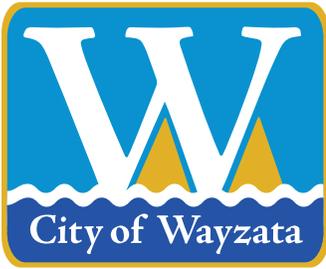


Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
Tuesday, January 19, 2016

WORKSHOP TOPICS FOR DISCUSSION:

1. Mill Street and Parking Ramp Pre-Design with HGA/Walker (5:15 PM) Page 2
2. Discuss Lake Effect Project Timeline (6:15 PM or immediately following) Page 4



City of Wayzata
600 Rice Street
Wayzata, MN 55391-1734

Mayor:
Ken Willcox

City Council:
Bridget Anderson
Johanna McCarthy
Andrew Mullin
Steven Tyacke

**Interim City
Manager:**
Doug Reeder

Date: January 14, 2016

To: Mayor Willcox and Councilmembers

From: Jeff Thomson, Director of Planning and Building

Subject: Mill Street Parking Ramp Pre-Design Meeting with Steering Committee

At its meeting on January 5, 2016, the City Council approved the Contract with HGA for pre-design services for the Mill Street parking ramp and street improvements. The Council also approved a Steering Committee to direct and manage the pre-design work with HGA. The first Steering Committee meeting will be held as a workshop with the full City Council. HGA will be attending the meeting and has outlined the following agenda:

1. Introductions and roles
2. Predesign process and deliverables
3. Project background
 - City to share key background information
4. Define program options
5. Preliminary design studies
6. Next steps

Attached is the roster for the Steering Committee as well as an updated meeting schedule.

Mill Street Parking Ramp - Steering Committee

Steering Committee Members

Johanna McCarthy	City Council	johannamccarthy@wayzata.org	612-803-30038
Steve Tyacke	City Council	styacke@wayzata.org	218-349-9355
Jack Amdal	Resident	jack@studio55architects.com	612-802-2855
Chris Morrison	Widsten Resident	chris.morrison234@gmail.com	
Steve Fox	Widsten Alternate	srfox702@gmail.com	612-723-2399

City Staff

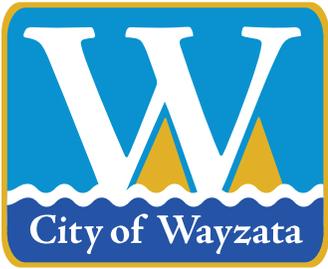
Doug Reed	Interim City Manager	dreeder@wayzata.org	952-404-5309
Jeff Thomson	Director of Planning & Building	jthomson@wayzata.org	952-404-5312

Consultants

Mia Blanchett	HGA	mblanchett@hga.com	
Victor Pechaty	HGA	vpechaty@hga.com	

Steering Committee Schedule

Date	Meeting	Topic
January 19 th , 5:15 pm	Steering Committee Meeting #1 with City Council (CC Workshop)	
January 28 th , 7:30 am	HRA Meeting	Design update
February 3 rd , 1:00 pm	Steering Committee Meeting #2	
TBD	Meeting with Mill St Businesses and Owners	Discuss Mill St design options and trash/service components
February 17 th , 1:00 pm	Steering Committee Meeting #3	
March 9 th , 1:00 pm	Steering Committee Meeting #4	
March 15 th , 5:30 pm	Steering Committee #5 with City Council (CC Workshop)	Steering Committee presents recommendation to City Council
March 16 th , 6:30 pm	Public Open House Steering Committee Meeting #6 (After Open House)	
April 5 th , 7:00 pm	City Council Meeting	Approval of Pre-Design Contract for Phase II Design



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**Interim City
Manager:**
Doug Reeder

Date: January 14, 2016

To: Mayor Willcox and Councilmembers

From: Jeff Thomson, Director of Planning and Building

Subject: Lake Effect Signature Project Update and Next Phase

Mary deLaitre will be attending the workshop meeting to update the City Council on the Lake Effect Signature Project and walk through the next phase of the project, including design, planning and organizational development for the Lake Effect Conservancy, fundraising, and ongoing communication. Attached is a memo from Mary deLaitre regarding the next phase, an 18-month project timeline, and a copy of Implementation Strategy.

MEMORANDUM

TO: Mayor Willcox and Councilmembers
FROM: Mary deLaittre, Lake Effect Project Consultant
DATE: 11 January 2016
RE: Lake Effect Signature Project Next Phase

The Lake Effect will transition into the next phase with the delivery of the Signature Project schematic design package and subsequent Council approval of the package.

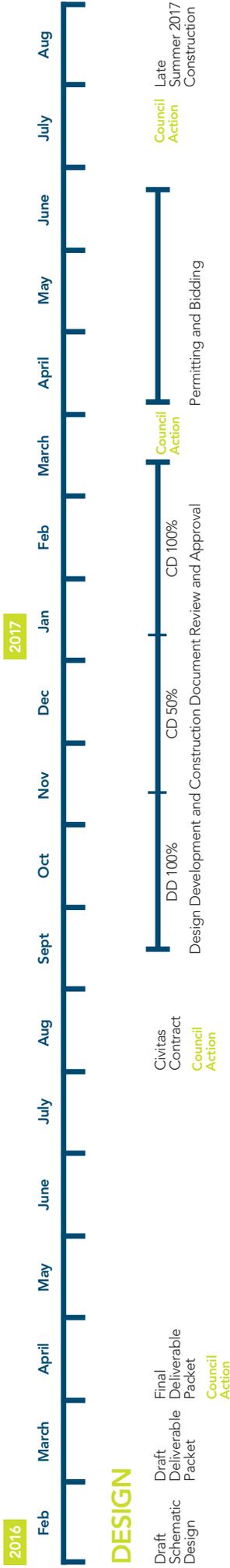
To date, the project is on track as outlined in the Lake Effect Strategic Plan (see attached file):

- Seven of the Priority Projects have been completed or initiated
- The Signature Project draft schematic design will be delivered in February 2016 with the final schematic design package delivered in April
- The Conservancy has been approved in concept and the initial Founding Board designees approved

Timely preparation for, and implementation of, the next phase of the Lake Effect Signature Project, contingent upon the Council approval of the schematic design package, is imperative to maintain the momentum of the project and its successful completion. Please see attached timeline.

I will present the DRAFT Lake Effect Signature Project timeline to the Council at the 19 January workshop, explain the various components and points of Council Action, and answer Council questions.

DRAFT 18 MONTH LAKE EFFECT PROJECT TIMELINE



DESIGN

PLANNING AND ORGANIZATIONAL DEVELOPMENT



FUNDRAISING



COMMUNICATIONS





Implementation Strategy for the Lake Effect Framework

City of Wayzata
Approved
2 December 2014

By **Mary deLaittre**
Founder and Principal
Groundwork: The Foundation for City Building

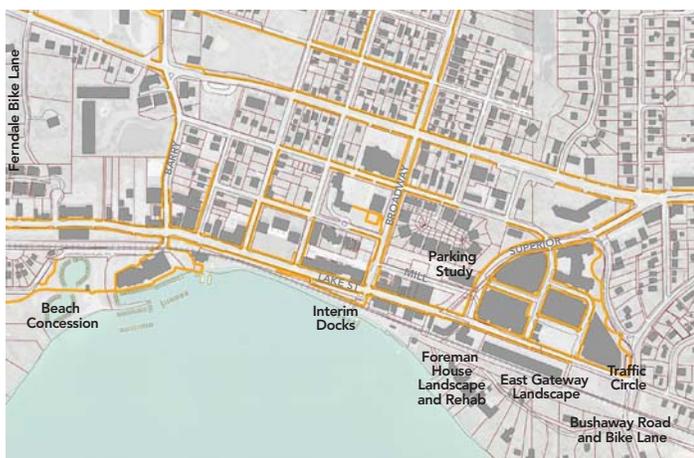
Introduction

The City of Wayzata contracted with Mary deLaittre, Founder and Principal, Groundwork: The Foundation for City Building, from September – November 2014 to develop an implementation strategy for the City sponsored Lake Effect Framework (see Appendix 1 for link to document). The Lake Effect Framework, created by the St. Paul Riverfront Corporation, encompasses both a comprehensive community engagement process and a menu of possible projects that could function as a catalyst for downtown Wayzata/ lakefront revitalization. The process, culminating with the delivery of the Framework document, is considered Phase I of a multi-phase Lakefront revitalization process. The Implementation Strategy kicks off Phase II.

deLaittre worked closely with the Mayor, Council Members and staff, both in meetings and three workshops, to develop a series of strategic approaches and action steps that build on the Framework with the goal to create a signature lake front destination for the city and region.

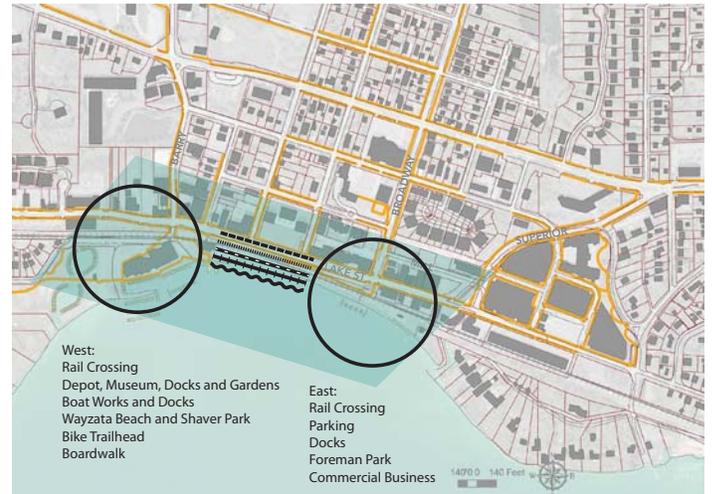
Strategy Approach

After evaluating the approximately 41 proposed Lake Effect projects, deLaittre developed a two-pronged approach to project implementation. The first approach was to identify 10 priority projects based on funding, partnerships and timelines.



Priority projects

The second approach to projects came out of an analysis of the lakefront. The Wayzata lakefront is a convergence of existing assets, challenges and opportunities. This convergence, combined with the proposed Lake Effect projects, provides an opportunity to create one umbrella project, with a comprehensive, integrated design approach, to create a well-connected, year-round civic destination.



Project area, assets and systems

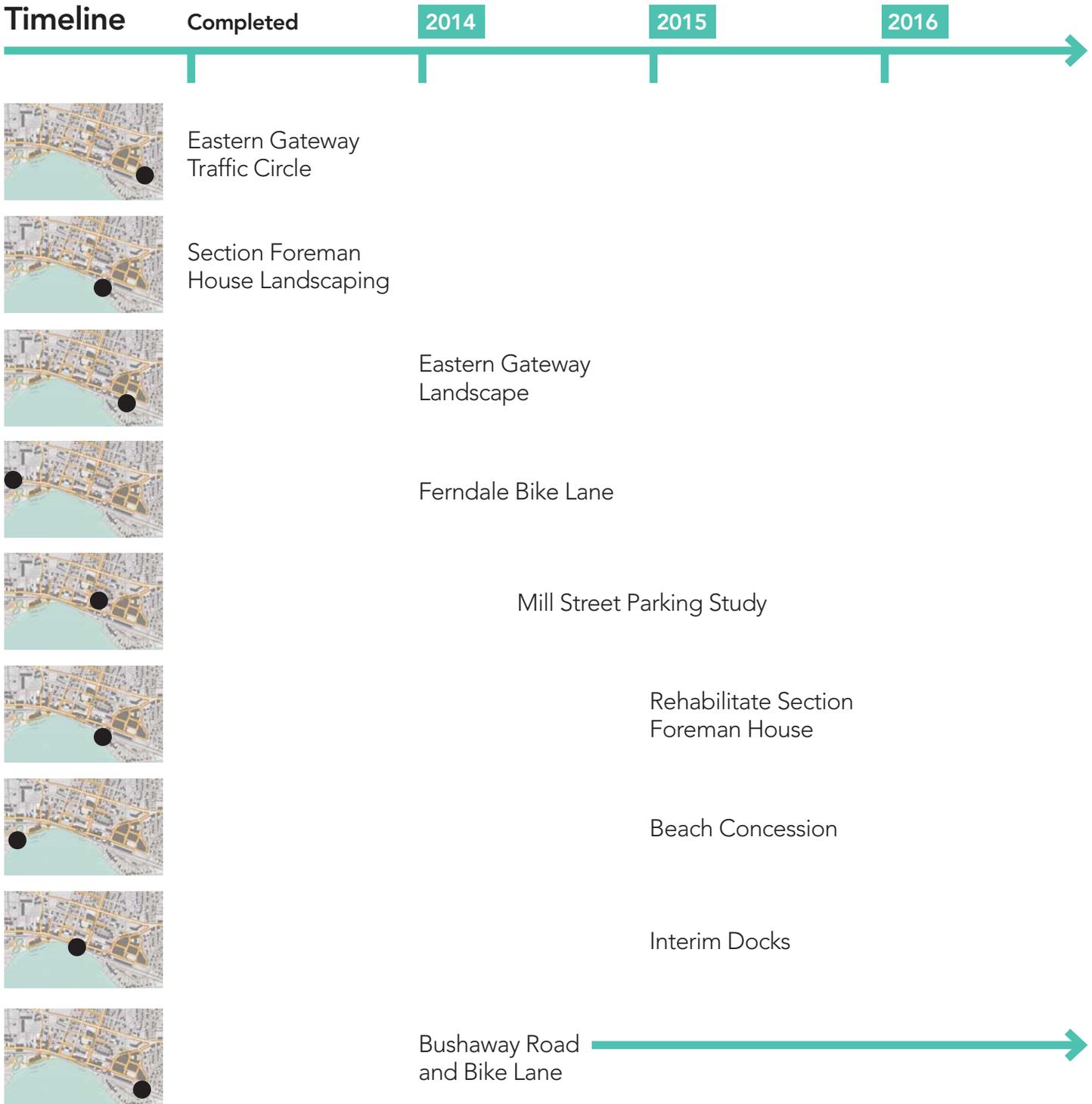
A critical component to project success is creating an independent organization focused on project implementation. The structure of an organization of this sort is dependent on the project type, scope and cost as well as Wayzata’s capacity. The proposed approach to creating an organization is incremental, beginning with interim steps to fulfill immediate needs that also lay the groundwork for the formal organization.

Action Steps

The report culminates with strategic action steps and a timeline that tie together the various components outlined in the strategy approaches. If adopted, this step-by-step approach gives decision makers the tools necessary to initiate the lakefront revitalization over the next 15 months.

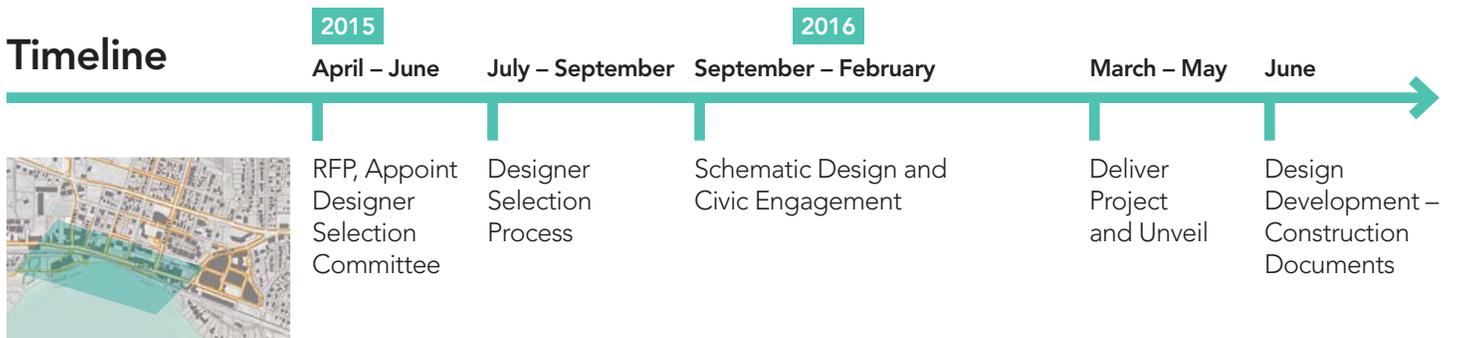
1 Identify Priority Projects

The Lake Effect Framework listed a menu of project options. The first step in creating a Lake Effect Implementation Strategy was to evaluate all of the projects and identify those that were priorities. Evaluation criteria included but were not limited to partnerships, funding and timelines in place (see *Appendix 2 matrices for greater detail*). Those priority projects completed, planned or in process are illustrated below.



2 Create a Comprehensive Signature Project

One of the goals of the Implementation Strategy is to create a signature destination for the City and region that builds on and enhances the existing amenities and connections along the lakefront as well as into the City and beyond. In order to create this destination, and avoid a piecemeal approach to revitalization, a single project with a comprehensive, integrated design approach is recommended. This approach brings the myriad of proposed projects together into one project and is a much more efficient, affordable and successful approach to place making. The modest process outlined below ensures a successfully designed project and provides for opportunities to engage the public early and often as well as sets the stage for future fundraising.



Process Components

Project Deliverables

- Design Concept
- Cost Estimate
- Phasing
- Funding Sources

Project Consultants

- Project Manager and Transition Advisor
- Communications Specialist

Jury Composition

To be discussed with City Council but should include representation from the following groups:

- Funding Partners
- City, County and State Representatives
- Design Community
- Civic leaders

3 Develop A Supporting Organization

To ensure successful project delivery it is imperative to create an organization that oversees project implementation with roles that could include project management, fund raising, programming and long-term maintenance and operations. This organization would ensure continuity of decision making over the years and would be structured to reflect the type, scope, timeline and budget of the signature project as well as the capacity and comfort of City of Wayzata. The hope is to keep not only the organization itself, but also the process of creating the organization, small and incremental, beginning with an interim fiscal agent that will be selected to accept donations and continuing with informal programming for projects in process. To maintain continuity, the designer selection jury will transform into an Initiative Team who will be involved in the design process and charged with organizing the new implementation organization; the Team will then transition into a start-up organizational Board. A small staff or team of consultants will manage the day-to-day organizational responsibilities.

Timeline



Process Components

Organizational Development Criteria

- Project Type, cost, phasing
- Organizational goal, role and responsibility, timeframe

Staffing/Consultants

- Executive Director/Initiative Coordinator
- Fundraiser
- Communications Specialist

Budget Estimate

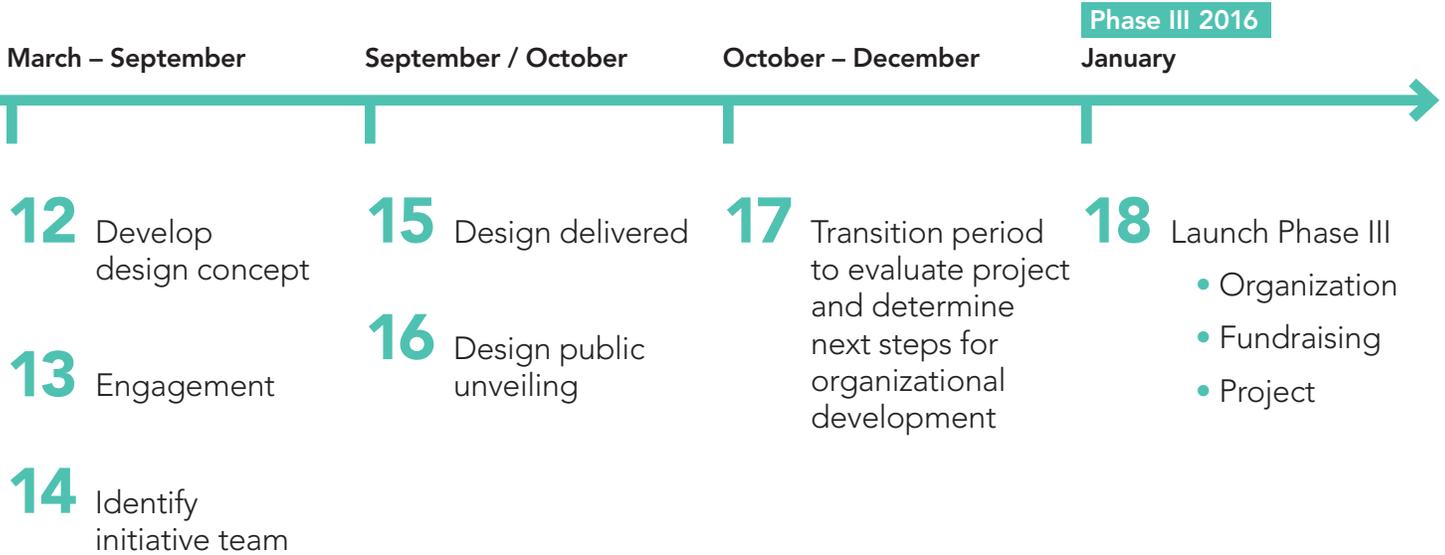
- \$300k/year 1 start-up

1+2+3 Strategy Action Steps: *Tying It All Together*

The strategy action steps are a consolidation of the approaches previously outlined and broken down into manageable pieces over a 15-month timeframe. The steps and timeframe are not fixed and absolute as ultimately they must suit the needs and timing of the City of Wayzata and often the steps may take more time to realize.

Timeline

Phase II 2014 November / December	2015 January	February / March
1 City Council adopts recommendations	8 Write and distribute RFP	11 Select and contract design team
2 Council commits to new project funding	9 Develop and implement communications and engagement plans	
3 City continues with projects planned and underway	10 Select jury	
4 Set up fiscal agent agreement		
5 Identify project partners		
6 Meet with potential partners and ask for project and funding support		
7 Identify and hire consultants		



Mary deLaitre

Marydelaittre.com

Groundworkcitybuilding.com