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Thursday, August 12, 2021

7:00 P.M.

Brooklyn Park City Hall – City Council Chambers

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

## COMMUNITY LONG-RANGE IMPROVEMENT COMMISSION (CLIC)

CLIC Officers: Kathy Fraser, Chair; Erik Meyers, Vice Chair

CLIC Members: Richard Branham, Etta Gbeizon-Bornor, Mary Hoogheem, Patrick Hoth, Sheila Iteghete, Sarah Manley, Whitney McClusky, Amy Meuers, James Miller, Emily Nelson, Beauty Ojo, Brenda Reeves, Kaade Wallace

City: CLIC Council Liaison Terry Parks and CLIC Staff Liaison Jesse Struve

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If you need these materials in an alternative format or need reasonable accommodations for a Community Long-range Improvement Commission meeting, please provide the City with 72-hours' notice by calling 763-424-8000 or emailing Josie Shardlow at [josie.shardlow@brooklynpark.org](mailto:josie.shardlow@brooklynpark.org). Para asistencia, 763-424-8000; Yog xav tau kev pab, 763-424-8000.

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

### I. ORGANIZATIONAL BUSINESS

1. CALL TO ORDER/ROLL CALL
2. APPROVAL OF AGENDA

### II. CLIC STATUTORY BUSINESS

#### 3. CONSENT

- 3.1 Consider Approving CLIC June 10, 2021 Draft Minutes
- 3.1A CLIC June 10, 2021 Draft Minutes

#### 4. GENERAL AGENDA ITEMS

- 4.1 Community Outreach Update
- 4.2 Wayfinding Project Update
- 4.2A Wayfinding Project Memo

#### 5. STANDING ITEMS

- 5.1 Age Friendly Brooklyn Park
- 5.2 Communications
- 5.3 Housing Continuum
- 5.4 Redevelopment / Development
- 5.5 Future Planning

#### 6. VERBAL REPORTS AND ANNOUNCEMENTS

- 6.1 City Council Report: Council Member Terry Parks
- 6.2 Staff Liaison Update: Jesse Struve
- 6.3 Open Discussion

#### 7. ADJOURNMENT

- 7.1 Adjournment

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	3.1	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	CONSENT	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Consider Approving CLIC June 10, 2021 Draft Minutes		

**Proposed Action:**

Consider Approving CLIC June 10, 2021 Draft Minutes.

**Overview:**

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**DRAFT**  
**COMMUNITY LONG-RANGE IMPROVEMENT COMMISSION (CLIC)**  
**City of Brooklyn Park**  
**June 10, 2021, CLIC Meeting Minutes**

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I. ORGANIZATIONAL BUSINESS

1. **CALL TO ORDER:** Chair Kathy Fraser called the meeting to order at 7:04 p.m.

**ROLL CALL PRESENT:**

Kathy Fraser, Amy Meuers, Emily Nelson, Etta Gbeizon-Bornor, Whitney McClusky, Mary Hoogheem, Erik Meyers, Sarah Manley, Beauty Ojo, Patrick Hoth, Brenda Reeves

**City Staff and Council Present:** Staff Liaison Jesse Struve, Kelly Mertes, Recreation and Parks, Recreation Supervisor

**ABSENT:** Kaade Wallace, James Miller

**EXCUSED:** Council Member Terry Parks, Rich Branham, Sheila Iteghete

Roll Call established that a quorum was established for the meeting.

2. **APPROVAL AGENDA**

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

II. STATUTORY BUSINESS

3. **CONSENT**

3.1 MOTION Meyers, SECOND Gbeizon-Bornor to APPROVE May 13, 2021 MINUTES. MOTION PASSED UNANIMOUSLY APPROVING the May 13, 2021 MEETING MINUTES.

4. **GENERAL AGENDA ITEMS**

4.1 Age Friendly Community Update

- Guest speaker, Kelly Mertes, Recreation and Parks, Recreation Supervisor shared updates including:
  - Brooklyn Park will be a pilot for an adult learn to bike program
  - Community survey will be conducted this summer
  - Partnerships are taking longer to re-engage due to staffing changes
  - Prioritizing outreach and engagement with older adults in response to pandemic
  - Creating a three-year action plan
  - Identifying new partners including University of Minnesota who is designing a survey on memory loss
  - Updates to website and age-friendly workplans
  - A strategy for engaging minority seniors is in place within outreach, partnerships, recreations and parks, and CARES outreach
  - Very few minorities are in the city's senior programs

- Chair Frazer provided overview on CLIC's focus to recognize and celebrate the senior community. A few members of CLIC came together to discuss in-depth.
- Commissioner McClusky provided an update from the meeting, including the following:
  - Recommendation to host a BP Senior Day in the month of May (Senior month) to be hosted at a senior facility. A celebration of our senior population
  - Discussion followed regarding logistics and viability of idea as well as what the city already offers and how it can connect within the budget including an immigration project connected to the Farm
  - Discussion regarding language translation services that is needed for these and other events

#### 4.2 CLIC Response to Councilmember Morson

- Councilmember asked about how CLIC is reaching to minority seniors in our community through our communication efforts
- Discussion of the role of CLIC and how we advise and represent the community to the Council
- Review of the written (draft) response to Councilmember Morson

### 5. **STANDING ITEMS**

#### 5.1 Age Friendly Brooklyn Park

- No additional updates

#### 5.2 Communications

- No updates

#### 5.3 Housing Continuum

- Still waiting on the QR report

#### 5.4 Redevelopment / Development

- No updates

#### 5.5 Future Planning

- 252 construction is on-going. Several community meetings
- No change with LRT however they are hiring a consultant
- Numerous buildings going up across the city

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

6.1 City Council Report: Council Member Parks was unable to attend meeting

6.2 Staff Liaison Update: Jesse Struve

- The July CLIC meeting is cancelled
- Voting for new Mayor via special election takes place in August

6.3 Open Discussion

- No discussion

### 7. **ADJOURNMENT**

MOTION Fraser, SECOND Meuers, TO ADJOURN. MOTION PASSED UNANIMOUSLY.

The meeting was adjourned at 8:55 p.m.  
Respectfully Submitted,  
Jesse Struve

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	4.1	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	GENERAL AGENDA ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Community Outreach Update		

**Proposed Action:**

**Overview:**

Discuss what the City is doing to engage with our residents. Josie will provide an overview of some of the outreach the City is doing. There are separate outreach teams for the Police and Recreation and Parks, so this discussion will not involve what those departments are doing.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	4.2	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	GENERAL AGENDA ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Wayfinding Project Update		

**Proposed Action:**

**Overview:**

John Kinara and consultants from Avia Design Group will provide an update as to where the project is and how it will move forward. I included a memo outlining what the project involves.

**Attachments:**

4.2A – Wayfinding Project Memo



**DATE:** May 12, 2021

**TO:** Community Long Range Improvement Commission

**FROM:** John T. Kinara, Housing and Economic Development Specialist

**SUBJECT:** Wayfinding Project

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### **Overview**

On February 18, 2020, the City of Brooklyn Park's Economic Development Authority (EDA) authorized the release of a Request for Proposals (RFP) for the development of a Citywide Wayfinding Plan. Avia Design Group emerged as the overall winner during the selection process. The purpose of the plan is to identify key destinations and connections, develop a suite of branded wayfinding signage that incorporates signage work already completed or underway, identify locations for each sign type, and develop a phased plan for implementation and maintenance. At its meeting on May 26, 2020, the City Council directed staff to postpone this project due to the need to focus attention and resources on COVID response. In November, the EDA then included this project in its 2021 budget for implementation. On February 16, 2021, the EDA considered and approved the selection of Avia Design Group as the consultant to lead the Wayfinding Project.

- **What firm was selected for the wayfinding project and why?**

Based on the scoring criteria, Avia Design Group moved into the clarification phase to work with staff to further clarify its proposal and discuss concerns that either party may have with the project approach, service experience, cost, and value-added plan proposed. After several meetings with Avia Design Group, the Selection Committee determined that their project delivery, service experience, cost and value-added options would provide the best value to the City of Brooklyn Park. After a final review of the submittals, interviews and clarification phase meetings, the Selection Committee recommended Avia Design Group, Inc. as the lead consultant to provide master program development, design development and design specification services for the Citywide Wayfinding Project.

- **What is the scope of work for the wayfinding project?**

The selected consultant is expected to perform the following tasks;

- Develop a citywide wayfinding system design plan that incorporates the City's existing brand, is attractive, aligns with cities equity priorities, is relatively low cost to install and maintain, and includes replaceable mounts and maps.
- Focuses on the needs of both recreational users, but also residents using the system for transportation purposes.
- Coordinates with the recently completed Bottineau Corridor wayfinding and marketing and branding work.
- Compatible with adjacent communities' wayfinding (Maple Grove, Champlin, Brooklyn Center) as well as regional partners such as Three Rivers Park District.
- Allows for technology transfer of wayfinding map information from the static sign back to the user via QR code or other viable technology.

- **What are the next steps for the wayfinding project?**

Staff met with the consultants from Avia Design Group on May 11, 2021 to discuss the vision for the project as well as the next steps. Avia Design Group consultants indicated the need to work on an assessment report that includes the wayfinding work on LRT and the Three Rivers Park as the first phase of this project. Additionally, the consultants will reach out to various community groups to collect feedback regarding the project. The assessment report will provide a clear direction for developing a structure and schedule for moving the project work forward. Several consultative meetings are expected to take place in the next few weeks as the project picks up speed.

- **What are the long-term benefits for the wayfinding project?**

- Better quality of life for residents
- Higher rate of trail and park usage
- Better transit and multi-modal access in the community
- Better access to jobs and places

**Budgetary/Fiscal Issues:**

Funding to develop the wayfinding plan was included in the EDA's 2021 General Activities Fund. Once the plan is developed, implementation funding could come from a combination of the City's Capital Improvement Plan (CIP), the Park Bond, and the EDA. The multi-year CIP for park-related wayfinding projects currently includes \$250,000 programmed for 2021 and \$150,000 programmed for 2022.



# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	5.1	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	STANDING ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Age Friendly Brooklyn Park		

**Proposed Action:**

No Action Required

**Overview:**

Discuss steps the city is doing to become a more age friendly city. Items identified on CLIC's 2021 work plan include:

- Formation of Advisory Group to work with staff.
- Ways to keep this in front of the City Council.
- Have a designated employee to lead projects.
- Work toward Brooklyn Park to be designated as an Age Friendly City by the World Health Organization.
- Review the Park System Plan to make sure age friendly items are being incorporated.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	5.2	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	STANDING ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A	<b>Presented By:</b>	Jesse Struve
<b>Item:</b>	Communications		

**Proposed Action:**

No action required.

**Overview:**

CLIC has been interested in ways the City communicates both internally and externally. This is an opportunity for CLIC to discuss ways the City can be more effective in this communication and provides CLIC an opportunity to weigh-in on how the City can incorporate branding into projects. Items called out on CLIC's 2021 work plan include:

- Review and comment on website redesign.
- Review, comment, and provide recommendations on how communication is used and presented internally and externally.
- Discuss the design and branding presented for the water tower by Brookdale Dr.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	5.3	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	STANDING ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Housing Continuum		

**Proposed Action:**

No action required.

**Overview:**

CLIC is looking for ways for Brooklyn Park to meet the housing needs of a wide range of people. Items included in CLIC's 2021 work plan include:

- Review City's newly adopted policy on housing.
- Form a task force to look at housing affordability.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	5.4	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	STANDING ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Redevelopment / Development		

**Proposed Action:**

No action required.

**Overview:**

CLIC has expressed interest at looking how zoning drives redevelopment and development. Items included in CLIC's 2021 work plan include:

- Review and recommend a layout for proposed 252 Reconstruction.
- Look at long term effects of light rail, gentrification, effects on rent levels, and connection to the system (east-west mobility).
- Village Creek and redevelopment of the area.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	5.5	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	STANDING ITEMS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A	<b>Presented By:</b>	Kathy Fraser
<b>Item:</b>	Future Planning		

**Proposed Action:**

No action required.

**Overview:**

CLIC would like to review and comment on long range planning for the City. Items in CLIC's 2021 work plan include:

- Review and Comment on 2040 Comprehensive Plan.
- Review and comment on Capital Improvement Plan (CIP) and Capital Equipment Plan (CEP).
- Keep updated with progress of BP 2025.
- Review and Comment on Park System Plan.
- Facility Naming and Memorial Donation Policy.
- 1-year Review of Resilient Communities Project.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	6.1	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	VERBAL REPORTS AND ANNOUNCEMENTS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A	<b>Presented By:</b>	Council Member Terry Parks
<b>Item:</b>	City Council Report: Council Member Terry Parks		

**Proposed Action:**

Hear Council Report.

**Overview:**

Each month the Committee will receive an update from the Council Liaison.

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	6.2	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	VERBAL REPORTS AND ANNOUNCEMENTS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Staff Liaison Update: Jesse Struve		

**Proposed Action:**

Hear Staff Liaison Update.

**Overview:**

# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	6.3	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	VERBAL REPORTS AND ANNOUNCEMENTS	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A	<b>Prepared By:</b>	Jesse Struve
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A	<b>Presented By:</b>	Kathy Fraser
<b>Item:</b>	Open Discussion		

**Proposed Action:**

Open Discussion.

**Overview:**

Allow for discussion about future agendas topics and what other CLIC members would like more information about.



# City of Brooklyn Park Community Long-Range Improvement Commission

<b>Agenda Item:</b>	7.1	<b>Meeting Date:</b>	August 12, 2021
<b>Agenda Section:</b>	ADJOURNMENT	<b>Originating Department:</b>	Staff Liaison
<b>Resolution:</b>	N/A		
<b>Ordinance:</b>	N/A		
<b>Attachments:</b>	N/A		
<b>Item:</b>	Adjournment		

**Proposed Action:**

MOTION \_\_\_\_\_, SECONDED BY \_\_\_\_\_, TO ADJOURN THE AUGUST 12, 2021 MEETING OF CLIC.

**Overview:**