



2013 Mayor & City Council Retreat

Boardroom, 1st Floor City Hall

March 1 & 2, 2013

Agenda

Friday, March 1

- 6:00 p.m. **City Council Dinner**
- 6:30 p.m. **Meet the New District 4 Legislators**
Senator Kent Eken, District 4
Representative Ben Lien, District 4A
- 7:45 p.m. **Fiscal Sustainability: Developing a Long-Term Budget Strategy for 2014 & Beyond**
Wanda Wagner, Finance Director
Michael Redlinger, City Manager
- 9:00 p.m. **Defining the Desired Outcomes of the City Council Retreat – Saturday Session Preview**
Mayor Voxland
- 9:15 p.m. **Conclude for Evening**

Saturday, March 2

- 8:15 a.m. **Continental Breakfast & Coffee**
- 8:30 a.m. **Annual Review of City Council Rules of Procedure**
Jill Wenger, Assistant City Manager
 - City Council Meeting Minutes
- 8:45 a.m. **Review Current Committee of the Whole Topics & Discuss Future Topics**
Mayor & City Council

- 9:30 a.m. **Strategic Plan Framework Review & 2013 Additions**
Mayor & City Council
Michael Redlinger, City Manager
Jill Wenger, Assistant City Manager
- 10:00 a.m. **Break**
- 10:10 a.m. **Long Range Planning Topics: A 10 Year Perspective**
2013 State of the City Address
Mayor & City Council
- Housing
 - Downtown Redevelopment/Tax Increment District
 - Silver Tsunami
 - Future Revenue Models
- 11:15 a.m. **Organizational Update and Business Development & Retention Services
Manager Position**
Michael Redlinger, City Manager
- 11:45 a.m. **Maintaining Position: 2013 Marketing, Quality Service, & Charting
Moorhead's Course in a Highly Competitive Metropolitan Environment**
Mayor & City Council
Michael Redlinger, City Manager
Scott Hutchins, Community Services Director
- 1:00 p.m. **Future Snow District Recommendations**
Michael Redlinger, City Manager
- 1:15 p.m. **Adjourn**

2012 Committee of the Whole Topics Summary

January

- Presentation and Discussion: 2012-2016 Pavement Management and Transportation Improvement Plan

February

- Housing Update – Marketing & Communications Plan

March

- Ward Redistricting Concepts (2 meetings)
- Downtown Rail Preemption Study

April

- Strategic Planning
- Receive Parking Study Report
- City Manager Reports on Various Topics – Infrastructure Recommendations, Tobacco Ordinance Update, & Rental Registration Update

May

- Town Hall Meeting
- Metro Area Transit Presentation – U-Pass Program
- Strategic Planning
- 2013 Operating & Capital Budget Discussion

June

- Diversion Authority Presentation & Future Work Plan Recommendation
- 2012 Comprehensive Annual Financial Report & Audit Presentation

July

- GFMEDC & Moorhead EDA Presentation
- 2013 Operating & Capital Budget Discussion
 - Proposed 2013 Capital Improvement Budget
- Report on Strategic Plan Activities & Projects

August

- Proposed 2013 Operating & Capital Budget Discussion

September

- Flood Mitigation Update
- Tobacco Ordinance Discussion – Clay County Public Health

October

- Departmental Budget Presentations – Operations, Police, Community Services, Engineering, Fire, & Administration (2 meetings)
- City Manager and Finance Director Presentations – General Fund Budget Reduction Options & Economic Development Outreach Options (2 meetings; EDA discussion; individual meetings)
- Town Hall Meeting

November

- Flood Mitigation Project Update
- Tax Forfeit Matter

December

- 2012 Truth in Taxation Presentation - 2012 Tax Levy Payable 2013 and the 2013 Operating & Capital Budget

**Future Committee of the Whole Topics
March 2, 2013**

Proposed Topics – To be prioritized by Mayor & City Council

- 15th Ave. N./12th Ave. N. Toll Bridge Operating Agreement Extension
- Bluestem Naming Rights Recommendation
- Special Assessment Policy Discussion
 - Letter of Credit/Security Instrument Discussion
- Rail Safety Project/Campbell Technologies Project Update
- Recycling Topics
 - *Apartment Recycling*
 - *Minnkota*
 - *Proposed Becker County Project*
- Neighborhood Parking Study Report
 - *Neighborhood Parking Permits*
- Emergency Flood Protection Measures & Sandbag Policy Discussion
- Springsted 2013 Payment in Lieu of Taxes (PILOT) Study
- 5-Year CIP Review
 - *Sealcoating Unit Costs*
 - *Cracksealing Program Review*
 - *Comparative Analysis: Sealcoating vs. Pavement Rehabilitation/Replacement*
- Review Cable Franchise Agreements
- Greater Fargo-Moorhead Economic Development Corporation Update
- Boulevard Tree Removal Petitions: Resident and Non-Resident Property Owner Process
- Actuary Study of City Employee Retirement Program
- Long-Range City Facility Planning
- Rental Registration Program Policy Review
- Vacant Buildings & Code Enforcement Authority
- City Code Technical Corrections Ordinance
- Future of Human Rights Commission

Scheduled Topics

- March: Springsted Classification & Compensation Study Presentation
- March: 15th Ave. N./12th Ave. N. Toll Bridge Operating Agreement Extension
- April: TH10/TH75 Corridor Discussion
- April: MetroCOG River Corridor Study
- May: Sanitary Lift Station Project Update

Strategic Plan Framework - Cost & Schedule

Revised 2/28/13

<u>Goal</u>	<u>Strategy</u>	<u>Cost</u>	<u>Schedule by Quarter</u>	<u>2013 Comments</u>
Goal #1: Improve the City of Moorhead customer service experience for residents, prospective residents, business owners, and the development community.	1. Development Team Training Program with Flint Communications and City Manager	\$4,000	Q2 - Q4 2012	
	2. "City University" Training Program for all City employees	Staff time	Ongoing	
	a. Moorhead Public Service inclusion			
	3. Written evaluation and accountability standards for all City employees	Staff time	Ongoing	
	a. Benchmarks	Staff time	Ongoing	
	b. Dashboards	Staff time	Ongoing	
	4. Deploy a citizen survey instrument (e.g. NCS)	\$10,000 - \$15,000	Q1 2013 (if budgeted)	
	a. Developer survey	Staff time	When applicable	
	b. Legislative/OSA	Staff time	Q3 2012	
	5. Foster a culture of care, consideration, and partnership with all sectors	Staff/MCC	Ongoing	
	a. City Manager brown bag seminars/workshops	Staff time	Q3 - Q4 2012	
	6. Invest in technology infrastructure to allow for easier citizen business transactions	\$100,000	Q1 2013 (if budgeted)	On schedule; on budget Q3 2013
Goal #2: Promote the long-term, sustainable growth and development of the City of Moorhead's residential, commercial, industrial, and educational sectors. Foster a healthy, positive Moorhead environment.	1. Enhance business outreach efforts through regular, dedicated staff visits and informal discussions	Staff time	Ongoing	Plan Addition: Business Development & Retention Services Manager recruitment/hiring spring 2013
	2. Evaluate EDA business outreach contractor to ensure City objectives are being achieved	Staff time	Q3 2012	New MBA Professional Services Agreement
	3. Create regular venues for positive, trust-building interactions with the development community	Staff/MCC	Ongoing	
	a. Annual Builder Summit	\$3,000	Annually	Pending - Phase 2 Work
	b. Quarterly coffee meetings / status updates	Staff time	Quarterly	
	c. FM Realtors	Staff time	Q2 - Q3 2012	
	4. Implement HBA infrastructure recommendations	Staff/MCC	Complete	
	5. Continue strong City-State partnership to protect and enhance Border Cities program	Staff/Consultant time	Complete 2012 & ongoing	Planned legislative testimony - March 2013
	6. Continue City-K-12 marketing partnerships and activities	Staff/Consultant time	Ongoing	New ISD 152 marketing efforts
	7. Invest in future neighborhood studies and programs	TBD	TBD	

8. Commit to regular updates of the Marketing & Communications Plan	\$50,000 - \$75,000	Q1 -Q4 2013	Pending - Phase 2 Work
a. Customer service programs	\$4,000	Q2 - Q4 2012	
b. Investing in City performance culture	Staff time	Ongoing	
9. Streamline development process	Staff time	Ongoing	
10. Comprehensive City website update	\$100,000	Q1 2013 (if budgeted)	On schedule; on budget Q3 2013
11. Promote Moorhead identity, uniqueness, and attributes that set Moorhead apart from other metropolitan communities	Marketing Team/MCC	Q1 - Q4 2013	Pending - Phase 2 Work
12. Invite new business owners to City Council meetings and provide them with a "Key to the City"	Staff/MCC	TBD	

Goal #3: Maintain and invest in the infrastructure, public assets, and appearance of the City of Moorhead.

1. Increase ROW maintenance activities	In development	Ongoing	
a. Potholes and sealcoating	In development	Ongoing	
b. Plantings	In development	Q1 2013	
c. Business partnerships to enhance beautifications	In development	Q1 2013	
2. Restore and invest in preventative street maintenance	In development	Ongoing	New 5-Year CIP approach
3. Maintain and enhance welcome signage and key corridors	\$5,000	TBD	
4. Improve downtown appearance and welcoming issues	In development	TBD	
5. Evaluate enhancements to the Rental Registration program	-	City Council report complete	Possible Committee of the Whole in 2013
6. Evaluate enhancements to the property maintenance code	-	City Council report complete	
a. Pursue more compliance education	-	City Council report complete	
7. Residential revitalization and reinvestment incentives	Special legislation	2012 Legislative Session complete	
8. Ensure high-quality infrastructure installations (QA/QC)	Staff time	When applicable	

Goal #4: Enhance and expand opportunities for citizens to engage with, and volunteer for, the City of Moorhead.

1. Engage college students and higher education institutions to participate more fully in City business	Staff/MCC	Ongoing	Future joint meetings with campus student governments
2. Identify and reach out to new residents to serve on City committees and boards	MCC	Ongoing	
3. Rebuild the volunteer ranks of the Moorhead Police Volunteer Program	Staff time	Complete	

	4. Identify additional citizen volunteer opportunities to assist with special projects, tasks, etc.	Staff time	Ongoing	
	5. Volunteer recognition event	\$2,500	2013	
	6. Create the "Moorhead narrative" and allow citizens to contribute to it	\$50,000 - \$75,000	Ongoing	
	7. Town Hall forums	\$500/event	Complete/ongoing	
	8. Technology and social media investment	\$100,000	Q1 2013	Website project underway
	9. Citizen Education / "Civic U" Program	TBD	Q2 - Q3 2013	
Goal #5: Prepare the City of Moorhead organization, City Council policy agenda, and the Community (capital C) for "Life After Floods."	1. Complete remaining flood mitigation acquisitions and projects	DNR \$8.5M	Q4 2013	Revised \$14.5M DNR request; pending at Legislature
	2. Continue neighborhood outreach and public information efforts	Staff time	Ongoing	Website project underway
	a. Project information website	Staff time	Complete	
	b. Neighborhood meetings	Staff time	Ongoing	
	c. Dedicated City technical liaison	Staff time	Complete	
	3. Participate in Metro COG River Corridor Study and consider recommended projects	TBD	Q1 - Q3 2013	Underway; on schedule
	a. Recreation and open space	TBD	Q1 - Q3 2013	Underway; on schedule
	b. Community connectedness	TBD	Q1 - Q3 2013	Underway; on schedule
	c. Bike and pedestrian trails	TBD	Q1 - Q3 2013	Underway; on schedule
	4. Flood marketing distance	Staff/MCC	Ongoing	
Goal #6: Transform City of Moorhead governance into a highly efficient, productive, and cohesive Policy Team focused on outcomes and progress for the Community.	1. Encourage respectful, courteous dialogue that is focused on policy outcomes	Staff/MCC	Ongoing	
	2. Citizen testimony time limits	MCC time	Complete	
	3. Commit to regular governance training (NLC/LMC) and check-in points	MCC time	Ongoing/Q1 2013	
	4. Plan for the short-, mid-, and long-range future of the City of Moorhead	Staff/MCC	Ongoing/Q1 2013	2013 City Council Retreat
	a. Be ready to seize on opportunities to grow and expand the tax base	Staff/MCC	Ongoing	
	b. Create a governance environment that positions Moorhead for success in the marketplace	Staff/MCC	Ongoing	
	5. Plan for long-range capital priorities, facilities, and equipment	Staff/MCC	Q2 - Q4 2012	2013 City Council Retreat
	a. Future City facilities	Staff/MCC	Q2 - Q4 2012	2013 City Council Retreat
	6. Effective Council-Manager partnership	CM/MCC	Ongoing	

*City Manager's 2013 Work Plan

City Council Retreat
March 2, 2013

■ Legislative Work

- St. Paul Meetings/Testimony
- Legislative & Policy Development

■ Marketing & Communications

- Phase 2 Plan Development
- Plan Execution

- **Marketing & Communications, cont.**
 - More visits and outreach
- **New Staff Hires**
 - Business Development & Retention Services Manager
 - EDA Subcommittee work
 - Other CSD Positions

- **Tax Forfeit Matter**
- **Bluestem/Trollwood**
 - FPS Advisory Committee
 - PROffutt Contract for Deed
- **Toll Bridge Agreement**
- **HR Division**
 - Negotiations, special matters, and future staffing

- Flood Mitigation Projects & Legislative
- Flood Forecast Monitoring
 - Flood preparation?
- FM MetroCOG River Corridor Study
- Diversion Authority
 - Committees/meetings

- Special Assessment Policy
- Improved 5-Year CIP Plan
- Cable Franchise Agreements
- Oakport Annexation Planning
- Border City Development Issues/Legislative

- Snow District & Snow Removal Topics
- City Website Project
- 2013 New Development
- Long-Range Financial Planning
- 2013 Committee of the Whole Topics