

CITY OF BLOOMINGTON  
2215 WEST OLD SHAKOPEE ROAD  
HENNEPIN COUNTY, MINNESOTA 55431

CITY COUNCIL MEETING

Approved Minutes  
Strategic Planning Session  
Meeting #19A

5:30 p.m.  
July 15, 2002  
Council Chamber

- Call to Order Mayor Gene Winstead called the meeting to order at 5:46 p.m.
- Roll Call Present: Mayor Winstead, Councilmembers D. Abrams, M. Fossum, H. Harden, S. Peterson, and V. Wilcox.  
Absent: S. Elkins.
- Public Comment Period The Public Comment Period is not usually open during special/study meetings.
- Revised Strategic Initiative Priorities City Manager Mark Bernhardson presented Council with the revised Strategic Initiative Priorities List per their previous discussion on July 1 to see if Council had any additional thoughts and/or changes. He explained that themes (Community Renewal, Transportation, Organizational Projects and Services, and Organizational/Community Interface) were used to format the priorities but that there will be priorities within each of the themes also and that there will be ties to priorities across all four themes.
- Primary candidates in specific locations in the "A" Priority are as follows: France & Old Shakopee Road and the Cub Foods & Holiday Area at 84<sup>th</sup>/85<sup>th</sup> & Lyndale.
- Larry Lee, Community Development Director, stated that regarding the Cub Foods & Holiday Area at 84<sup>th</sup> & Lyndale, the current proposal has a replacement for the Cub Foods and that financial assistance to make it happen is being explored. He stated the City Council and HRA may be asked in the future if replacing the grocery store in this location is something they want to invest money in or is a grocery store considered big box retail and would it be better to have it up along 494 rather than in this location. He stated that Cub wants to stay in this market but would like the City to pay as much of their costs as possible. He explained that the City is being asked to subsidize the roadway, the land cost write down, and possibly the land costs associated with stormwater pond requirements.
- Bernhardson continued with the "A" Priorities stating that the Current City Hall Site was moved up to an "A" Priority and that staff is moving forward with an RFP for that. The Historic Town Hall site is also listed under the "A" group and that the options for it include renovate it and relocate it to Gideon Pond. He added another option being looked at is recreating the barn that was on the Gideon Pond site and building a barn that could be used as a museum, which the Historical group would approve of, as they could relocate their museum there. If that were the case, what would happen to the Old Town Hall building?
- Lee restated the question for Council consideration is does it want to make the building itself an "A" Priority for the function that it houses or because it ties in with what happens to the city hall site?
- Abrams stated that it depends on what happens to the old city hall site.
- It was stated that it was estimated to cost \$1 million to move the building, put it on a new foundation, and put on a new roof and renovate it as needed.
- Wilcox stated that it would be hard to justify not saving the building, as the City has been criticized for not giving much thought to its history.
- Council concurred with keeping it on the "A" list in order to deal with it.

Regarding Transportation, Bernhardson stated that all of the “A” Priorities deal with 494 in some way. Under Organizational Projects and Services, Customer Service Improvement was moved up and the rest relate to capital improvements, specifically Cedar Crest Playground/Water Play Area. The last category of Organizational/Community Interface deal with the communication issue. It was stated that both Cedar Crest and Hrbek Field Concessions are both works in progress.

Bernhardson continued with the “B” Priority List and stated that the McGough/CDC Area Renewal was added under Community Renewal, that the Bike Path Development Policy and American Boulevard (maximizing use) were added under Transportation, and that Strategic Planning and Succession Planning were included under Organizational Projects and Services.

He reviewed the “C” Priorities in each theme group. He inquired if the Council wanted to discuss auto dealerships at its July 29 study meeting. Council indicated that it did.

Council suggested that Traffic Enforcement be moved up from a “C” Priority to a “B.”

Winstead suggested that France & Old Shakopee Road Community Renewal and Transportation be tied together.

Bernhardson stated that under Organizational Projects and Services, Fire Station Staffing and Housing Initiatives for Firefighters were combined under Priority “C.”

Regarding Organizational/Community Interface, Winstead suggested that it might be within the mission of the Bloomington Convention & Visitors Bureau (BCVB) to put some resources behind a community festival to promote the city. He suggested that Harden relay this idea to the BCVB, as a way to heighten the awareness of or promote tourism to Bloomington.

Regarding the “D” Priorities, Bernhardson stated that under Community Renewal, the “String of Pearls” focuses more on American Boulevard and Airport South and that the France/494 MnDOT site was added to this category. He added that under Organizational/Community Interface, staff had a discussion as to whether or not it was worth continuing with State of the City, as it was originally built around the Chamber of Commerce but that the Rotary had become involved this year. He stated many of the attendees were from Rotary and they get messages from the City regularly anyway and the rest most likely do watch cable. He stated that the Bloomington Fine Arts Council has said they don’t want to see the City create an Arts Advisory Commission. He stated that the City needs to check to see if there are tie-ins with the Schneider gift to see if it has to be created as part of it.

Abrams pointed out that MSP Airport impacts east of Cedar are listed as a “D” Priority under Transportation but is listed as a “B” under Community Renewal. Council agreed that it should only be listed under Community Renewal.

The “E” Priorities include the Hrbek Fields Concession Stand Facility and Council inquired as to its slow progress. Bernhardson explained that it’s a combination of money, donated labor, and City labor.

Regarding bus shelters, Harden mentioned that in downtown Minneapolis, the bus shelters are clean and display quality advertising, which helps pay for them. It was stated that if the Council is an advocate for mass transit and wanted, it could put up its own bus shelters and skip the advertising. However, it would be a matter of policy as to whether or not the City wanted advertisers to pay for them. A broader issue maybe whether the City would be interested if a private company wanted to put up mini billboards in City parks, etc. that could benefit the City.

Also included under Community Renewal in the “E” Priorities, was the Southeast Study. The question was asked whether the Northeast Study produced tangible results making it worth doing the study.

Revised Strategic Initiative Priorities continued

Wilcox replied that much of what's going on today came out of that study.

Abrams stated that perhaps a Southeast Study should be moved up in the priority list if so much was accomplished by the Northeast Study.

Peterson stated that he believes the Minnesota River bottom area needs the most attention and that Council should start thinking about what the future use of that area will be.

Winstead stated that the river bottom area could be a hospitality-type of area that could be revitalized to host events, etc. and could tie into other events.

Regarding "F" Priorities, Abrams suggested that the Hrbek Field Concessions be moved up from an "F" under Organizational Projects and Services to an "E," where it's listed under Community Renewal. He also suggested that BPTV be moved up on the priority list.

As the following events were not specifically prioritized under the Organizational/Community Interface category, Council agreed that Neighborhood Watch, National Night Out, and Fire Station Open Houses should be ranked as high as "A" or "B" priorities and the Clean Water Festival be listed under NPDES.

Bernhardson stated that the next steps would be to develop a policy document within each of the four areas: Community Renewal, Transportation, Organizational Projects and Services, and Organizational/Community Interface. He reviewed the work he has done on the Strategic Communications Plan. He requested that Council review the Strategic Communications Plan so that they can begin work on determining communication strategic objectives at the next work study session on July 29. They can then determine which current City communications they would like to see upgraded, deleted, or added and the associated costs. Staff will provide Council with another copy so that they can return their preferences to Bernhardson by July 24 for a summary prior to the July 29<sup>th</sup> meeting.

Adjourn Meeting

Mayor Winstead adjourned the meeting at 6:50 p.m.

Barbara Clawson  
Council Secretary