

**Study Meeting #6**  
**Monday, February 28, 2005, 7:00 p.m.**  
**Bloomington Civic Plaza**  
**1800 West Old Shakopee Road**  
**Bloomington, Minnesota 55431-3027**

**Call to Order**

Mayor Gene Winstead called the meeting to order at 7:04 p.m.

**Roll Call**

*Present:* Mayor Winstead, Councilmembers D. Abrams, S. Elkins, A. Grady, S. Peterson, and V. Wilcox.

*Absent:* Councilmember H. Harden.

**Bloomington  
Convention & Visitors  
Bureau Presentation  
STUDY ITEM #1**

Bonnie Carlson, Bloomington Convention & Visitors Bureau (BCVB) President & Chief Executive Officer, presented BCVB's 2004 Annual Report and 2005 Marketing Plan. Her presentation highlighted the following:

- Organization's vision.
- Organization's mission statement.
- Organization's value statement.
- Breakdown of tax allocation: 6.5% (State), 7% (Lodging Tax made up of 3% to City, 2% to pay off Mall of America bonds, and 2% to BCVB).
- BCVB spends \$2.9 million annually to market Bloomington.
- Bloomington above national average in room occupancy.
- Majority of their marketing dollars are spent in programs, sales and marketing.
- Sales focus and strategies.
- Trade shows.
- BCVB takes a leadership role within the industry's organizations.
- Sales lead production up over 3% in 2004.
- Lead analysis by market segment.
- Sales staff generated over 1,000 leads - a potential of 150,000 room nights and \$108 million.
- Convention services continue to grow.
- Marketing focus: Midwest Living Magazine, Mall of America partnership, visitor inquiries, meetings, and leisure plan.
- Promotional materials.
- Initiation of Call Center in 2003 tracks origination of customer leads.
- Internet use statistics. Website users increased approximately 6%. Over 12,000 room nights booked via the Internet in 2004.
- New BCVB Website.
- Introduced new hotel marketing reservation program to the hoteliers this month.
- Special events: Diamond Service Awards & Bloomington Food Safety Awards and Lodging & Meeting Expo.
- Partnerships: BCVB contributed \$100,000 of their advertising budget to MOA's.
- Smith Travel Research (Standard Historical Trend): Bloomington's Room Occupancy up 6.5%, Room Rate up 2.6%, and RevPar up 9.2%.
- Hotelier's goal for 2005 is to get the room rate up.

**STUDY ITEM #1  
continued**

Wilcox suggested that the BCVB review the Airport’s 20/20 Plan, as it includes a new hotel in 2015.

Grady inquired as to new plans for the Phase I of the Mall of America.

Winstead replied that Simon, through their prior management, implemented a \$30 million improvement in renovations from landscaping to interior renovations including the capitalization of their new ride at Camp Snoopy, which opened a year ago.

**Approved Design and  
Layout of 2005-201  
Street Improvement  
Project  
ITEM 3.1**

Motion was made by Peterson, seconded by Elkins, and all voting aye, to approve the design and layout of the 2005-201 Street Improvement Project on American Boulevard from Dupont Avenue to Nicollet Avenue as presented in the agenda materials.

**Approved 2005  
Agreement with BFAC  
ITEM 3.2A**

Motion was made by Peterson, seconded by Elkins, and all voting aye, to approve the 2005 Agreement between the City of Bloomington and the Bloomington Fine Arts Council for the period of January 1, 2005 through December 31, 2005, including the amended language per the agenda item, whereby the City of Bloomington agrees to provide financial assistance to the Bloomington Fine Arts Council. The Agreement provides funding through:

- Cash funding in the amount of \$114,474 from the General Fund for the period of January 1, 2005 through December 31, 2005;
- Use of Creekside Community Center in rental amount not to exceed \$4,000 for the period of January 1, 2005 through December 31, 2005.

Grady suggested that going forward, the BFAC Agreement be approved in December so that they can get their funding in time for the Taste of Chocolate event, for example, which is one of their first events of the new year.

**Approved Transfer of  
Strategic Priorities  
Funds  
ITEM 3.2B**

Motion was made by Peterson, seconded by Elkins, and all voting aye, to approve payment of \$35,000 from Strategic Priorities Funds to the Bloomington Fine Arts Council.

**Approved  
Appropriation of 2004  
Budget Expenditures  
into 2005 Budget  
ITEM 3.3**

Motion was made by Peterson, seconded by Elkins, and all voting aye, to approve the appropriation of the following 2004 budgeted expenditures as listed in the agenda item into the 2005 Budget, which will allow for their completion:

➤ Total General Fund:	\$ 467,907.93
➤ Total Special Revenue Funds:	\$ 1,758,328.00
➤ Total Enterprise Funds:	\$ 841,568.32
➤ Total Internal Service Funds:	\$ 2,593,102.04
<b>TOTAL ALL FUNDS:</b>	<b>\$ 5,660,906.29</b>

**Adopted a Resolution  
Authorizing Eminent  
Domain  
ITEM 5.5A  
R-2005-11**

Motion was made by Grady, seconded by Peterson, and all voting aye, to adopt a resolution authorizing the use of eminent domain to acquire the properties and easements needed for upcoming street improvements on American Boulevard between Dupont and Nicollet Avenues, per the corrected parcel descriptions provided at the meeting.

No public comment was received.

**TEA-21 Potential  
Projects for 2005  
Application  
STUDY ITEM #2**

Chad Smith, Traffic & Transportation Engineer, discussed the potential projects for the 2009-2010 application cycle. Staff requested Council's feedback on which projects they would like included in the application. He stated that federal funds obtained through TEA-21 funding can't be used for engineering, administration of the construction, or for right-of-way purchases. He reviewed the projects the City applied for in 2003 for the 2007-2008 funding cycle, for which the City received no funding due to the resulting low ranking of the projects. He described three projects that would require a minimal amount of right-of-way and a long list of potential projects taken from the City's Comprehensive Plan, which would require substantial right-of-way acquisition by the City. It was stated that the right-of-way acquisition costs for many of these projects might equal the same as the construction costs. It was stated that given the number of crashes that have occurred at the 90<sup>th</sup> & Nicollet Avenue intersection, deemed the City's worst intersection, perhaps it should be included on the list. Funding would be used to add a left turn lane and upgrade the traffic signal. It was stated the same upgrades should be made at the following intersections: 86<sup>th</sup> & Nicollet, 86<sup>th</sup> & 90<sup>th</sup> & Portland Avenue.

Council inquired if it would be possible to make some signal improvements, i.e. left turn signals at these troubled intersections now rather than wait for enough funding to acquire additional right-of-way in order to construct more lanes.

Elkins suggested converting both Nicollet and Portland Avenue from four lanes to three lanes with a designated left-turn lane given that the ADT's are below 12,000 and 10,000 respectively. Staff cautioned that a capacity analysis be done to determine what impact such a conversion would have on neighboring streets.

Council requested that the 90<sup>th</sup> & Nicollet Avenue intersection be added to the list and suggested that staff also look to see if it would be possible to simply add a left turn signal. Staff replied that it would and that the County would also need to be contacted.

Elkins stated that some of the projects should stay on the list, as they will move up with a new cycle of funding.

Staff will provide additional information to Council regarding categories, limits, soft costs, and accident data with regard to the 2005 TEA-21 list of potential projects.

**Traffic Calming  
STUDY ITEM #3**

Shelly Pederson, City Engineer, introduced Amy Marohn, Traffic Calming Coordinator, who joined her and Schane Rudlang in presenting this item for discussion. Pederson summarized Council's previous discussions regarding the 2004 Pilot Program stating that Council had requested staff prepare a proposed striping reconfiguration program for collector streets. Pairing a striping reconfiguration program for collector streets with PMP would make it more cost effective. It was stated that collector and local streets come due for scheduled maintenance approximately every seven years. She stated that it's hard to accurately rate streets beyond two to three years. Staff believes collecting before and after data is critical to the longevity of the Traffic Calming Program so that staff can properly advise future neighborhoods that might be considering traffic calming measures. It was stated that the Traffic & Transportation Advisory Commission (TTAC) had reviewed and amended the Draft Striping Reconfiguration Policies document that was presented to Council. The following areas were reviewed by Council:

- Criteria for inclusion in the Policy.
- Types of striping refiguration projects to be included.
- Criteria for analysis to determine the appropriate type of striping reconfiguration project. (Some to be done by Public Works Engineering staff and some by other departments and agency stakeholders.)
- Process for PMP Collector Street Striping Reconfiguration (schedule).

**STUDY ITEM #3  
continued**

- Staff will not proceed with a study or striping reconfiguration project unless 66% of the neighborhood approves. If a 66% approval is not achieved, the process will stop and the collector street would not be revisited until it comes due for routine maintenance during the next cycle, which could be up to seven years.
- After a study of the neighborhood's request for restriping, etc. by staff and TTAC, polling cards would be sent to the neighborhood describing the proposed project. 66% of the neighborhood would again need to approve of the proposed project in order for the City to proceed.

Council concurred with the proposed schedule presented by staff.

Peterson stated that there would probably be a different neighborhood involvement for those who live directly on the street (local street) versus those who live on the neighborhood (collector). He would like to see a standard policy developed for each particular type of street. For example, a policy for streets that meet the engineering criteria in the PMP, such and such would be done. It could apply to every street that has under 10,000 vehicles per day and based on the engineering criteria and the peak hour traffic, a three-lane conversion or a two-lane conversion be picked for the street. He doesn't want the localized opinion to be the sole driver of what striping reconfiguration is used. He stated that collector streets perform a different function (neighborhood and cross city mobility).

Abrams suggested that staff look at some of the lower ADT streets and those without traffic control to see if a certain striping reconfiguration makes sense so that the residents living on those don't have to go out and get the required signatures. The City could hold a public hearing to make sure there is no major opposition to the City's proposed plan. He suggested that on some of the very low traffic streets, the default policy be what was done on Nesbitt, two lanes for cars and lanes for bikes.

It was suggested that staff could categorize the streets in the 4,000-5,000 ADT range, determine how the segments tie out, how they tie into the PMP program, and then apply the criteria to make sure that delineated segments are long enough to make it happen. Staff reviewed the colored map they provided to Council which indicated the collector streets considered to be eligible for restriping (10,000 ADT's or less) and the ones that would not be, according to staff's draft policy criteria, and those that are County-maintained and not eligible for the PMP program.

Council requested staff look at Overlook Drive south of Penn to determine why it was not indicated as eligible for restriping. A question was raised as to why 90<sup>th</sup> Street from France to Normandale Boulevard was not indicated as eligible when it is scheduled for a mill and overlay in 2005.

Staff will group the various streets in a particular order and indicate in approximately what year they would be considered as part the PMP Program for Council's review. Staff clarified that Nine Mile Creek Parkway will be restriped, as it is part of the scheduled 2005 PMP Program and that the neighbors who attended the informational meeting supported the restriping. Staff stated that there are no collector streets scheduled in the PMP Reconstruct Program this year.

In determining what criteria could be used in determining the easy and obvious streets to do, Abrams suggested using less than 5,000 ADT's as a rule of thumb.

Peterson stated that he is not as concerned with having a dedicated bike lane in a three-lane configuration than he is with having a paved shoulder on the side of the road in which cars could park or bikers could ride.

Bernhardson requested Council's input on the policies in general, priority ranking, and whether any of them should be deleted from the list.

**2005 Legislative  
Policies  
STUDY ITEM #4**

**STUDY ITEM #4  
continued**

Council reviewed the following new priorities and assigned them a priority ranking as follows:

- Voting Equipment - Ranking: D
- Regional Cargo Distribution Center – Ranking C or D
- Gaming – A
- Fire Pension – A
- Association for Reasonable Municipal Legislation (ARMR) – D
- Taxpayers Bill of Rights (TABOR) – Leave off list
- JAZB Regulation/Interstate Diesel – A
- Freedom to Breathe – A
- Cigarette Tax – C
- Market Value Credit – A
- CRT Recycling – D

In reviewing the 2004 ranking of priorities, Council suggested making the following changes for 2005:

2004 A Priorities - Changes

- Move Develop New Locally Based Community Renewal Financing Tool to a B
- Move Data Practices – Newsletter & Utility Billing Email Privacy to a B
- Move Metro Radio Board to a B (City supports sunset in 2005).

2004 B Priorities - Changes

- Move Airport Impact Mitigation to an A
- Delete Local Regulation/Zoning Concerns – Public Safety Radio Interference
- Delete State and Federal Funding of Terrorism Initiatives
- Move Commercial Vehicle Noise Generation to a C
- Move Prohibiting Guns at Public Assemblies & Meetings to a D
- Move Reinstating Arrest Authority re: Weapons Violations to a D
- Move Local Government’s Ability to Provide “Safe Workplace” to a D
- Move Deputy Registrar Fees & Operations to a B
- Delete the Stadium Policy

2004 C Priorities – No Changes

- Leave the two as is.

2004 D Priorities – Policies on Possible Legislative Changes - Changes

- Delete Metro Growth Policies
- Delete Primary Seat Belt
- Delete Criminal Background Checks

Upon conclusion of Council’s discussion, Bernhardson summarized the new listing with each of the priority rankings.

Under Fire Pension, Peterson suggested that the City’s request that legislators change the pre-retirement interest rate assumption from 5% to 7% to no greater than 6%. He requested Council’s opinion on the League’s inquiry regarding whether sports and arts activities should be shifted from the responsibility of the schools to local units of government. Council consensus was that the League be informed that the Council discussed the issue and that there was no initial ground swell of support for such a change.

Abrams inquired about the agenda of the meeting Mayor Winstead and Mark Bernhardson are scheduled to have with Senator Bill Belanger prior to the Council’s joint meeting with its Legislators.

**STUDY ITEM #4  
continued**

Winstead replied that he and Bernhardson desire to visit with Senator Belanger prior to Friday's meeting to clarify the events that have taken place regarding the casino issue including the meeting they attended at the invitation of Governor Pawlenty. They also intend to discuss their perspective on Representative Ann Lenczewski's February 15 Town Hall meeting and explain how her timing motivated the Ghermezian's to display their casino plans that night at Civic Plaza. They intend to assure Senator Belanger that there is no conspiracy going on between the Mayor, the City Manager, or the City Council regarding a casino and that all discussions by the Council on this issue will take place during public meetings.

Council suggested that the first item of business at the joint Council/Legislative delegation meeting be the casino issue and that Senator Belanger be invited to give a five-minute overview on the issue followed by a sharing of information and comments.

Bernhardson reviewed the draft agenda for Friday's joint meeting with the legislative delegation as follows:

- Transportation: Surface funding needs.
- Airport: Runway, NWA/MAC, Noise Mitigation, JAZB Issue.
- Community Renewal: Current developments.
- Public Safety: Shifting to Metro Radio Board.
- State/Local Relationship: LMC Task Force & Levy Limits, Market Value Credit, & TNT
- Gaming Bill
- Fiscal Disparities Fairness
- Fiscal Disparities Study

**France Avenue & West  
Old Shakopee Road  
Lighting  
STUDY ITEM #5**

Bernhardson explained that there would only be crosswalks at the France & Old Shakopee Road intersection. He inquired if Council desired to change the lane widths in this area or the width of the medians. Staff confirmed that the lane widths along the entire length of Old Shakopee Road are 12 feet.

Winstead stated his support for making crosswalks clearly identifiable for the pedestrians and aesthetically pleasing for the area.

Rudlang explained the liability risk that could exist for the City if it went with a non-standard type of crosswalk design and therefore staff proposes thick stripes along the outside and a decorative pattern on the inside.

Elkins stated his disappointment that the Council has never discussed how to make the intersection pedestrian friendly, even though a desire for such was indicated in the Task Force Report. He stated his desire for count down pedestrian signals at this intersection given the width and time it will take pedestrians, especially senior citizens, to cross the traffic lanes.

Rudlang responded by stating that Chad Smith, Traffic & Transportation Engineer had weighed in on the issue and that the benefits from cross down crosswalks have not been proven, as drivers will watch the countdown and anticipate the light turning green. It was stated that it would cost approximately \$5,000 to replace the existing heads and install the countdown crosswalks.

Elkins explained that as the Council looks at developing future pearls around the City, the street, streetscape, and the development will need to be approached as one package so that all of the elements can be nicely integrated into the development.

Motion was made by Peterson, seconded by Elkins, and all voting aye, to approve the pedestrian lighting standard for the France Avenue & West Old Shakopee Road Streetscape as presented by staff.

**Update on the  
Southwest Quadrant  
of France & Old  
Shakopee Road**

Regarding Plans A, B, and C submitted for the southwest quadrant of the intersection, Larry Lee, Community Development Director, stated that the Housing & Redevelopment Authority (HRA) has ultimate control over them, as they incorporate HRA owned land. Plan D is for the land the owner owns alone and that it only allows for half of what the Code requires for parking. Based on staff's initial analysis of Plan D, he believes there would be a viable basis for denying it. In addition, the owner has stormwater issues that could result in a denial of his plan.

**Adjourn Meeting**

Mayor Winstead adjourned the meeting at 10:40 p.m.

Barbara Clawson  
*Council Secretary*