

Strategic Planning Meeting #28
Tuesday, August 21, 2007, 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 7:11 p.m.

Roll Call

Present: Mayor Winstead, Councilmembers R. Axtell, S. Elkins, A. Grady, K. Nordstrom, S. Peterson, and V. Wilcox.

**Strategic Planning –
Goals & Strategies**

Aimee Gourlay and Larry Bakken, facilitators for the Strategic Planning process, explained the purpose of tonight's meeting to continue the visioning process.

Jill Hutmacher, Port Authority Development Manager, explained the staff process that resulted in the strategy matrix. She stated at the July 24 Council meeting, Council expressed a desire to stress the themes of sustainability, family-friendly, and a sense of community throughout the City's strategic plan. The following eight criteria was used to score the strategies:

- Family-friendly
- Build Community
- Sustainable
- Effective – Lasting Impact
- Efficient Use of Resources
- Leading Edge
- Impact on Goal Achievement
- Risk of No Action Alternative (i.e. risk of status quo)

Hutmacher stated a staff committee worked to refine the goals and strategies following the July 24 Council study meeting. She explained which goals were merged due to redundancy and which ones were revised. She stated strategies were added to Goal #2 (Residential), Goal #4 (Parks and Recreation), and Goal # 6 (Transportation).

Council was asked to review the strategy matrix for each of the goals to determine if any of them should be revised or eliminated from further consideration. Following is their feedback regarding each of the six goals:

- Goal #1: Create a community where residents and visitors are safe.
 - Council doesn't like the word "create" in the title.
 - Winstead stated people don't think the Mall of America is a safe place.
 - Grady stated the first strategy listed is the most important one.
 - Winstead stated the horn should blow for Strategies #2, 3, 4 and 5. They should be talked about constantly. People are asking what the City is doing to be prepared so awareness is very important.
 - City Manager Mark Bernhardson stated Strategy #5 is the objective. #'s 2, 3, and 4 are educational.
 - Winstead stated the citizens need to know Bloomington's staff is ready and prepared.
- Goal #2: Maximize desirability of residential and commercial areas.
 - Council was comfortable with the way the goal is stated.
 - Axtell stated strategy #5 and that it should be a driver to create change. He stated "The risk of no action alternative" should be changed from Medium to High.
 - Peterson stated it's good to have strategies that can be measured against the goal.
 - Grady stated "Advance the perception ..." sounds like the City is faking people out.
 - Council consensus to change Strategy #5 from Medium to High.

**Strategic Planning –
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continued**

- Goal #3: Increase community dialogue and cooperation on educational issues.
 - Two risk factors are how the City manages its housing stock and how to make sure Bloomington’s school system continues to improve.
 - Winstead stated it’s important to promote the schools and good housing in order to bring new families into the community.
 - Elkins stated regarding Strategy #2, the City is underestimating the diversity issue.
 - Wilcox believes “The risk of no action alternative” will be high if the City doesn’t do a good job of promoting diversity and incorporating it into the community and the schools. He suggested that strategy be changed from Low to High.
 - Bernhardson suggested Council think about how Strategy #2 should be reworded.
 - Wilcox stated he struggles with the word “celebrating.”
 - Grady suggested the words, “embrace” or “integrate” for Strategy #2.
- Goal #4: Maintain and enhance City park and recreational assets including programming. Council was asked if they were comfortable with the goal language.
 - Wilcox stated the Park Task Force keeps talking about partnering with businesses to ensure being able to fund the parks adequately so it’s critical to engage businesses on this issue.
 - Axtell stated the only area employees might use who don’t live in Bloomington might be the walking paths at Normandale Lake.
 - Wilcox stated many employees participate in sports in Bloomington parks so we need to educate businesses on what activities are available in the City’s parks.
 - Peterson commented the “loop” is very important.
 - Wilcox suggested changing Strategy #6 from Low to Medium because the City needs to do a better job of partnering with athletic, arts, and business organizations in order to enhance City park and recreational assets.
 - Grady suggested merging Strategy #8 “Emphasize quality programming” with another strategy.
 - Axtell stated Strategy #8 is an operational activity.
 - Council concurred with merging Strategies #4 and #8.
- Goal #5: Preserve and maintain our natural resources for ourselves and future generations.
 - Bernhardson suggested changing the word “maintain” to “where appropriate enhance.”
 - Peterson suggested changing the word “water” in Action Item #2 under Strategy #2 to “stormwater” and adding “other water bodies” to Action Item #3 under Strategy #2.
- Goal #6: Provide and promote multi-modal transportation options.
 - Council suggested changing Action Item #2 from Low to High and changing Action Item #4 to “Maintain existing infrastructure.”
 - Elkins stated something should be added regarding freeway access: Adding a lane onto I-494, adding an on-ramp to I-494 from East Bush Lake Road, and 84th & Normandale Boulevard.
 - Winstead stated “multi-modal” is too “inside baseball.”
 - Council concurred staff should think about changing the word, “multi-modal.”
 - Grady inquired why the big goal is almost identical to the first action item. She suggested refining the first Action Item to make the steps smaller under the Goal.
 - Council concurred with changing “multimodal” to “multiple” and directing staff to wordsmith Action #1 under this goal.
 - Axtell inquired if I-35W and I-494 should be a separate action item.
 - Bernhardson stated I-35W and I-494 need to be massively enhanced so it could be listed as a separate strategy.

**Strategic Planning –
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continued**

- The following new strategy was suggested by Lee, edited by Bernhardson and supported by the Council: “Pursue funding for highway, street and transit improvements that the City has the capability to support.”

The next Strategic Planning meeting was set for October 23 at 7 p.m.

Adjourn Meeting

Mayor Winstead adjourned the meeting at 8:32 p.m.

Barbara Clawson
Council Secretary