

**Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
Tuesday, March 7, 2017**

WORKSHOP TOPICS FOR DISCUSSION:

1. Strategic Plan Status Update (5:30 PM) Page 3
2. Telecommunications Lease Status Update (6:30 PM or immediately following) Page 6



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

Mayor:
Ken Willcox

City Council:
Dan Koch
Johanna McCarthy
Alex Plechash
Steven Tyacke

City Manager:
Jeffrey Dahl

Date: March 2, 2017
To: The Honorable Mayor and Members of the City Council
From: Jeffrey Dahl, City Manager
Subject: Strategic Planning Update

Background

The last time the City held a Strategic Planning Session was in the spring of 2015. Subsequently in late 2015, the City Manager provided a status update of the initiatives that were established earlier in the year.

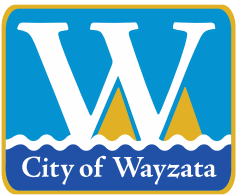
Update

The City will be holding a Strategic Planning Session on April 20 and 21 at the Lafayette Club to reaffirm the City's Mission, Values, Vision and Strategic Initiatives over the next few year. The retreat will be facilitated by Nick Ruehl.

In preparation for the event, staff will be providing an additional status update at the March 7 workshop of the below initiatives (re)established in the spring of 2015:

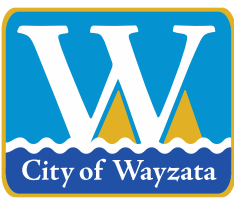
- Financial Strength
- Proactive Development and Redevelopment
- Organizational Sustainability
- Focused on Community Engagement
- Operational Effectiveness
- Maintain and Enhance Community Amenities

Attached is the updated status report.



2014-2016 Strategic Plan Update

Strategic Priority	Key Outcome Indicator (KOI)	Measure	Target	Strategic Initiatives	Status	
Financial Strength FINANCE	Capital Maintenance Fund	Long Term costs	Incorporate in 2016/2017 budget	1) 10 yr. maintenance plan 2) Capital Maintenance Funding Strategy	1) Review of CIP for identification of maintenance obligations was complete by 2 nd QTR 2016 for 2017 budget process. 2) Operational items removed from CIP for 2016 budget. Long term capital maintenance funding were reviewed and determined for 2017 budget.	✓ ✓
	Fiscal strength	Bond rating	AAA	1) Organizational Analysis 2) Update Muni Business Plan	1) Organizational analysis and changes complete. 2) Updated Muni business plan accepted at 12/1/15 Council meeting with 2016 budget.	✓ ✓
	Telecom Site	Relocation of Telecom site(s)	Complete relocation by 2019	1) Complete amendments to Telecom Ordinance within 6 month moratorium period (Sept. 2015) 2) Coordinate lease expiration /water tower painting for relocation of tower 3) Ensure city remains driver of site selection process for what is best community outcome	1) Telecom Ordinance Amendments have been updated. 2) Lease negotiations are on-going. 3) Feasibility study complete. Project specifications were also complete and bids are about to be reviewed along with consideration of CUP.City has secured site at WSD Middle School Site.	✓ ✓ ✓
	Muni	Improved financial performance, customer service, food quality and consistency	Increase profitability by 5% by December 2016	1) Update Muni business plan by Sept. 30, 2015 2) Ensure appropriate mgmt./staffing per business plan 3) Within new business plan address restaurant competition/ liquor competition/parking challenges and customer feedback/demands 4) Focus on customer service, training, food quality and consistency	1) Updated Muni business plan accepted at 12/1/15 Council meeting. Still computing Sales and Profits information for 2016. Sales have increased substantially at WWS over last two years and have remained flat at WBG. Profits have increased substantially at both WWS and WBG over last two years. 2) Addressed in business plan 3) Addressed in business plan 4) Addressed in business plan	✓ ✓ ✓ ✓
Proactive Development and Redevelopment GROWTH	Promenade of Wayzata	Retail leases	75% of available by June 2016	1) Presbyterian Homes sales/marketing strategy	1) On-going communication with developer and broker for opportunities to assist continues. Bushway opening and Hotel opening should help for summer 2017.	*
	Downtown Parking	Parking spaces	Increase parking capacity by Dec. 2017	1) Implement Parking Pilot Programs for Summer 2015 2) Measure Parking Pilot Programs and plan for long term implementation of parking management tools 3) Define Parking District cost/benefits by Aug. 2015 4) Complete pre-design/programming for Mill St. Ramp Sept. 2015 5) Define plan of finance for ramp construction by Sept. 2015 6) Draft Parking Ordinance amendments by Sept. 2015 7) Draft Parking/Mobility District Ordinance by Sept. 2015 8) Begin site plan submittal/rezone/plat process Oct. 2015 9) Continue collaboration with Carisch's re public use of parking ramp 10) Determine procurement process for ramp construction by Dec. 2015 11) Site plan process/entitlement complete by Dec. 2015 12) Ramp construction start Oct. 2016	1) Pilot Programs conducted in Summer 2015. 2) Pilot Program report provided to Council re outcomes of Pilot Programs on 10/6/15. 3) Parking District studies complete in 2015. Staff working with consultant to coordinate set up of Special Services District by year end. 4) Pre-Design Programming finalized at 11/17/15 council meeting for a Grade + 2 level ramp with scale/density addressed through design process. Design and specifications refined through Steering Committee Summer of 2016 for Grade +1 level ramp with 385 spaces. 5) Preliminary Plan of Finance finalized at 11/17/15 council meeting and confirmed December 2016. 6) Parking Ordinance Amendments approved 1 st QTR 2016. 7) Consultant is coordinating engagement and Ordinance to be drafted and presented to CC concurrently with ramp project moving forward. Expected CC consideration date of summer/fall 2017 8) Administrative subdivision process to combine lots for ramp project, amendment to institutional zoning code to allow for public parking structures and design review process for ramp structure all complete fall of 2016. 9) Staff continues line of communication with Carisch Family. At this time, no planned capital improvements on behalf of city nor extension of public parking easement planned. 10) Procurement process determined for ramp early in 2016. 11) see # 8 above. 12) Construction commenced in late 2016. Anticipated opening of deck of July 1 st and total completion mid-August.	* * ✓ ✓ ✓ ✓ * ✓ * * *
	Targeted multi-family complexes	Reinvestment	2 complexes improved by Dec. 2016	1) Marketing campaign - multi-family investment program	1) Staff has not prioritized this initiative.	*
	Signage	Increased wayfinding into and within city	Roll out 2nd phase wayfinding & new directional signage by June 2016	1) Improve directional signage on freeway to Lake Minnetonka & commercial districts 2) Monument signage of Muni	1) Signage for wayfinding is still ongoing with MnDOT for placement on Freeway. 2) Monument Signage of Muni is not currently being considered. Monument signage of parking ramp has been approved as a part of project.	* *
	Marketing	Marketing plan in place	Determine scope/ feasibility of marketing/ branding campaign by June 2016	1) Assess scope/feasibility of marketing/branding campaign for city 2) Determine funding for marketing/branding campaign	1) Continued exploration of CVB opportunities with new hotel. Scenic byway discussion transitioning to overall marketing effort. Ongoing discussions with lake area cities/chambers. 2) See above.	* *
	Traffic/ Circulation	Update Traffic Study	Complete by Sept. 2016	1) Assess Superior Blvd./Wayzata Blvd. intersection design 2) Service levels at key intersections 3) Assess additional redevelopment /parking expansion on traffic/circulation 4) Consider access points to HWY 12 corridor	1) Superior Blvd/Wayzata Blvd. traffic study is complete with analysis of two options. Council will need to choose preferred option in 2017 for const. in 2018. 2-4) All pending with update of Comprehensive Plan.	✓ *
Organizational Sustainability	Institutional Knowledge	Documentation/SOPs	All depts. by July 2016	1) Documentation project- all depts. 2) Succession plan- all depts.	1) Review of policies and SOPs in many departments have been completed. Work still needed on personnel policy. 2) Creation of Succession Plan in progress with PW and PD. Plan already implemented with Building Inspections.	* *

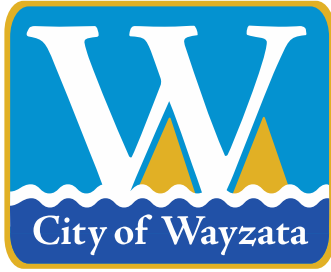


2014-2016 Strategic Plan Update

WORKFORCE	Shared services	Executed agreement	Long Lake PW By June 2016	1) Develop options for shared services 2) Implement Long Lake opportunity	1) Completed 5-year extension of police contract 2016-2020. 2) Monitoring PW opportunity for continued partnership with Long Lake.	✓ *
Focused on Community Engagement	Citizens' Academy	Participation	20 participants by June 2016	1) Create a citizen's academy program	1) Staff has not prioritized this initiative.	*
Customer	Website	Visits	Implemented by June 2016	1) Incorporate paperless technology into website	1) E-agenda is a component of the new website agenda module. We have added additional online forms and continue building are microfische database. Paperless Council Packets targeted for implementation by mid 2017	*
Operational Effectiveness	Business and permits	Online forms availability	80% by June 2016	1) Program funding and implementation for a line permits/business apps	1) Online forms and permits incorporated in with new website development. 2) E-Commerce pending	* *
OPERATIONS	Staff time	Utility bill processing	20% reduction June 2016	1) Document current staffing metrics 2) Establish improvement program	1) Current efforts to increase e-payment has resulted almost 600 users. 2.) Bills are processed by Admin Staff.	✓ ✓
	Ordinance/policy priorities	Ordinances revised/established	All complete by moratorium end date or June 2016	1) Telecomm Ordinance 2) Parking Ordinance 3) Neighborhood Zoning Standards Ordinance 4a) Tree Preservation Ordinance 4b) Signage Ordinance 5a) Medical Marijuana Ordinance 5b) Alternative Energies Ordinance 6) Meeting Minute-taking policy	1) Telecomm Ordinance was completed in late 2015. 2) Parking Ordinance was completed in early 2016. 3) Not started. 4a) Completed Summer 2016 4b) Not Started. 5a) Research complete on ordinance. 5b) Presentation to PC completed in Nov 2015. Ordinance not started. 6) Item researched and current practice was confirmed.	✓ ✓ * ✓ * * *
Maintain and Enhance Community Amenities	Lake Effect Projects	Shovel ready signature project	Phase One of signature project start construction by June 2016	1) Complete RFP process for design of signature central lakefront project 2) Cultivate project partners with Council leadership 3) Complete design of signature central lakefront project in alignment with broader scope of parking/docks/connections/corridors 4) Transition completion of design into phased project implementation 5) Increase community engagement throughout process - communicate progress, highlight current projects, funder cultivation, celebrate milestones 6) Ensure Lake Effect value statements are reflected in the process and design	1) RFP process complete, design firm selected. Design process complete by May 2016. 2) Project partners participated in Steering and Technical Committees for design process and Conservancy established consisting of community stakeholders. 3) Signature project design scope approved July 2016. 4) EAW draft ready to go. Next Step is receiving public feedback then the Council approves in late spring 2017. Once EAW is complete, then building plans can be drafted upon funding from Conservancy. 5) Many community meetings scheduled in late 2015 through mid-2016. Now marketing and community awareness push is led by the Conservancy. 6) Lake Effect values have been incorporated into the design process.	✓ ✓ ✓ * * ✓

✓ Complete or now the way we do business. * Carry over - not yet complete.

Rev. 3/2/17



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

Mayor:
Ken Willcox

City Council:
Dan Koch
Johanna McCarthy
Alex Plechash
Steven Tyacke

City Manager:
Jeffrey Dahl

Date: March 2, 2017
To: The Honorable Mayor and Members of the City Council
From: Dave Dudinsky, Public Services Director
Subject: Telecommunications Lease Update

Update

Dave Dudinsky and City Telecommunications Attorney, Paul Kaminsky, will be present to provide a verbal update to the Council.