



CITY COUNCIL MEETING AGENDA

November 18, 2013 - 5:30 PM

City Hall Council Chambers

The Moorhead City Council welcomes and encourages public input on issues listed on the agenda or of general community interest, time and Council permitting. Speakers are limited to 3-minute presentations. Advertised public hearings are scheduled so that the public is afforded an opportunity to speak. Public hearings are generally scheduled 15 to 30 minutes after the start of the meeting; however the starting time may vary depending on other scheduled agenda items. Citizens wishing to address the Mayor and Council regarding a specific agenda item, other than public hearings, will be afforded an opportunity during the discussion of that item. Citizens wishing to speak on matters not listed on the agenda will be afforded the opportunity to do so under the heading "Citizens Addressing the Council," usually scheduled at the beginning and end of the agenda. Each person requesting the opportunity to speak is asked to fill out a "Request to Speak Form."

City Council Meeting

1. Executive Session - Review 6-Month City Manager Performance Work Plan
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Upon request, accommodations for individuals with disabilities, language barriers, or other needs to allow participation in City Council meetings will be provided. To arrange assistance, call the City Clerk's office at 218.299.5166 (voice) or 711 (TDD/TTY).

Visit our website at www.cityofmoorhead.com

6-Month Performance Work Plan Presentation

November 18, 2013

Michael J. Redlinger
City Manager



Presentation Outline

Period of May 1, 2013 – November 18, 2013

- Presentation Objectives
 - Review Updated *Accomplishments & Outcomes*
 - Professional Development
 - Discussion
 - 2014 Annual Performance Review Date
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Presentation Objectives

- ❑ Connecting *Accomplishments & Outcomes* outline to Work Plan Practice Areas & Specified Goals
- ❑ **Work Plan Practice Areas** – broad, topical areas (“Planning”)
- ❑ **Specified Goals** – tactics; outcome-based (“Oakport Annexation planning & meetings”)



Work Plan Practice Areas

- ❑ Communication **(COMM)**
- ❑ Council Relationship & Development **(CRD)**
- ❑ Staff/Customer Service **(CS)**
- ❑ Organizational Development **(OD)**
- ❑ Organizational Structure **(STR)**
- ❑ Planning **(PLN)**



Specified Goals

- ❑ Marketing & Communications Plan
- ❑ Strategic financial management
 - Big picture revenue forecasting and planning
- ❑ Complete flood mitigation advocacy and projects
 - Define future emergency assistance policies
- ❑ Tax forfeit process
- ❑ Capital and facility planning
- ❑ Oakport Annexation planning, community outreach meetings



Professional Development

- ❑ International City/County Management Association Credentialed Manager (ICMA-CM)
 - 1,301 nationwide, 42 in Minnesota
 - Voluntary process with a 40-hour annual commitment to professional development activities
- ❑ Future invitation-based ICMA tracks
- ❑ MCMA Annual Conference (2014)
- ❑ ICMA Annual Conference (2013)
- ❑ Volunteerism: United Way Campaign Cabinet



2014 Annual Performance Review

Period of January 1, 2014 – June 30, 2014

- Annual Performance Review: Monday, July 14, 2014

City Manager Review Period Accomplishments & Outcomes

January 1, 2012 – April 1, 2013

New Council Member Orientation Sessions

City Council Retreats (4 in 2012; 1 in 2013; 1 additional planned in 2013)

Strategic Planning Sessions & Plan Development

Marketing & Communications Plan

- Microsite
- Builder & Developer Summit
- City Council New Development Bus Tour
- Commercial broker meetings
- Realtors/financial institution meetings, sales meetings, reports
- First-time homebuyer education sessions and financial assistance package
- News Releases
- City Website RFP & Vendor Selection
- Chamber of Commerce Business After Hours event co-sponsorship
- Paid advertising
- Restaurant Property Tax Incentive

Flood Mitigation

- Acquisitions – property owner meetings and outreach
- Projects – neighborhood meetings
- Resale of acquired homes
- Legislative advocacy

FEMA Flood Insurance Rate Map implementation

- Revised floodplain development standards; ordinance revisions
- New GIS mapping tools

FM Metro COG River Corridor Study

FM Diversion Authority

- Governance chartering sessions
- Staff support, project advocacy

Legislative

- Flood Mitigation Funding
- Border City Aid
- Disparity Reduction Credit
- Fire sprinklers/codes
- Property tax abatement
- Testimony and policy analysis

Bluestem/FPS

- Former Contract for Deed property lease agreement
- FPS Communications & Advisory Committee
- FPS relationship building

Home Builder's Association of Fargo-Moorhead

- Policy recommendations adopted
- Relationship building staff meetings – IBC/MN code matter

- City Night participation

Customer Service Training

- Development Team
- City University – new April 2013 employees
- Citywide Human Resources training program

Sanford Clinic Development

1st Ave. N./Central Corridor TIF District

- Listing agreement
- Mixed Use Zoning District
- Hyde Development/RER

Multifamily Residential Projects

- Skaff
- Timber Ridge
- Lilac Homes
- Eagle Ridge
- Former Halliday Motel site

Maxfield Research Housing Study

Stantec Parking Study implementation

MSUM Neighborhood Advisory Committee

Quarterly Financial Reports

Long-Range Financial Forecasting – Strategic Revenue Management

Tax Forfeit Matter

Rourke Art Gallery Museum Lease Agreement

GFMEDC relationship building

DEED Shovel Ready Certification – in process

Oakport Annexation Planning

2012-2016 Pavement Management & Transportation Improvement Plan

TIGER Grant Application

15th Ave. N. Toll Bridge

Downtown Railroad Preemption Study

New Positions

- Fire Chief
- Finance Director
- City Clerk
- Human Resources Director
- Business Development & Retention Services Manager
 - EDA Subcommittee support
 - Introductions, visits, & presentations
 - Work Plan development
- Assistant City Planner
- Community Services Specialist

Presentations and communications to the public, service clubs

Flood Response 2013

City Manager Review Period Accomplishments & Outcomes – Session #2

May 1, 2013 – November 18, 2013

LEGEND

Work Plan Practice Areas

Communication = **COMM**
Council Relationship & Development = **CRD**
Customer Service = **CS**
Organizational Development = **OD**
Organizational Structure = **STR**
Planning = **PLN**

Specified Goal Areas

Marketing & Communications Plan
Strategic Financial Management – “Big Picture” Forecasting
Complete Flood Mitigation Advocacy/Projects
Tax Forfeit Process
Capital & Facility Planning
Oakport Annexation Planning & Community Outreach

City Council Updates (**COMM**; **CRD**)

- Alley Maintenance – June 2013
- Mosquito Spraying – June 2013
- Weed & Grass Procedure – August 2013
- Rental Registration Program Overview – August 2013
- Snow District Communications – November 2013

City Marketing (**COMM**)

- Website project and training
- Welcome Home Passes
- Marketing and communication messages – City Council & development community

News Releases (**COMM**)

- Issues in Brief
- Collaboration: MnDOT Main Ave. project; local improvement projects
- BNSF bridge work

Snow District (**CS**; **COMM**)

- Procedure refinements

- Customer service – staff training
- Institutional stakeholders communication
- External communications & website enhancements

3-Hour Parking Implementation (COMM)

- Concordia College resolution of issues

Customer Service & Training (CS)

- New Employee Customer Service Training (City University) – May 2013
- Orientation to Employee Assistance Program – The Village Family Institute – May 2013
- Resolving Conflict Training – The Village Family Institute – May 2013
- Supervisor Training Session – May 2013
- Use of Automated External Defibrillators (AED) – priority of the City Safety Committee – June 2013
- National Incident Management System (NIMS) – FEMA requirement that (at minimum) all employees take the baseline curriculum courses – July 2013
- Customer Service Training – Fall 2013
- Global Harmonized System of Classification (GHS) – requirement of all employees hired prior to December 3, 2013 – October 2013
- Future: Cultural Diversity & Interpreter Services – Cultural Diversity Resources – November 2013
- Future: Effectively Serving Citizens with Mental Health Issues – Prairie Psychiatric – December 2013
- Frontline staff team building & customer service training sessions – ongoing
- Department/Division staff meetings – ongoing
 - Meeting attendance, coaching, & personal visits
- Executive Leadership Team structured discussion topics & definition of expectations – ongoing
 - Documentation procedures
 - Meeting protocol (2x)
- Council Member requests – City Manager/designee investigation and feedback – ongoing
 - Personal calls and field visits – City Manager & Department/Division Directors
 - Random customer service quality checks – e.g. Sanford project

Employee Meetings, Outreach, & Organizational Development (CS; OD; COMM; STR)

- Classification & Compensation Study/Customer Service Sessions (5 sessions) – May 2013
- Enhanced Human Resources communication formats & newsletter
- Revamped Insurance Committee structure – communication & voting procedure
- New electronic training videos
- Optional information sessions on benefit options prior to open enrollment

- United Way of Cass-Clay Annual Campaign
- Organizational structure ordinance and charts

Business Development & Retention Services Manager (CS; OD; COMM)

- GFMEDC, State of MN, & Chamber of Commerce introductions/outreach
- MBA attendance & outreach
- Moorhead Area Public Schools, M|State, MSUM, & Concordia introductions/outreach
- Individual business meetings
- St. Cloud Area Site Selectors/DEED
- Rourke Art Gallery Downtown Meeting
- Commercial Realtors
 - Coldwell Banker (1st Ave. N. properties)
 - Goldmark; Leslie Development

Operations Department Transition (OD)

- Interim assignments and acting director
- Coordination of capital projects; long-range transition items
- Recruiting, advertising, and interviews for permanent position

Capital Projects & Planning (PLN)

- Law Enforcement Center/Clay County Jail
- Wastewater Treatment Facility – 2014 work plan & fee increase
- South Fire Station Garage Bay Addition
- ISO Fire Service Analysis
- BDPI Grant – MCCARA Business Park
- Moorhead Area Public Schools demographics research, facility planning, & land acquisition strategy
- Moorhead YMCA facility analysis & marketing research
- Future facility planning with new Operations Director

MetroCOG River Corridor Study – Phase II Open House (COMM; PLN)

Downtown Railroad Preemption Improvements & MnDOT CIMS Grant (PLN)

Oakport Annexation Work Group (COMM; PLN)

- Resident communications
- Future community outreach meeting – fall 2013
- Service delivery analysis

Flood Mitigation (COMM; PLN)

- Preparation for FEMA accreditation
- Future emergency assistance policy adoption

2014 Operating & Capital Budget (PLN; CRD)

- Comprehensive revenue & expenditure forecasting
- Enhanced visual & dynamic reports
- Springsted Debt Service Study
- Street Light Utility research

- City-MPS PILOT Sessions (4 sessions) – fall 2013

Inspection Services staff addition (CS)

Tax Forfeit Matters (COMM; PLN; CS)

- Stonemill Multifamily RFP & development planning
- Resident communications
- Increased abatement mowing
- City-owned lot mowing
- Marketing signage

Legislative Work (COMM)

- Two-year Legislative Services Agreements
- North Dakota Strategy Building – Legislative
- Minnesota Revenue Summit w/ Revenue Commissioner Frans
- House & Senate Flood Mitigation Tours

Residential Fire Sprinklers & Minnesota Building Code Matters (COMM)

- BAM & HBA FM Partnership

Diversion Authority (COMM; PLN)

- LPA Amendment #2
- Design Agreement Amendment #1
- Fargo coordination
- Upstream meetings – Comstock, MN

City Council Candidate Information Session – September 2013 (CRD; COMM)

New Council Member Orientation Session – December 2013 (CRD; COMM)

Trollwood Performing Arts School (TPAS) Annual Compliance Reporting (COMM)

- Fargo Public Schools communication & relationship building