

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

AGENDA
April 19, 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 ___ Locke ___

COUNCIL LIAISON:
Gustafson ___

STAFF PRESENT:
Walter ___

- C. PRESENTATION:

- D. APPROVAL OF MINUTES:
 - 1. March 15, 2021

- E. DISCUSSION:
 - 1. Discuss CEC Event Ideas
 - 2. Review CEC Priorities

- F. INFORMATION/ ANNOUNCEMENTS:

- G. ADJOURNMENT:

Next Meeting: May 17, 2021

* To join the Webinar, go to <https://us02web.zoom.us/j/82355169009>, or dial +1 301 715 8592 and enter the Webinar ID: 823 5516 9009.

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

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

Note: This meeting was held by web conference.

A. CALL TO ORDER: 7:01 PM

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

Motion to approve the minutes by Julie Ebbesen;
Approved, 4-0.

E. DISCUSSION:

1. Discuss CEC Priorities

- The 2019 strategic plan is a long-term vision of what we as a City want to do by 2025. The pandemic affected our ability to make a lot of these items a reality. Strategic direction Number One: 'Leveraging Community Involvement' has a lot of relevance to the CEC. This opportunity that we have tonight is setting our priorities and getting back on track with these strategic directions.
- The idea was for the CEC to discuss how it fit into the five priorities that were established in the strategic planning in 2019.
- It's important to consider what we are hoping to get from people, and what they will get in return. The event needs to have value for them.
- One idea is a cookout for apartment buildings to engage with the renters at their place of residence.
- We could provide info on commissions. Tell people that their voice matters and is important.

- Part of it is we may not be sure how to communicate with certain populations. Unless they communicate with us, we're not sure how to solve that. Good to host on-site to show that we are coming to them, not asking them to come somewhere else.
- The last time we held an ice cream social was in 2019 and we involved a variety of community organizations there. Gibbs Farm, Bell Museum, Lions, etc.
- Good Acre might be a good partner.
- A Resource Fair would be an option, bringing together a bunch of organizations that provide services to residents.
- Could host a CEC corner in the newsletter- highlighting great things that are happening in the neighborhood.
- Before next meeting: Julie will follow up with Ashleigh on needs for the resource fair. Review first year priorities and identify one to two ideas that could fit into the five categories.

2. Review ideas for events in 2021

- We are always looking for things to do in the wintertime. One idea is to piggyback on the winter carnival at the state fair where people in Falcon Heights can decorate their yards with snow sculptures. A day of sledding or snowshoeing at the golf course, meeting up at the City Hall for hot chocolate/coffee.
- At one time, we were going to do a food truck event with maybe a beer truck. Could work with a contact from the Beer Dabbler to make this happen.
- At one point there was a medallion hunt in the Community Park.
- Before next meeting: members will send event ideas to Ashleigh to compile and distribute ahead of the next meeting; members will review and select favorites to discuss at the April meeting.

F. INFORMATION/ ANNOUNCEMENTS:

G. ADJOURNMENT: 8:24



ITEM FOR DISCUSSION

Meeting Date	April 19, 2021
Agenda Item	E1
Attachment	List of event ideas
Submitted By	Ashleigh Walter, Administrative & Communications Coordinator

Item	Discuss event ideas
Description	<p>Following the meeting in March, members submitted ideas for events that would fit with the purpose of the CEC, and provide options for activities that are conducive to COVID-19 safety protocol. Staff have compiled a list of ideas, and distributed to commission members in March. Members were asked to review and select their preferred ideas.</p> <p>The discussion on April 19 is intended for commission members to prioritize events from the list, identify potential dates and delegate tasks.</p>
Budget Impact	NA
Attachment(s)	List of event ideas
Action(s) Requested	Discuss events, delegate tasks

1. City-wide snow people and snow sculptures for next Winter Carnival. Make a contest with a Target Gift Card reward. Decorations required on the sculptures. ☺ Hot drink stands???
2. The Bell Museum, Gibbs Farm, The Bee Center and Raptor Center at the University, The St Paul Campus Meat and Cheese Lab, Como Conservatory (where I volunteer) all have fabulous activities all year long, but especially in summer, for kids and adults. There are also tennis and golf camps for kids at the St Paul Campus all summer, taught by grad students at the U. The St Paul Student Center has free movies/pizzas/a bowling alley for rent for cheap kids parties, including a mirror ball.
3. A Garden Crawl, similar to the one in SAP, with contestants applying and a prize award. [This might necessitate the formation of a Garden Club for F H.] Get the Master Gardener's Program students at the U involved for their extra credit. There could be a design contest for landscape grad students at the Campus for Boulevard formation along Larpenteur Ave.
4. Ice Cream bar handout, in apt parking lots or at City Hall front lawn. A musician/ magician/ story teller/juggler could be hired, or find one in the community to volunteer. Balloons and boom box. Pamphlets of all the services that F H offers on a Bulletin Bd, that can be near to the ice cream.
5. I will find out the exact numbers of bags that the University Grove donates, via a partnership with Speedy's Market, every month to Keystone Food Shelf on University, from my neighbor Caprice who organized it in the first place. We all take turns picking it up and driving the ten bags over to Keystone.
6. Falcon Heights Winter Frolic (or some creative name) – Jan/Feb event around Winter Carnival
 - Snow sculptures – Gift card(s) donated from local businesses
 - Sledding / Cross Country Skiing (golf course)
 - Hot chocolate / coffee at CH
 - Medallion search - Gift card(s) donated from local businesses
 - **Expand on concept**
7. Resource Fair – City Hall
 - Host an event at City Hall, maybe with a cookout or something (this would have more of an informational/educational feeling than the summer ice cream social)
 - Invite community service providers to participate and provide Falcon Heights residents with information about resources available to them
 - Trash and Utilities
 - Library
 - Keystone Food Shelf
 - International Institute
 - County and State Health resources
 - Information for sustainable living: Good Acre, Solar Power
 - Garden and yard resources
 - Bell Museum
 - Gibbs Farm
8. Food and Beer truck event – Sept/Oct
 - Request music from FH residents - volunteer
9. Craft Corner – Monthly event which can be in person or virtual
10. Send a card - I was thinking that maybe we could do a little chain letter type of thing and the commissioners could send out notes to random addresses in the city and hope it takes off. Nothing to it other than hoping that someone has a good day and ask that they take a moment to send a notes to someone else in Falcon Heights just to brighten their day

11. Citywide bingo night - hosted on line (or in person outside) the mayor and council members call bingo and we can possibly get prizes from our Falcon Heights businesses and purchase some gift cards from other area businesses as prizes.
12. Remote gaming - Jackbox or something like it has games that can be played by multiple people on line
13. Semi regular outdoor sport/activity. Kickball or other fun, easy game.
14. Some sort of block party option for neighborhoods to do on a night that works for them, not necessarily on or for night to unite. We could offer an idea list and the option to have streets blocked off for the night.
15. History of Falcon Heights zoom event, or some sort of virtual tour with then and now photos. A neighbor and neighborhood liaison, Sue Majerus, has started a FH history FB page and I am really enjoying the old photos and stories



ITEM FOR DISCUSSION

Meeting Date	April 19, 2021
Agenda Item	E2
Attachment	2019 Strategic Plan
Submitted By	Ashleigh Walter, Administrative & Communications Coordinator

Item	Discuss CEC Priorities
Description	In 2019, the City engaged in a strategic planning effort that identified broad goals for engagement and communication. The CEC members reviewed the 2019 Strategic Plan at the meeting in March, and members were asked to bring to the April 19 meeting ideas for programs and events that would fit within each category.
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)

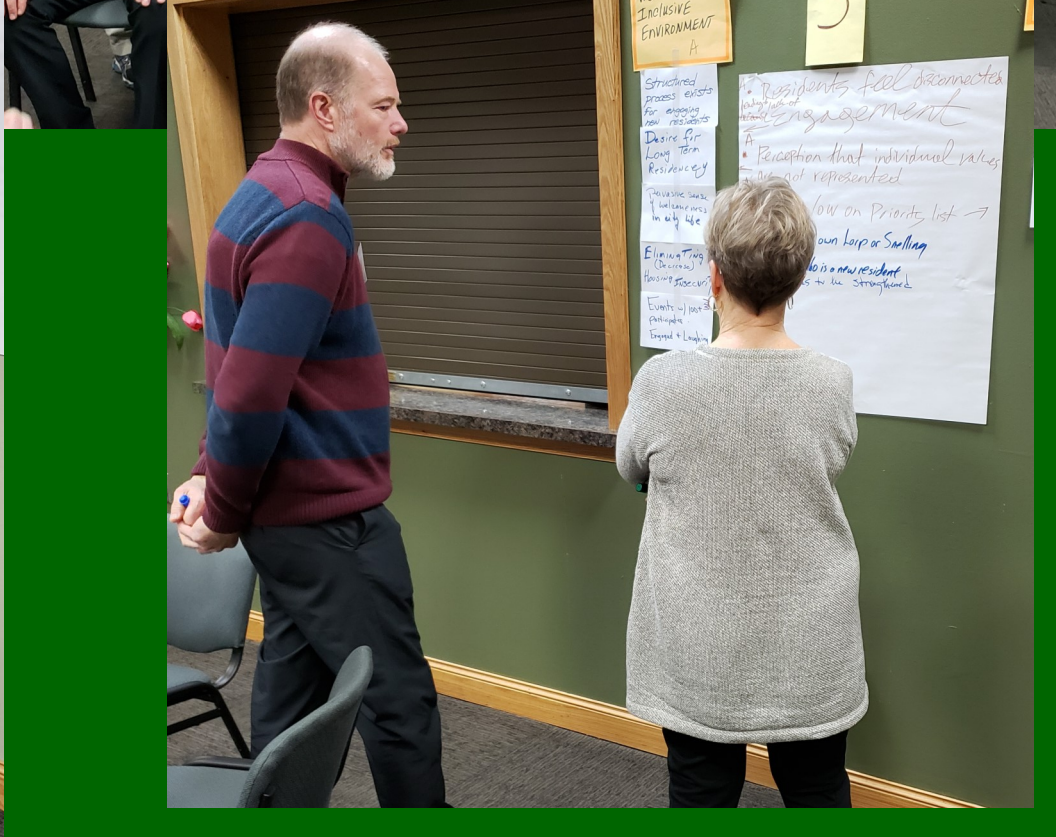
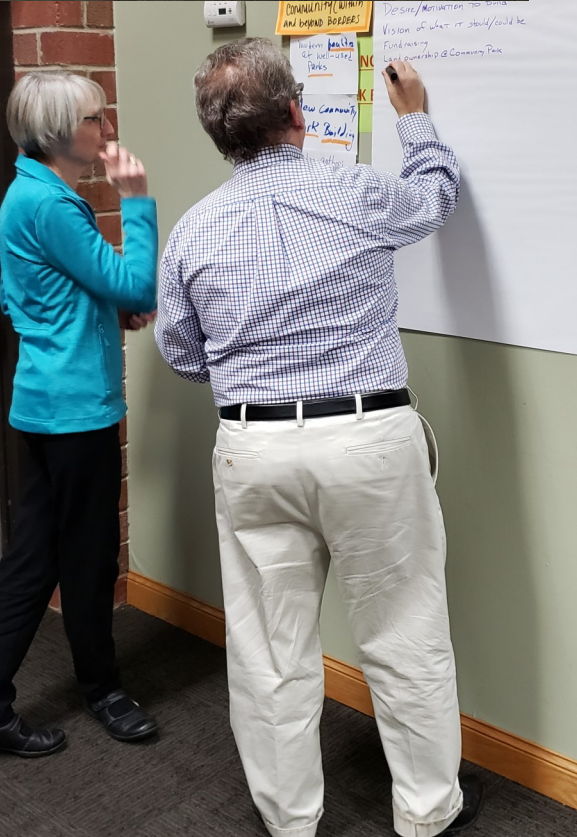
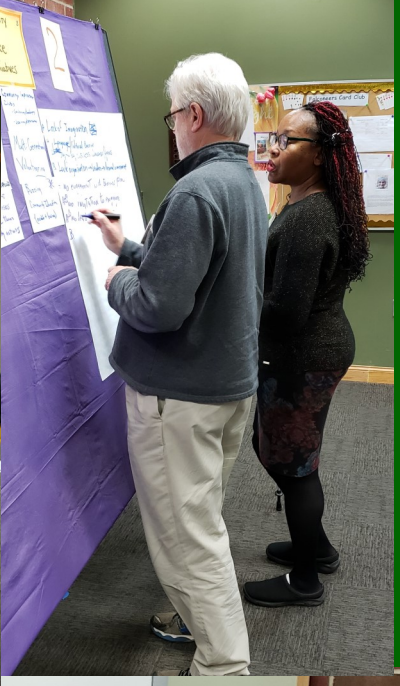
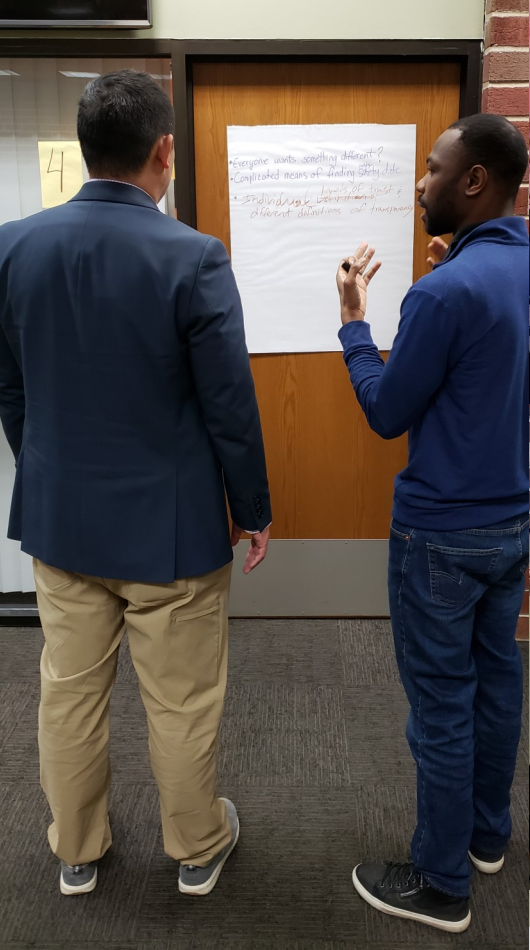
2-Year Success

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