

CITY OF ST. FRANCIS
ST. FRANCIS, MN
ANOKA COUNTY

CITY COUNCIL/MANAGEMENT TEAM WORK SESSION NOTES

FEBRUARY 18, 2014

The City Council held a Work Session on February 18, 2014 at 5:15 pm preceding the regular City Council meeting. Present were Mayor Tveit, Council members Steve Kane, Amy Lazere, Tim Brown and Chris McClish. Also present were City Attorney Scott Lepak, City Administrator Matt Hysten, Finance Director Darcy Mulvihill, Public Works Director Paul Teicher, Police Chief Jeff Harapat, Liquor Store Manager John Schmidt, Building Inspector Andy Schreder and City Clerk Barb Held.

Mayor Tveit opened up the work session at 5:15 pm. City Attorney Scott Lepak moderated the work session.

Lepak stated at the previous work session part of the discussion was on community engagement. At this work session let's break that down smaller for discussion purposes. First of all, why do we want to have community engagement? McClish stated we need to get the residents more involved in the City. We have had a number of vacancies on our commissions for a long time.

Tveit stated the facilitator of the council retreat started us (the council) discussing this topic. After the next City election, we could potentially have four new councilmembers. Tveit doesn't think the residents are informed.

Lazere stated it is important to remember that 33-35 is the average age of our residents. They are two income families that don't have a lot of extra time due to their jobs and families. I think we are missing the boat by not using social media more. Lazere asked where we are on the intern that we talked about at the retreat.

Brown agreed, people are busy but I am not up on social media.

So, Lepak stated we need commission members and more social media. Discussion was then held on the video taping of the council meetings and how effective are the taped meeting on informing the residents. Also, what are other ways we can inform the residents on what is going on in the city?

Kane stated that interacting with some type of social media for younger people is spot on. Our website viewership is growing but you have to remember the older generation is not electronic savvy.

Lepak suggested that Hysten contact the social media intern the council previously talked about at their retreat. Lazere said St. Francis has no daily/weekly newspaper or radio station to get the word out. We need to market our city. Lepak agree with Lazere

regarding marketing the city. Lazere asked if we could partner with the school. Held stated high school students use to broadcast an informational segment they produced and would show it daily to the school. Maybe we could team up with them.

Lepak asked the council, who are we trying to engage; the citizens, business owners, school, new residents, who is our target audience.

Kane stated we need to get the word out with friendly information, which may help squelch rumors. Lazere stated if we had marketing pieces to give to the area realtors, I think that would help. Tveit would like it when people hear of St. Francis they hear good things happening. Lazere said we can start with the Business Expo.

Discussion was then held on how we (city council) get involved. Some of the suggestions were attending such events as the Artic Plunge, Nowthen Threshing Show, Anoka County Fair, and the Isanti Rodeo.

The City Council agreed to invite a representative(s) from the school to see how we both could further engage our community involvement. Suggestion was to have the next work session in early April.

The Work Session ended at 5:50 pm.

Respectfully submitted,

Barb Held
City Clerk