

CITY OF FALCON HEIGHTS
Regular Meeting of the Falcon Heights - Community Engagement Commission
City Hall
2077 West Larpenteur Avenue

AGENDA
March 15, 2021 at 7:00 P.M.

Note: This meeting will be held by web conference.*

- A. CALL TO ORDER:

- B. ROLL CALL:
Larrabee ___ Cooley-Kistler ___ LaDouceur ___
Ebbesen ___ Dumbacher ___

COUNCIL LIAISON:
Gustafson ___

STAFF PRESENT:
Walter ___

- C. PRESENTATION:

- D. APPROVAL OF MINUTES:
 - 1. January 25, 2021

- E. DISCUSSION:
 - 1. Discuss CEC Priorities
 - 2. Review ideas for events in 2021

- F. INFORMATION/ ANNOUNCEMENTS:

- G. ADJOURNMENT:

Next Meeting: April 19, 2021

* To join the Webinar, go to <https://us02web.zoom.us/j/82355169009>, or dial + 877 853 5247 (Toll Free) and enter the Webinar ID: 823 5516 9009.

CITY OF FALCON HEIGHTS
Regular Meeting of the Falcon Heights - Community Engagement Commission
City Hall
2077 West Larpenteur Avenue

MINUTES
January 25, 2021 at 7:00 P.M.

Note: This meeting was held by web conference.*

A. CALL TO ORDER: 7:02 pm

B. ROLL CALL:

Larrabee X Cooley-Kistler X LaDouceur X
Ebbesen X Dumbacher X

COUNCIL LIAISON:

Gustafson X

STAFF PRESENT:

Walter X

C. PRESENTATION:

D. APPROVAL OF MINUTES:

1. November 16, 2020

Motion by Commission Member LaDouceur to approve the minutes;
Approved, 5-0.

E. DISCUSSION:

1. Officer Elections

Motion by Commissioner Ebbesen to appoint Dena Larrabee as chairperson;
Approved, 5-0.

Motion by Commissioner LaDouceur to appoint Julie Ebbesen as vice chairperson;
Approved, 5-0.

Motion by Commissioner Larrabee to appoint Dana Dumbacher as secretary;
Approved, 5-0.

2. Community Conversations

- First conversation focused on the topic of inclusion. There is a gap in how the city engages renters. There are also differences in engagement between the four quadrants.

- Second conversation was about equity. Discussion was about how people can spread news in neighborhoods.
- Third conversation focused on public safety, and what the City can do to improve on its public safety services. Discussion of police contract. Among residents, there is a want for more communication and transparency. Overall, residents reported that they felt safe in Falcon Heights.

3. CEC End of Year Survey

- The CEC End of Year Survey was done in December 2020 and asked commissioners about their experience on the CEC, which events they would like to continue in 2021 and if there are events they would like to retire.
- There was a discussion of planning events post-COVID.
- Staff Liaison Walter said that it was uncertain when the City would be reopening and when in-person events could resume, but that it would likely be sometime in summer or fall that some form of in-person
- Vice chair Ebbesen suggested that members bring 2-3 ideas for events that could be virtual (assuming continued COVID-19 restrictions) and 2-3 ideas for events that are in-person (assuming loosened restrictions).

4. City Communications

- Staff Liaison Walter mentioned that the CEC is charged with advising staff and Council on ways to improve the City's communication strategies. The City has heard that communications can be improved, but staff are looking for more information on what residents want.
- Commissioner Larrabee mentioned that in the past, there was an idea floated for an electric message board outside City Hall, this could be a good way to engage residents in upcoming dates and events
- Liaison Walter referenced the comment received in the CEC End of Year survey about the website being difficult to navigate. The website was redone in 2020, there may be ways to improve but its much simpler and cleaner than it was prior to this.
- Liaison Walter mentioned that the City was looking into requiring training for owners of rental buildings in conjunction with licensing. This could be an opportunity to provide owners information on City communication channels and how to engage tenants.
- It's very difficult to reach everyone. We should focus on using limited resources wisely to engage residents who are interested in learning more but are currently not being reached by current channels.

F. INFORMATION/ ANNOUNCEMENTS:

G. ADJOURNMENT: 8:32 pm



ITEM FOR DISCUSSION

Meeting Date	March 15, 2021
Agenda Item	E1
Attachment	2019 Strategic Plan
Submitted By	Ashleigh Walter, Administrative & Communications Coordinator

Item	Discuss CEC Priorities
Description	<p>In Dec. 2019, the City engaged in a strategic planning effort that identified broad goals for engagement and communication. Revisiting the 2019 Strategic Plan, staff are hoping to review these priorities and have a discussion about the role that the CEC may play in bringing these goals to completion. Below is an excerpt from City Code that defines the purpose of the CEC.</p> <p><i>Sec. 2-119 - Community engagement commission</i> The community engagement commission shall serve in an advisory capacity to the city council regarding the effective, meaningful and equal involvement of Falcon Heights residents in their community. The commission will identify opportunities to collaborate with community, educational, business and social services groups and organizations; identify ways to improve the city's public participation, identify under-represented groups, remove any barriers, and engage and promote increased participation for all residents, businesses, community and neighborhood organizations; review and recommend ways to improve the city's communications efforts so as to facilitate effective two-way communication between the city and all residents, businesses, community and neighborhood organizations; review and recommend ways to help improve resident emergency preparedness and crime prevention programs. The commission shall review complaints of alleged human rights violations occurring within the city and secure equal opportunity for all residents of the city regarding public services, public accommodations, housing, employment and education.</p>
Budget Impact	NA
Attachment(s)	2019 Strategic Plan
Action(s) Requested	Discuss CEC Priorities

City of Falcon Heights STRATEGIC PLAN 2019

MINNESOTA STATE FAIR



SUMMARY OF STRATEGIC OBJECTIVES

The City of Falcon Heights has identified eight visionary outcome areas looking ahead to 2025. These visionary outcomes are expanded into five strategic directions, 22 2-year success markers and one-year priorities.



CITY OF FALCON HEIGHTS VISION FOR 2025



Falcon Heights is a Multi-model, accessible city with aesthetic streetscapes



Falcon Heights' Residents are informed, engaged and connected through multifaceted, accessible and interactive communication



Falcon Heights has a welcoming and inclusive environment



Falcon Heights has City and resident led dynamic community engagement activities that engender community participation



Falcon Heights has community led service initiatives



Falcon Heights safety needs are met in a trustworthy and transparent fashion for all



Falcon Heights is engaged with local business and organizations



Falcon Heights has spaces/buildings to facilitate gathering of our community (within and beyond borders)



STRATEGIC DIRECTION ONE

Leveraging Community Involvement

There is strong desire in the City to be in unison with the public as to the direction and community feel of the City and to engage with businesses more.

GOALS

- INTEGRATE BUSINESS WITHIN OUR COMMUNITY
- REASSESS AND REDIRECT OUR COMMISSION ACTIVITIES
- EMPOWER RESIDENTS
- IMPLEMENT CEC STRATEGIC PLAN AND INTEGRATE WITH LARGER PLAN



First Year Priorities	2-Year Success
<ol style="list-style-type: none"> 1. Initiate Empowerment campaign (Quarter 2) 2. Complete Community Engagement Commission (CEC) plan (Quarter 1) 3. Develop Strategic Plan for each commission (Quarter 3) 4. Develop business engagement plan (Quarter 4) 	<ol style="list-style-type: none"> 1. Dedicated business ambassadors 2. Each commission plan has integrated into our communication plan 3. Community survey shows and increase in engagement 4. Number of resident initiated projects 5. Increase in the percentage of public participation in activities 6. Increased volunteerism by _____% 7. Empowerment campaign launched



STRATEGIC DIRECTION TWO



Showcasing our City

It is hoped that Falcon Heights will be known as a beautiful city with a unique feel that goes beyond the University and State Fair

Goals

- BEAUTIFY STREET SCAPES
- CREATE “UNIQUE TO FALCON HEIGHTS” FESTIVAL/EVENT
- IMPROVE FACILITIES



First Year Priorities

1. Develop a streetscape plan (Quarter 3)
2. Decide on City logo and implement (Quarter 2)
3. Analyze potential for expanding existing annual events to annual festival (Quarter 4)

2-Year Success

1. Decide on festival idea
2. Implement streetscape plan
3. LOMC (LOC) League of City Membership
4. Strengthen relationship with Roseville



STRATEGIC DIRECTION THREE



Creating Common Spaces

The City desires to have places where the community can gather in large and small numbers to engage, recreate, and have a sense of community. Hanging in the air is the passage of the bonding bill that has the park elements.

Goals

- IDENTIFY SPACES FOR COMMUNITY USE
- FIX COMMUNITY PARK



First Year Priorities

2-Year Success

1. Yes/No on state bonding money (Quarter 1)
2. Finalize construction plans for City park (Quarter 4)
 - 2.1. If no bonding then gain consensus on alternative solutions (Quarter 4)
1. Yes/no on alternative locations (Quarter 4)

1. Ground breaking Spring 2022 on City Park enhancement and new building
2. Ground breaking 2023 on no-bonding/no-building option



STRATEGIC DIRECTION FOUR

Enhancing Public Safety



Keeping the City and public informed on incidents that are occurring in the community as well as tips on how to reduce crime, and engage with the police and neighbors to improve safety and community.

Goals

- **ENHANCE PUBLIC SAFETY THROUGH INTERACTIVE AND PRO-ACTIVE POLICING**

First Year Priorities

2-Year Success

1. Reports received on police activity *every quarter*
2. Risk identification activity in contract (Quarter 1)
3. Plan from Sheriff to conduct risk assessment (Quarter 2)
4. Learning sessions from police (Quarter 3)
5. Decide Lauderdale fire contract (Quarter 2)

1. Sheriff is conducting risk identification
2. Report from sheriff on policing activities
3. Learning topics are regular police activity



Falcon Heights



Weekly Newsletter

2077 Larpentour Avenue West, Falcon Heights, Minnesota 55113 | 651-792-6000 | <https://www.falconheights.org/>

Falcon Heights Recognized for Environmental Sustainability Efforts

GreenStep City recognized for work to conserve resources & reduce waste

Monday, July 1, 2019, Falcon Heights, MN – The City of Falcon Heights received an award for being a GreenStep City.



STRATEGIC DIRECTION FIVE

Improving Communication

The City sees the need to have two-way communication with the residents. Often times the efforts to reach people are missing people who have busy lives or using different media types to get their information.

Goals

- IMPROVE DIRECT, INDIRECT AND 2-WAY COMMUNICAITON WITH THE CITY



First Year Priorities

1. Launching new website (Quarter 1)
2. First town hall meetings (Quarter 2)
3. Establish communication roadmap/systems (Quarter 3)
4. Create short videos (Sit down with each elected official (Quarter 2)

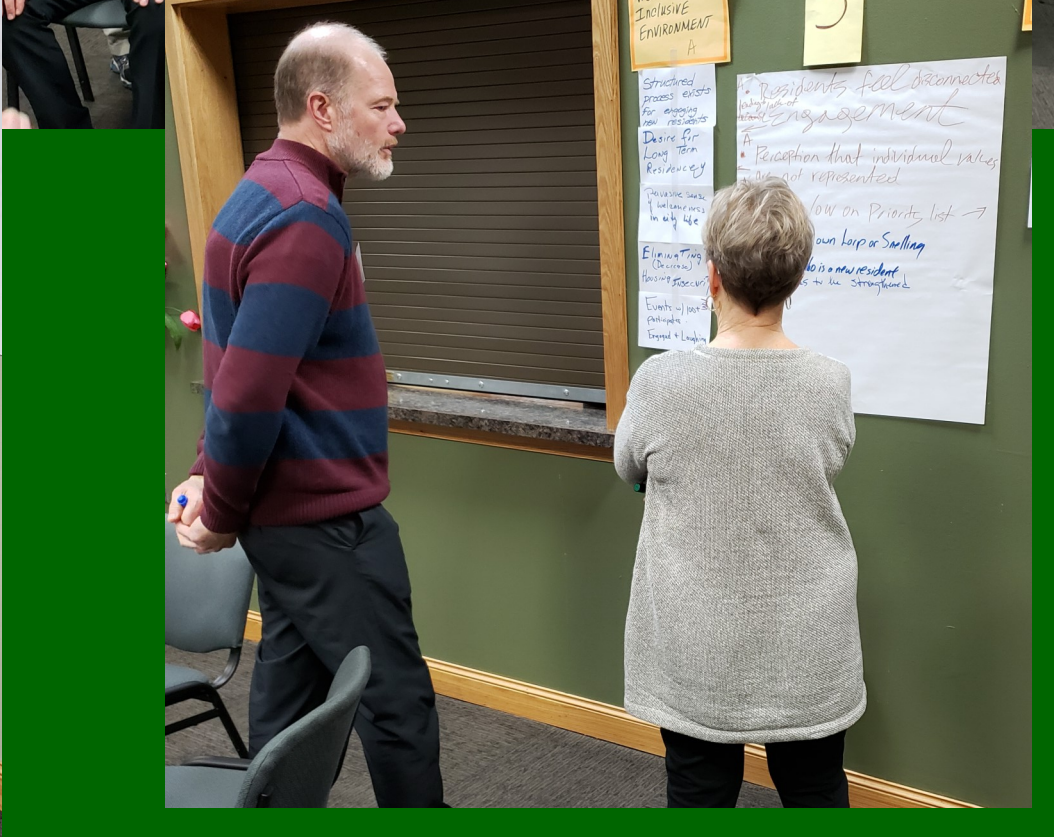
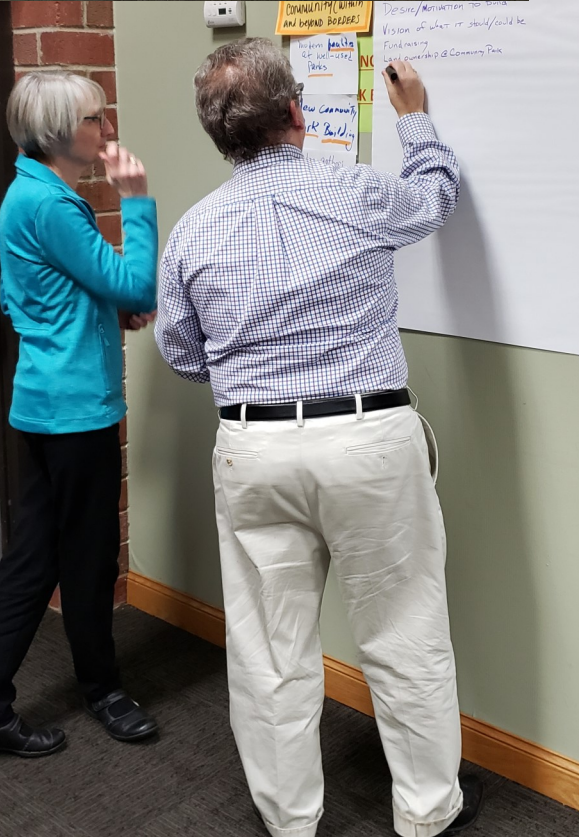
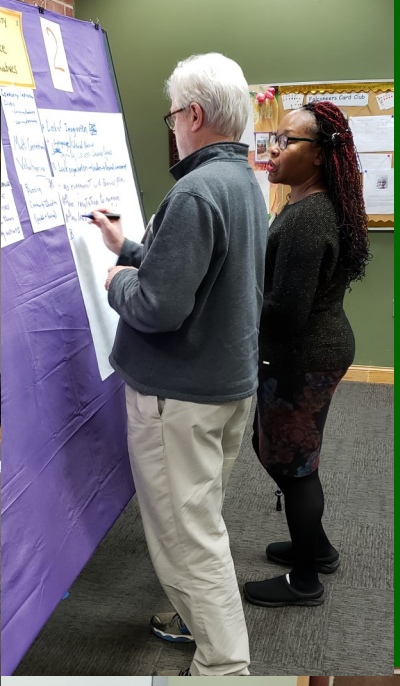
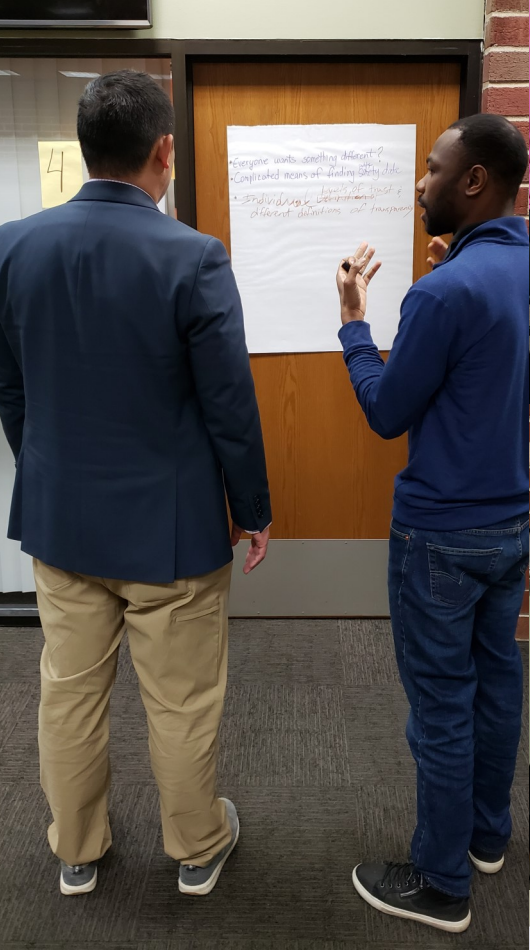
2-Year Success

1. Interactive website
2. Increased subscriptions to e-news
3. Roadmap to systems established
4. Regular town hall meetings held
5. Clear engagement plan is developed
6. Launched monthly neighborhood newsletter

First Year Priorities 2020

Strategy	Jan-Mar	Apr-Jun	Jul-Sep	Oct- Dec
Leveraging Community Involvement	Complete CEC plan	Initiate Empowerment campaign	Develop Strategic Plan for each commission	Develop business engagement plan
Showcasing our City		Decide on City logo and implement	Develop a streetscape plan	Analyze potential for expanding existing annual events to annual festival
Creating Common Spaces	Yes/No on state bonding money			Finalize construction plans for City park If no bonding then gain consensus on alternative solutions Yes/no on alternative locations
Enhancing Public Safety	Reports received on police activity Risk identification activity in contract	Reports received on police activity Plan from Sheriff to conduct risk assessment Decide Lauderdale fire contract	Reports received on police activity Learning sessions from police	Reports received on police activity
Improving Communication	Launching new website	First town hall meetings	Establish communication roadmap/systems	Create short videos (Sit down with each elected official)

WHAT NEEDS TO HAPPEN IN 5 YEARS FOR FALCON HEIGHTS TO BE CITY THAT SOARS?





Retreat Participants:

- Mayor: Randy Gustafson
- Council Members: Yakasah Wehyee , Pamela Harris, Mark Miazga, Melanie Leehy, Kay Andrews
- City Administrator Sack Thongvanh
- Environmental Commission: James Wassenberg
- Community Engagement Commission: Kim Johnson
- Planning Commission: John Larkin

We want you involved and heard!

“Please let us know if you would like to get more involved with the City, more informed, or both. We are happy to hear from you and to partner to make Falcon Heights the City that Soars!” Come to our meetings, We look forward to hearing from you!”

Falcon Heights City Council

Ways to keep informed:



<https://www.falconheights.org/>

Call: 651-792-7600

Visit: 2077 Larpenteur Avenue West

City of Falcon Heights, Minnesota 55113-5594

Facilitation Team: Dr. Richard Fursman and Irina Fursman CTF



ITEM FOR DISCUSSION

Meeting Date	March 15, 2021
Agenda Item	E2
Attachment	NA
Submitted By	Ashleigh Walter, Administrative & Communications Coordinator

Item	Review ideas for events in 2021
Description	At the meeting in January, CEC leadership requested that members identify 2-3 ideas for events that could be virtual (assuming continued COVID-19 restrictions), and 2-3 ideas for events that could be hosted in-person in 2021 (assuming loosened restrictions). Staff would like to review ideas with the CEC and discuss feasibility.
Budget Impact	NA
Attachment(s)	NA
Action(s) Requested	Review ideas for events in 2021