

**City of Moorhead  
Committee of the Whole  
Meeting Minutes  
May 21, 2012 at 5:30 PM  
City Hall Council Chambers**

Pursuant to due call and notice thereof, a regular meeting of the Committee of the Whole was held in the City Hall Council Chambers, on May 21, 2012, at 5:30 PM.

**Roll call of the members was made as follows:**

1st Ward Council Member:	Luther Stueland	Present until 7:38 p.m.
1st Ward Council Member:	Nancy Otto	Present
2nd Ward Council Member:	Heidi Durand	Present
2nd Ward Council Member:	Mark Altenburg	Present
3rd Ward Council Member:	Mike Hulett	Present
3rd Ward Council Member:	Brenda Elmer	Present until 8:11 p.m.
4th Ward Council Member:	Mark Hintermeyer	Present
4th Ward Council Member:	Steve Gehertz	Present
Mayor:	Mark Voxland	Present

**Committee of the Whole Meeting**

1. [Metro Area Transit \(MAT\) Presentation & Discussion - U-Pass Program](#)

Minutes: Lori Van Beek, Metro Area Transit (MAT), provided an update on the U-Pass Program and clarified the following in response to Mayor and Council questions:

- Budgets for the Year 2012-13 U-Pass Program has already been established by local colleges. Concordia College's contribution will be the same rate of \$19,650; MSUM's contribution will increase to \$48,000; M|State's contribution will increase to \$16,000. This will result in a \$2,700 increase in college contributions to the U-Pass Program overall.
- Student participation is tracked through a magnetic college ID card reader.
- During the 2010-11 school year there were over 1,800 student riders. This accounts for about 10% of all college students.
- The technical team will provide a recommendation on a U-Pass rate to be established for the 2013-14 academic year. Members of the technical team include representatives from City of Moorhead/Metro Area Transit, MSUM, Concordia, M|State, and Metro Council of Governments (Metro COG).

2. [Review & Discuss Draft Strategic Plan Framework](#)

Minutes: Michael Redlinger, City Manager, provided a handout entitled, "Strategic Plan Framework - Cost & Schedule" and clarified the following in response to Mayor and Council questions:

- Budgets are derived from strategic plans.
- The activities outlined in the Strategic Plan Framework will take varying amounts of time and funding.

- City staff understands that marketing is a priority of the Council. To accomplish ongoing and consistent marketing efforts, it will require an annual investment of dollars.
- The City plans two customer service initiatives: 1) Development Team Training Program for staff members from the Engineering and Community Services Departments; and 2) City University Training Program for all City employees.
- Development Team Training will be conducted by Flint Communications and the City Manager. Flint was selected as they have developed the City's communications and marketing plan and have assisted to formulate City customer service objectives.
- City University Training will be developed by the Human Resources Division.
- Customer service training will be conducted on a routine basis to create a common customer service culture across all City Departments and services. There will be clear objectives and outcomes. All City staff will be held accountable to similar standards.
- Moorhead Public Service staff will be invited to participate in the City University Training.
- The City may conduct a media analysis as an instrument to track the City's marketing and communications plan.
- The City may engage a partner to assist in targeted communication activities that makes the most impact.
- City staff will approach Moorhead Public Service regarding the possibility of sharing a communications position.
- Remodeling the City's website will be a great service to citizens as it will be more easily navigable and citizens will be able to quickly find the information they are seeking.
- City staff plans a Committee of the Whole discussion in July to talk about distinctions and areas of collaboration between the Greater Fargo Moorhead Economic Development Corporation (EDC) and the City of Moorhead Economic Development Authority (EDA).

The Mayor and Council Members stated the following:

- It is recommended that Council Members are alerted to situations where current City Ordinances or Policies do not allow for activities or services desired by citizens so that the Council may engage in policy discussions related to the issue.
- It is recommended that specific City staff members within each Department be tasked with communications responsibilities as part of their position.
- It is recommended that a joint meeting of the City Council and Moorhead School Board be organized to expand City/K-12 marketing partnerships and activities.
- It is recommended that new businesses be provided more recognition.

- It is recommended that volunteers be provided more recognition.
- Funding for projects recommended from the upcoming Metro COG River Corridor Study is to be determined. Projects may be paid through the City's Capital Improvement Fund or Minnesota Legacy Funds.

City staff was directed to incorporate the activities outlined in the Strategic Plan Framework as part of the 2013 Operating & Capital Budget.

### 3. [2013 Operating & Capital Budget Discussion](#)

Minutes: Michael Redlinger, City Manager, provided a presentation on the Proposed 2013 Operating & Capital Budget Planning Process. City staff clarified the following in response to Mayor and Council questions:

- The "Expenditure Forecast and Revenue Sources" illustration is not a budget proposal or revenue strategy, but a conservative snapshot of what the City's current position would be if Local Government Aid was held constant and there was a 1% increase in the tax levy and public utility transfer.
- There is not projected to be a large debt service increase in 2013.
- A Phase 2 Classification & Compensation Study is necessary to ensure that all City employees are being fairly compensated relative to regional partners.
- It is asked that requests for information or reports be a shared priority of the entire Mayor and City Council to ensure that City staff time is utilized efficiently and that it adds value to Council decision-making.
- The first draft of the Proposed Capital Improvement Plan will be presented to the Mayor and Council at the July 16 Committee of the Whole meeting.
- The Proposed 2013 Operating & Capital Budget document will be submitted to the Mayor and Council on July 20 and will be discussed at the August 20, 2012 Committee of the Whole meeting.
- A Charter change would be necessary to form a budget committee involving City Department Directors and City Council Members. Current City Charter provides that it is the duty of the City Manager to submit a budget to the Council and then the Council provides input for adjustments. A supermajority of affirmative votes of the Council is required to adopt the budget.
- It will be the priority of City staff to ensure that all information related to the budget preparation process is provided to all members of the City Council at the same time and that the process is transparent to the Council and members of the public.

The Mayor and Council Members stated the following:

- Some concern was noted regarding the option of adopting a biennial budget.
- Some interest was noted regarding the option of adopting a biennial

budget.

- There was some interest in forming a budget committee or advisory group consisting of a number of Council Members to pursue ideas and review priorities.
- It was noted that statistics show that the Fargo-Moorhead area has a very low unemployment rate and a relatively healthy economy.
- It is recommended that the Council make it a priority to come to greater consensus on the proposed budget by the September Truth-in-Taxation Hearing. Additional meetings may be necessary for the Council to develop agreement on budget priorities.
- Some concern was noted that Council Members were not made aware of a memorandum provided to the City Manager by the City Attorney.
- A sense of urgency was noted regarding the need to hire an Assistant City Manager.

It was requested that City staff provide the following:

- Further information and details on the process of adopting a biennial budget.
- Budget notations for items that are proposed to increase or decrease relative to the 2012 Operating & Capital Budget.
- Budget scenario with a zero tax levy increase.

#### 4. [City Manager Reports](#)

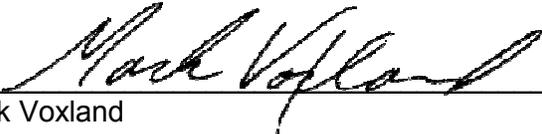
Minutes: Michael Redlinger, City Manager, provided the following reports:

- Models for an additional Administration position are being carefully considered to meet current needs and policy objectives. It is a priority that any newly authorized position is sustained in the 2013 budget and ongoing and will not negatively impact staff retention in other City Departments.
- Notes compiled from the April 30th Town Hall meeting will be provided to the Mayor and Council Members.
- A news conference will be held on May 22 announcing that the City has received \$11.5M for flood mitigation from the Minnesota State Legislature.
- CH2M HILL is scheduled to provide a presentation and update on the F-M Diversion Project at the June 18 Committee of the Whole meeting.

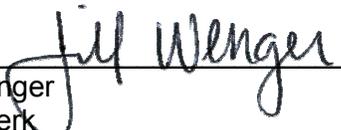
It was noted that Council Members may elect to provide a portion of their Council Member Discretionary Funds to assist with costs related to the "Bike Night" event.

Meeting adjourned at 8:29 p.m.

APPROVED BY:

  
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Mark Voxland  
Mayor

ATTEST:

  
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Jill Wenger  
City Clerk

The proceedings of this meeting are digitally recorded and are available for public review.

*Respectfully submitted by:*  
*Jill Wenger, City Clerk*