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WAYZATA CITY COUNCIL
WORKSHOP MEETING MINUTES
January 22, 2019

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5:45 p.m. Lake Effect Conservancy Marketing and Communications Presentation

6 Mayor Willcox called the meeting to order at 5:45 p.m. in the Community Room at Wayzata City Hall.
7 Council Members present: Koch, McCarthy and Plechash. Also present: City Manager Dahl and Director
8 of Public Works/City Engineer Kelly and several other city staff members. Board and Commission
9 members from Parks and Trails, Planning Commission, and Housing and Redevelopment Authority were
10 invited and various members attended, including other community members.

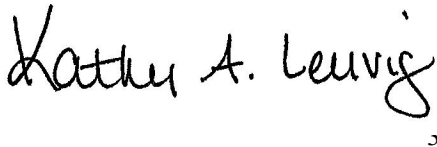
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12 Paul Omodt, on behalf of Ted Davis Communications, the marketing and communications consultant that
13 the City, Chamber, and Lake Effect Conservancy have been partnering with, presented updated
14 information regarding basic tools and methods of communication which introduced a new and more
15 simple approach in summarizing the Lake Effect Project to the public. Three key messages of Connected,
16 Clean, and Welcoming were outlined and discussed.

17
18 The session was followed with Q&A from the audience which clarified several points on public/private
19 funding and the specific areas of the project that are funded by each financial source.

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21 Next steps include the continued effort of the Lake Effect Conservancy to secure private funding while
22 the City works on Phase One of the Lake Effect Project, which is the construction of Lake Street Plaza
23 and Lake Street between Broadway Avenue and Barry Avenue.

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25 The workshop meeting was adjourned at 6:50 pm.

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27 Respectfully submitted,
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35 Kathy Leervig
36 City Clerk
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