

Monday, October 7, 2019  
7:00 p.m.

Council Chambers  
5200 85<sup>th</sup> Avenue North

## **COUNCIL WORK SESSION – AGENDA #36**

If due to a disability, you need auxiliary aids or services during a City Council Meeting, please provide the City with 72 hours' notice by calling 763-493-8141 or faxing 763-493-8391.

***Our Vision: Brooklyn Park, a thriving community inspiring pride where opportunities exist for all.***

### ***Our Brooklyn Park 2025 Goals:***

***• A united and welcoming community, strengthened by our diversity • Beautiful spaces and quality infrastructure make Brooklyn Park a unique destination • A balanced economic environment that empowers businesses and people to thrive • People of all ages have what they need to feel healthy and safe • Partnerships that increase racial and economic equity empower residents and neighborhoods to prosper • Effective and engaging government recognized as a leader***

- A. CALL TO ORDER – Mayor Jeffrey Lunde**
- B. GENERAL INFORMATION**  
None
- C. DISCUSSION ITEMS/GENERAL ACTION ITEMS – These items will be discussion items but the City Council may act upon them during the course of the meeting.**
  - C.1** Discussion on Pet Licensing Goals
    - A.** CITY COMPARISON
    - B.** STAFF MEMO
    - C.** NEWS ARTICLE
  - C.2** Discussion on Branding
  - C.3** City Hall Enhancement Task Force
  - C.4** Summary of Tater Daze Evaluation
  - C.5** Potential Sale of Fair Oaks Park
- D. VERBAL REPORTS AND ANNOUNCEMENTS**
  - D.1 COUNCIL MEMBER REPORTS AND ANNOUNCEMENTS**
  - D.2 CITY MANAGER REPORTS AND ANNOUNCEMENTS**
- E. ADJOURNMENT**

# City of Brooklyn Park Council Work Session

<b>Meeting Date:</b>	October 7, 2019	<b>Originating Department:</b>	Community Development
<b>Agenda Item:</b>	C.1	<b>Prepared By:</b>	Jason Newby, Inspections and Environmental Health Manager
<b>Agenda Section:</b>	Discussion Items/ General Action Items	<b>Presented By:</b>	Jason Newby
<b>Item:</b>	Discussion on Pet Licensing Goals		

## Summary:

The goal of this discussion is to:

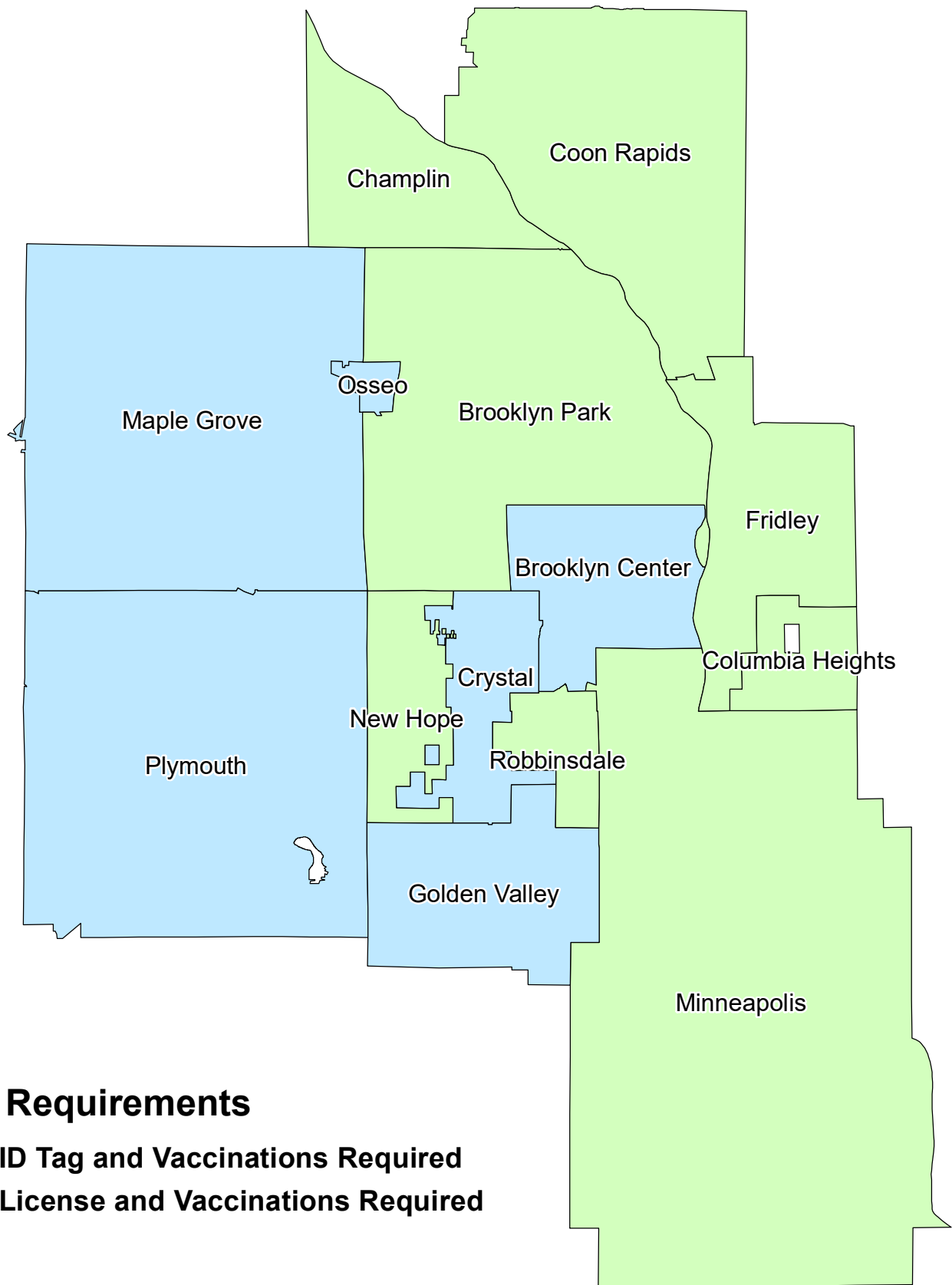
- Share results from the continuous improvement project related to the administration of pet licenses
- Review what surrounding cities are currently doing with pet licensing
- Discuss proposed ordinance changes:
  - Eliminate city-issued pet licenses
  - Require identification tags and current vaccinations

At the work session, staff will share information on the key findings from their research on how the City administers pet licenses, how the current ordinance plays a role in other departments, what other cities are doing, and options for the Council to consider for next steps.

## Attachments:

C.1A CITY COMPARISON  
C.1B STAFF MEMO  
C.1C NEWS ARTICLE

# City Comparison for Pet Licenses



## MEMORANDUM

**DATE:** October 1, 2019

**TO:** Jay Stroebel, City Manager

**FROM:** Jason Newby, Inspections & Environmental Health Manager  
Kim Berggren, Director of Community Development

**CC:** LaTonia Green, Finance Director  
Craig Enevoldsen, Police Chief  
Jody Yungers, Rec and Parks Director

**SUBJECT: Pet Licensing**

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The purpose of this memo is to provide an update on the continuous improvement project related to pet licenses along with associated recommendations.

Recently, staff discussed the possibility of moving the administration of pet licenses to the Rental & Business Licensing Division in Community Development. Prior to taking on this work, a thorough review of the current process used to administer pet licenses was completed. The first step in our process review was to identify key stakeholders. Representatives from Finance, Police, Community Development, and Recreation & Parks participated in this project. The organization - PUPs (Pets Under Police Security) was also identified as a stakeholder that could play an integral role if adjustments are made to this process.

### Key Findings

**Few pets are licensed.** Most residents choose not to license their animals. It is estimated less than 5% of pets in Brooklyn Park are currently licensed. The number of pet licenses has declined each year since 2012 – except for the year the dog park opened in 2013.

**Other cities do not license pets.** Multiple cities are no longer licensing animals. Most cities are adopting code language requiring identification tags and current vaccinations but are no longer requiring a city-issued license.

**Pet licensing is cumbersome to administer.** The administration of the pet license is staff intensive. While staff estimates the current fee structure allows the City to cover its costs in issuing the license, this work takes us away from other city priorities. Also, given the limits of the City's software programs, it is difficult to deliver quality customer service during the issuance of the license and renewal process.

**Licenses have limited connection to dog park users.** The license is currently linked to the use of the dog parks, but this is not enforced and not a deterrent for unlicensed animals from using the dog park.

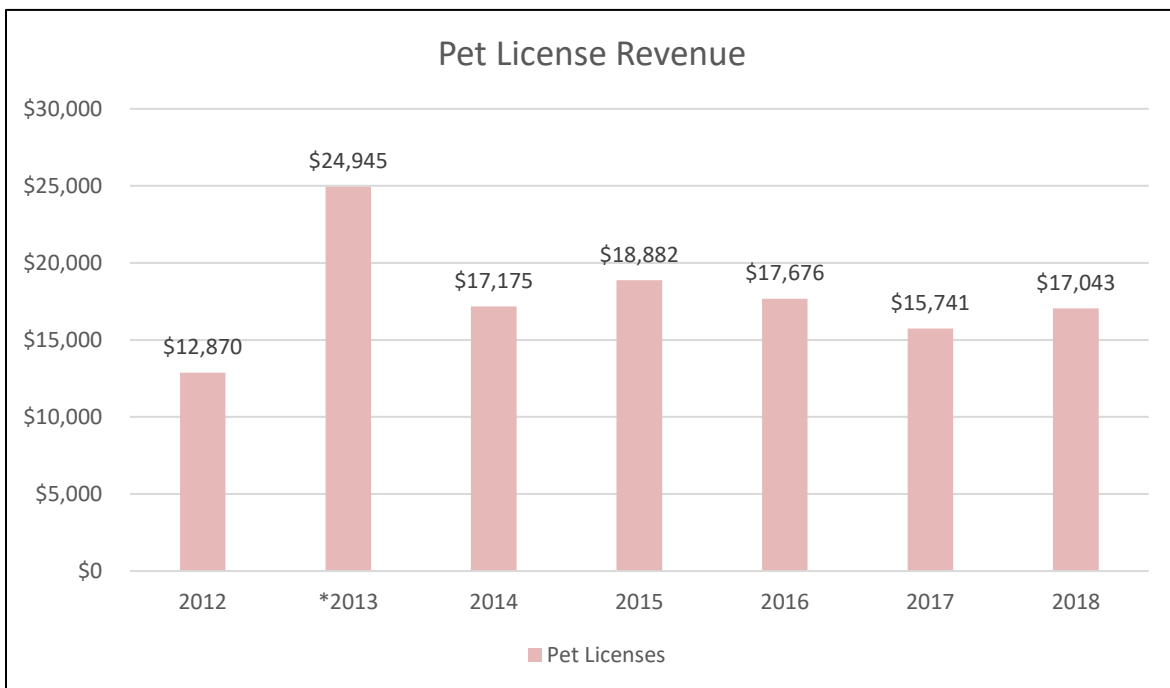
**Promotion of vaccination.** Staff believes the intent of the license in the original ordinance (1972) was to ensure animals were vaccinated. Staff recommends amending the City Code to continue to require vaccinations. This law can be enforced regardless if a license is issued. Responsible owners who currently get a pet license will continue to vaccinate their pets, therefore the license is unlikely to promote a change in behavior of other pet owners.

**Impounding of pets.** Staff assumed that having a license aided in returning stray animals home, but most impounded animals are not licensed and even if they are, the license is not used to return the animal home. The license only has an ID number and police staff do not have access to the licensing database. In 2018, only 161 of 330 animals were returned to owner from impoundment. Only 4 of 330 impounded animals had a pet license.

**What recommendations does the project team have for the City Council?**

- Update the ordinance to require pet identification tags and vaccinations and remove license requirement (Maple Grove model)
- Alternatives to pet licenses can be used to manage dog park usage. Park passes could be administered by Recreation and Parks or Three Rivers Park District uses an online pass for their dog parks.
- Promote identification tags, microchips, and current vaccinations through city, local, and social media outlets
- Evaluate the cost of adding microchip readers back into the squad cars.
- Promote animal owners to microchip and/or ID tag their animals to assist police in returning animals home instead of bringing them to PUPs.

Not included in this memo is the process used for dangerous/potentially dangerous dog registration. This process is currently administered at the Police Department in a separate database.



Pet Licenses			
2018	Expenses	Revenue	Total
	\$14,000 (administration)	\$17,043	+\$3,043
Impounds			
2018	Expenses	Revenue	Total
	\$52,692	\$19,614 (reclaimed animals)	-\$22,035

LOCAL

# No license, no problem: More cities eliminating pet licenses

Growing number of cities in the metro area are eliminating the requirement

By Erin Adler (<http://www.startribune.com/erin-adler/195633361/>) Star Tribune |

NOVEMBER 5, 2018 — 12:12PM

From Burnsville to Crystal, many cities in the metro area no longer require residents to obtain pet licenses, calling the practice out-of-touch in an age when rabid dogs rarely roam and people have other ways to find their missing pets.

"What I've seen is some cities finding it is more of a headache ... than it is a benefit," said Graham Brayshaw, head veterinarian for the Animal Humane Society in Golden Valley.

The latest municipalities to drop pet licenses include Mound, in 2016, and Orono, in 2017. The Crystal City Council in August informally decided to end licensing, and Burnsville officials agreed to do so at a work session last month (but likely won't vote on it until next year).

The main reason, say city officials, is mass noncompliance. Few pet owners keep licenses up to date, if they get them at all.

"We're only penalizing people who are rule followers," said Jeff Kolb, a Crystal City Council member, adding that those individuals probably already are responsible pet owners.

Pet licenses once purported to ensure that animals were vaccinated and could be easily reunited with their owners if lost. Yet, out of 8,000 households, only a few hundred Crystal residents have licenses. The fees probably don't even cover administration costs, Kolb said.

"We're not out there enforcing," said Catherine Pausche, Mound city finance director.

Orono Police Chief Correy Farniok said that social media and microchips combine to make a highly effective way to locate lost pets, recalling a Facebook post by an officer on a missing dog that was shared 4,000 times in an hour.

Ideas about pets have changed, said Burnsville City Council Member Cara Schulz. People used to keep them outside, let them run loose and brought them to the vet only rarely.

"Now your pets sleep on the bed with you," she said.

Some cities say that licenses still serve a purpose. Minneapolis' website highlights the revenue they generate, which pays for the sheltering and feeding of lost pets.

## Changing practices

The practice of licensing pets emerged in the 1950s in rural areas as a way to figure out who they belonged to, Schulz said. During a rabies scare in the 1970s, licenses were a means to show that the pets were up-to-date on vaccinations.

Minnesota law doesn't require cities to license pets. That's up to municipalities, which can enact ordinances specifying who must get a license, for what period and for how much.

Some cities require dogs, cats and other small pets to be licensed, while others license only dogs. Delano charges nothing for a license, while Minneapolis charges \$75 to license an unsterilized pet.

While some cities, like Bloomington, offer lifetime licenses with a one-time fee, others

GALLERY

GRID

1/6



DAVID JOLIS • STAR TRIBUNE

Smaller dogs bounded toward a fence at Alimagnet Dog Park in Burnsville on Friday to check out a passing Doberman pinscher on the gallery. A young golden retriever pup seemed a bit spooked by a small dog that had come to mingle at Alimagnet dog park Friday, Nov. 2, 2018, in Burnsville, MN.

want residents to renew every year or two.

But Kevin Toskey, a research attorney for the League of Minnesota Cities, said there was "definitely a trend happening with [cities] not enforcing or repealing pet licensing."

There are a variety of reasons. Technology, including dog facial recognition software and microchips, is changing how we find lost animals, said Brayshaw. Microchips are now implanted between the shoulder blades of every dog at the Animal Humane Society and by many rescue organizations.

About a third of the pets belonging to the 85 million U.S. pet-owning households are microchipped, said Kate Vossen, a spokeswoman for HomeAgain, a popular microchip company. HomeAgain has reunited more than 2 million pets with their owners, she said.

City officials and experts said having pets wear a collar with identification and vaccination tags is still the most effective way to bring them home.

As for vaccinations, rabies is far less common today than in the past, Schulz said. Owners already must present vet records to take out pet insurance or enroll in doggy day care. Farniok said that when a dog bite is reported, police go directly to the owner to ask about vaccinations rather than checking city records.

### **Making a statement**

The Minneapolis city website says that if pets are licensed, they are three times more likely to be returned if missing. In some cities, licensing fees help offset the costs of dog parks, and a license is needed to visit them.

Not every pet has a microchip, and microchips aren't infallible, Brayshaw said. He added that "dead-end" microchips, which lack current contact information for owners, are common.

Brayshaw said there are more important animal issues to focus on than licensing, though he wondered if licensure and vaccination might be more effective if mandated by counties or states rather than cities.

Few suburban pet owners recently interviewed said they had pet licenses. Some said they didn't know they existed, and others didn't see the point.

Lisa Bernier-Perleberg said she's lived in Crystal for 16 years but never purchased a license for her pets. "We always figured if we did get caught, it would be easier to just pay a fine," she said.

As her two Jack Russell terrier mixes, Fred and Wilma, frolicked at Burnsville's Alimagnet Dog Park, Mary Dean said she thought a dog license was "more paperwork than it's worth." Dean, of Apple Valley, said she might change her mind if license revenue went to animal shelters.

A few pet enthusiasts said there might be value in licensing pets. Amanda Waltz said she went 13 years without getting a dog license, but she wondered if having one would have helped when her dog nipped a kid on a bike.

"Perhaps if licensed, [the dog] wouldn't have been slapped with a potentially dangerous animal label," said Waltz, of Crystal.

Kurt Martinson of Burnsville has a license for his mini Labradoodle, Wilma.

"I'm kind of civic-minded," he said. "If you're going to take on the responsibility of a dog, \$10 isn't a big deal. It makes a statement."

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**Erin Adler** is a suburban reporter covering Dakota and Scott counties for the Star Tribune, working breaking news shifts on Sundays. She previously spent three years covering K-12 education in the south metro and five months covering Carver County.

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# City of Brooklyn Park Council Work Session

<b>Meeting Date:</b>	October 7, 2019	<b>Originating Department:</b>	Administration
<b>Agenda Item:</b>	C.2	<b>Prepared By:</b>	Camille Hepola, Communications Manager
<b>Agenda Section:</b>	Discussion Items/ General Action Items	<b>Presented By:</b>	Camille Hepola
<b>Item:</b>	Discussion on Branding		

## Summary:

The goal of this discussion is to:

- Give background on Branding Initiative (started in 2013)
- Discuss implementation progress to date
- Discuss ideas to further implement branding:
  - Hire a brand consultant
  - Create Brand Handbooks

At the work session, staff will share information on the key findings from the 2013 branding research on how the City is perceived, the reasons for branding and how it will help focus communications from the City.



# City of Brooklyn Park Council Work Session

<b>Meeting Date:</b>	October 7, 2019	<b>Originating Department:</b>	Administration and Community Development
<b>Agenda Item:</b>	C.3	<b>Prepared By:</b>	Chanté Mitchell, Management Systems Coordinator
<b>Agenda Section:</b>	Discussion Items/ General Action Items	<b>Presented By:</b>	Wokie Freeman-Gbogba, Assistant City Manager, and Kim Berggren, Community Development Director
<b>Item:</b>	City Hall Enhancement Task Force		

## Summary:

With the City Hall remodel currently in process, there is an opportunity to engage residents in selecting enhancements for the public building. Staff is seeking direction from the Council on the establishment of this group, as well as funding for City Hall enhancements.

## Project:

City Hall has been getting a new look! Construction began the summer of 2019 and should end by fall 2020. The project will bring improvements to customer service and security. As part of the project, new public meeting spaces will be created. Capitalizing on the excitement and energy from the remodel, staff would like to engage the community for help in selecting various décor related to art and displays to be placed within the public spaces of the remodeled City Hall.

Staff recommends identifying a Task Force to advise the City on:

- City Hall lobby, including signature piece
- Council Chambers, including backdrop behind the dais
- Public meeting spaces (i.e. naming, display cases, and hanging systems)
- Branded elements (i.e. signage)
- Art enhancements (purchased art or art contest)

There are two options to consider for the make-up of the Task Force. One is to utilize an existing commission such as CLIC (Community Long-range Improvement Commission) or RPAC (Recreation and Parks Advisory Commission).

The other is to establish a new Task Force comprised of:

- One to two City Council Representatives
- One Recreation and Parks Advisory Commission Member
- One Community Long-range Improvement Commission Member
- One Human Rights Commission Member
- Five to six other residents with an interest or experience in public art and creative displays

Task Force members would likely meet about nine to ten times throughout a year-long period, ending December 2020. Staff would coordinate an application process for appointment to the Task Force, and representatives from Administration, Community Development, Operations and Maintenance, and Recreation and Parks would support the work of this Task Force.

## Budgetary/Fiscal Issues:

Some of the funding for the enhancements listed above is included within the project budget for City Hall. Staff will provide recommendations for funding options for the remaining items during the work session.

# City of Brooklyn Park Council Work Session

<b>Meeting Date:</b>	October 7, 2019	<b>Originating Department:</b>	Recreation and Parks
<b>Agenda Item:</b>	C.4	<b>Prepared By:</b>	Kelly Mertes, Recreation Supervisor
<b>Agenda Section:</b>	Discussion Items/ General Action Items	<b>Presented By:</b>	Michelle Margo and Kelly Mertes
<b>Item:</b>	Summary of Tater Daze Evaluation		

## Summary:

In 2015 and prior years, Tater Daze event was a four-day event, Thursday – Sunday. The event was held at Noble Sports Park and included a carnival.

In 2016, the Tater Daze event was held at Noble Sports Park, included the carnival, and Zanewood staff implemented the Rec On The Go family activity area.

In 2017, Tater Daze was held at Noble Sports Park, and the Planning Committee and Council decided to remove the carnival and incorporate inflatables and add the new teen area into the event. Post the 2017 event, the Tater Daze Planning Committee met with Recreation and Community Engagement staff to discuss the possibility of moving the event from Noble Sports Park to the Community Activity Center (CAC). The Committee believed the current program and schedule would fit well (with some adjustments) at the new location. The CAC would offer several positive benefits.

In 2018, the Tater Daze Festival location was moved from the long-standing location of Noble Sports Park to the Community Activity Center (CAC). With a move as significant as this, the Committee conducted a community survey to gather community feedback. The Youth Services team also implemented a survey to gather the teens' satisfaction of the event and Teen Tater Daze area. In general, the survey results indicated the move to the CAC was well received and participants liked the idea of a more park like atmosphere for the event. The survey results also provided feedback about creating more family friendly activities.

In 2019, the Tater Daze Committee incorporated the following changes: site layout modifications, new free kiddy games, kiddy inflatables, and activity collaboration with Springboard for the Arts and Three Rivers to provide free activity areas.

These incremental changes were driven by community feedback. Based on 2019 event feedback, observations and reduced attendance, we are questioning if the event is meeting the intended outcome of providing a positive community event that unites our community.

Staff within the Recreation and Parks team have seen an increase in participation at our one-day, smaller scale community events like Concerts, Movies in the Park, and the Kick-off to National Night Out, and received positive verbal feedback. The community has asked us to provide more of these types of family-oriented opportunities.

The focus of our discussion will be:

1. What does the City Council see as important components of future city-wide community events?
2. What is trending in nearby cities and across the country?
3. How do we preserve our heritage via special events in the community?
4. How do we engage the community (culture and civic groups) in the planning, vision and implementation of events?

Support information to be provided at the Work Session:

- Tater Daze survey results
- Continuing partnerships with community service groups (Lions, Rotary, Women of Today)

The vision is to Celebrate Brooklyn Park by providing events and spaces for residents to come together and celebrate our community.

# City of Brooklyn Park Council Work Session

<b>Meeting Date:</b>	October 7, 2019	<b>Originating Department:</b>	Recreation and Parks
<b>Agenda Item:</b>	C.5	<b>Prepared By:</b>	Jody Yungers/Jennifer Jordan
<b>Agenda Section:</b>	Discussion Items/ General Action Items	<b>Presented By:</b>	Jody Yungers
<b>Item:</b>	Potential Sale of Fair Oaks Park		

## Summary:

Staff has received a request from Excell Academy to acquire Fair Oaks Park at the southeast corner of Zane Avenue and Highway 694 for the expansion of its Charter School (see attached park map). The School is currently leasing the 6510 Zane building. The School Administration is currently in the process of trying to purchase the building from the owner with the intent to expand the building to accommodate current and future growth of the Charter School.

The City Council discussed an initial concept of the Excell Academy project in the work session on February 4, 2019. The key issues discussed included the City serving as a conduit for tax-exempt bond financing on behalf of the project and whether the Council was comfortable with the property moving to tax-exempt status. The Council was supportive of the project moving forward.

## Appraisal:

Staff requested an appraisal from Nagell Appraisal & Consulting, a firm based in Plymouth that has appraised more than 300 properties for the City of Brooklyn Park. An appraisal for all three parcels of land, outlined in the map below, is what makes up Fair Oaks Park. The appraisal report was received on September 4, 2019 and provides the greatest value (business) for the property is \$1,130,000 (\$4.85/sq. foot x 235,576) both with and without the stormwater pond, which is currently in use by MnDOT.

Staff has been in contact with representation from Excell Academy indicating their inability to pay the best value rate. Staff consulted with the City Assessor to determine the cost per square foot for value based on purchase of park land and it is \$694,949 (\$2.95/sq. foot x 235,576).

## Background:

The 6510 Zane Avenue building is currently part of a business complex known as the Zane Business Center that was developed in 1997. Prior to 1997, the property was the site of a 126-unit apartment complex known as The Courtyard. The Courtyard was identified as a blighted and dilapidated building with low tax value. In 1996, the EDA approved purchase and redevelopment of the site as a multi-tenant industrial facility using tax increment financing from District #15. District #15 decertified in 2011. In 1998, the City Council approved a conditional use permit to allow Odyssey Charter School to operate in the space. After Odyssey vacated the building in 2006, the City Council approved a conditional use permit for Excell Academy to operate a charter school in the same location. In 2007, the City Council approved a conditional use permit for Excell Academy to add a gymnasium and additional administrative and classroom space to the building. Excell Academy has been a tenant in the building since 2006.



### Public Land Sale Process:

Section 14.06 of the City's Charter allows the sale of city-owned real property, but requires that an ordinance be adopted by the City Council that authorizes the conveyance of the property. The City Council is also required to conduct a vacation proceeding with respect to the park. Section 14.07 of the City Charter states that the City Council may vacate "any public grounds," but states that vacation of public grounds cannot be made unless it is in the interest of the public to do so. Finally, pursuant to Minnesota Statutes Section 462.356, subdivision 2, the Planning Commission must review the sale of the property and report in writing to the City Council on its findings as to the compliance of the proposed sale with the City's Comprehensive Plan.

### Primary Issues/Alternatives to Consider:

- The current and primary use of Fair Oaks Park is for Adult and Youth Cricket.
- Fair Oaks Park is small, with limited access to neighborhood residents and infrastructure block (bordered by Zane Avenue and Hwy 694).

### Budgetary/Fiscal Issues:

- Proceeds from the sale of the park property would be added to the OSLAD Fund.
- The City would retain ownership of the stormwater pond, as per a MNDOT agreement.
- Funds from the sale of park property could be used (designated) to develop other cricket fields within the park system.
- If Excell purchases its building and the park land, all the land would be tax exempt.

