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**COMMUNITY LONG-RANGE IMPROVEMENT COMMISSION (CLIC)**  
**City of Brooklyn Park**  
**November 12, 2020 CLIC Meeting Minutes**

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I. ORGANIZATIONAL BUSINESS

1. **CALL TO ORDER:** Chair Kathy Fraser called the meeting to order at 7:00 p.m.

**ROLL CALL PRESENT:** Kathy Fraser, Etta Gbeizon- Bornor, Tom Hayes, Patrick Hoth, Amy Meuers, Laura Sell, Kaade Wallace, Erik Meyers, Sheila Iteghete, Robin Turner, Brenda Reeves

**City Staff and Council Present:** Staff Liaison Jesse Struve

**ABSENT:** Joseph Cooper, Doneva Carter, Morgan McAdam

**EXCUSED:** Yordanos Kiflu-Martin

Roll Call established that a quorum did exist for CLIC.

2. **APPROVAL AGENDA**

MOTION Fraser to approve the agenda, SECOND Meyers. MOTION PASSED UNANIMOUSLY APPROVING THE AGENDA.

II. STATUTORY BUSINESS

3. **CONSENT**

3.1 MOTION Hoth, SECOND Gbeizon- Bornor to APPROVE the October 8, 2020 MINUTES. MOTION PASSED UNANIMOUSLY APPROVING the October 8, 2020 MEETING MINUTES.

4. **GENERAL AGENDA ITEMS**

4.1 Communications Update

- City staff members Camille Helpola and Timothy Gulenchyn provided an update to the Commission on new website and social media analytics. Website traffic is up due to new website and communication strategy that drives people to the site.
- Shared information on Brooklyn Park Community Engagement team who go out into the community to help get information out to community members who are hard to reach. This team has relationships with the various cultural groups within the city. They are currently offering some translation of materials. The Police Department is vital to this work.
- There is not a budget line-item currently for engagement of hard-to-reach community members. There is a proposal for a new diversity and inclusion professional for the city.
- Live Chat is a new feature of the website however there is not enough staff members to "chat live". Staff respond to each message daily. Suggestion was made to investigate adding a "bot" through API.
- COVID19 newsletters go out weekly.
- The communications team continues to have conversations with the Police Department on ways to engage with the community, especially

- as it relates to policing in Brooklyn Park. A new webpage is under development dedicated to diversity.
- To increase brand recognition, the communications team created a city podcast series of approximately 10 episodes. A second season is planned.
- Mailed communication stopped due to COVID19. Print will begin again in January 2021 starting with the Park Pages.
- Discussed mobile friendly website.
- Suggestion to team up with police department to share the positive things that they do through social media as well as community leaders.

#### 4.2 Speed Limit Policy Discussion

- Draft policy will be shared on November 30, 2020.
- Jesse Struve provided an overview of discussion from last CLIC meeting including CLIC recommendations.
- One-on-one conversations have been had with each Council member except one. Draft policy will reflect Council members recommendations.

### 5. **STANDING ITEMS**

#### 5.1 Age Friendly Brooklyn Park

- No new updates

#### 5.2 Communications

- See update above

#### 5.3 Housing Continuum

- No new updates

#### 5.4 Redevelopment / Development

- New interchange at 100st over Highway 169 will be open this fall.
- A virtual opening ceremony will take place next week.
- Raising Canes is coming to Brooklyn Park.

#### 5.5 Future Planning

- Highway 252 project has restarted based on concerns raised by the Brooklyn Center Safety Task Force. Information and updates are available from the link on Brooklyn Park website.

### 6. **VERBAL REPORTS AND ANNOUNCEMENTS**

#### 6.1 City Council Report: Council Member Susan Pha

- Not available for meeting

#### 6.2 Staff Liaison Update: Jesse Struve

- No update

#### 6.3 Open Discussion

- No discussion

### 7. **ADJOURNMENT**

MOTION Fraser, SECOND Meyers, TO TABLE OTHER DISCUSSIONS and ADJOURN. MOTION PASSED UNANIMOUSLY.

The meeting was adjourned at 8:34 p.m.

Respectfully Submitted,  
Jesse Struve