.

**C=Council Dots/S=Staff Dots**

Goal Number	Reaffirmed	New Shift
1. Brooklyn Park is unified with a strong positive identity and image	S, S, S, C	
1. Our Community's activities, events, and services are inclusive, multi-cultural, and accessible.		S, S
1. We have places and spaces for diverse communities to gather.		S
2. Modern transportation options (drive, ride, walk, bike) connect people to education, jobs, and recreation.		S, S, C
2. Quality recreation and park amenities inspire activity for all ages and interests.		C
2. Attractive key corridors, corners, and city centers create destinations that meet community needs.		S
2. Neighborhoods are well maintained with quality housing for all ages and incomes integrated throughout the community.	C, S	

3. People of all ages and backgrounds enjoy financial stability		S
3. Our business environment inspires private investment and job growth.	C, S	
3. Business and organizations of all types, sizes and specialties start, stay and grow here.	C, C, C, S, S	
4. Neighborhood are empowered and supported by strengthened positive relationships with police		S, S, C
4. Youth are engaged in positive and quality experiences	C, C, C, S, S	
4. Aging adults have services and amenities to thrive and age in place.	C, C, S	
5. Each resident has access to the training and support needed to get and keep a living wage job.	C	
5. Aging neighborhoods and commercial centers are revitalized through continuous investment		S, S
5. The community provides necessary supports and services for community members to overcome life challenges such as hunger, mental illness, and homelessness		C, C, S, S, S, S
6. The city provides quality services at a reasonable cost	S, S, S, S, C, C, C	
6. The city is well managed and recognized as a great place to work.	S, S	

Facilitator Shardlow asked if there was anything missing that was not showing up on the goals.

Council Member Russell asked about accomplishing the goals related to health and safe people. He stated one they could arrive at was data from Minnesota community measurement showed there was there was a huge disease burden in the city. He stated there was one way to address those issues and accomplish the goal of healthy and safe by having a full fledge health department. He stated what the City had now was not engaging with code enforcement. He stated with the community engagement work in townhall meetings, he looked at the report in the Central District and East District that aligned with that goal by creating a healthy community and helping them. He suggested the City set aside some land in the southern/northern part to engage in urban agriculture as one way to accomplish that goal because some do not have access to fresh fruit and vegetables.

**What’s Missing responses:**

Discussions were held on the community gardens at the Apple farm, South Brook Rrail and some churches had them.

Council Member West-Hafner asked what kind of disease burden they had in the community that needed a public health department.

Council Member Russell stated other cities like Bloomington had health departments and could come to the city to partner on health outcomes. He stated they worked on the Ebola issue, and malaria was coming from overseas, there was a measles outbreak where the public health department would work with community to prevent the spread of those diseases. He stated that Hennepin County research showed the city was a food desert and what the Parks and Recreation Department did was to alleviate the food desert. He stated the farmers market was not accessed because of mobility issues and the projections on the next census showed the

City growing to 100,000 in the community. He stated the City had a huge foreign-born population coming with tropical diseases and needed to have a health department to respond to those threats.

Recreation and Parks Director Yungers stated Hennepin County's work with cities was effective enough to do a lot of partnering. She asked if it was disease prevention or immigrant integration in the community and what level of public health was he looking for that Hennepin County did not provide.

Council Member Russell stated Hennepin County was not doing any full large-scale health work in the City, and if the City had a public health department could work on preventative efforts like diabetes, cardiovascular disease and screening for breast cancer. He stated they could have a good health department to focus on preventative care and work with other entities.

Mayor Lunde stated that was not a goal but a discussion and needed more conversation in the future and Facilitator Shardlow could add it to the list.

Facilitator Shardlow reviewed the list with the Council and directors. She asked where they saw a new list and where they saw a clear affirmation. Discussions were held on the new shifts and reaffirmations by the Council and directors.

Facilitator Shardlow asked what they were not seeing and if there were any blind spots.

Responses: Being innovated based on feedback from residents, tried parking different this winter and used parking lots to park, listening to residents, food truck meeting and respond to them, something we need to call out based on river park, listening to residents drives that innovation, having community have goals and setting goals.

#### **8:00-8:30 p.m. DISCUSSION ON EXERCISES AND SIGNIFICANCE FOR COMING YEAR**

Facilitator Shardlow asked what discussion was still needed to happen after tonight.

Responses: Innovation not being prominent in our goals, City budget will drive all of it, raising taxes, retired folks more vulnerable to tax increases and were on limited budget, customer services.

City Manager Stroebel thank everyone for participating and providing input. He stated staff would go back and check those projects against the conversations tonight.

ADJOURNMENT – With consensus of the Council, Mayor Lunde adjourned the meeting at 8:33 p.m.

JEFFREY LUNDE, MAYOR

DEVIN MONTERO, CITY CLERK