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Posted: February 21, 2014

**CRYSTAL CITY COUNCIL  
WORK SESSION AGENDA  
Tuesday, February 25, 2014  
Conference Room A  
6:30 p.m.**

*Dinner will be available after 6:00 p.m. in Conference Room A*

Pursuant to due call and notice given in the manner prescribed by Section 3.01 of the City Charter, the work session of the Crystal City Council was held at \_\_\_\_\_ p.m. on Tuesday, February 25, 2014 in Conference Room A located at 4141 Douglas Drive, Crystal, Minnesota.

**I. Attendance**

Council members

\_\_\_\_ Selton  
\_\_\_\_ Adams  
\_\_\_\_ Budziszewski  
\_\_\_\_ Deshler  
\_\_\_\_ Hoffmann  
\_\_\_\_ Libby  
\_\_\_\_ Peak

Staff

\_\_\_\_ Norris  
\_\_\_\_ C. Rapp

**II. Agenda**

The purpose of the work session is to continue discussion of Council goals with Craig Rapp.

**III. Adjournment**

The work session adjourned at \_\_\_\_\_ p.m.

*Auxiliary aids are available upon request to individuals with disabilities by calling the City Clerk at (763) 531-1145 at least 96 hours in advance. TTY users may call Minnesota Relay at 711 or 1-800-627-3529.*

# CRAIGRAPP, LLC

1111 W. Lake Street, Suite 100 • Minneapolis, MN 55416 • 800-550-0692

Date: February 20, 2014

To: Crystal City Council

From: Craig Rapp

RE: Strategic Planning / Teambuilding

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On Tuesday, February 25<sup>th</sup>, the Council will convene again to discuss the status of the strategic plan adopted last year. On January 16<sup>th</sup>, the Council agreed that the priorities adopted last year were still valid, however, the details of some of the Key Performance Indicators (measures of success) were not fully agreed to by the group.

In addition, the Council had lengthy discussions regarding two priorities that appear to need more processing in order to achieve resolution or consensus- Open, Respectful Communication and Financial Stability. To help me effectively facilitate a discussion of these issues, phone interviews have been scheduled with each Councilmember prior to the session in order to clarify beliefs, perspectives and suggestions.

The goal for the session on Tuesday will be to come to closure on these two priorities, along with an affirmation of the other priorities and the associated KPI's.

Assuming that the interviews yield candid perspectives from each member, I believe we can reach a consensus path forward for 2014.

# **City of Crystal**

## **City Council Worksession- Strategic Plan/Teambuilding**

Tuesday, February 25, 2014  
6:30PM

### **Agenda**

- I. Call to Order
- II. Brief review/confirm – January 16 session-decisions
  - a. Affirm priorities/focus for 2014
- III. Review/Discuss
  - a. Teamwork
    - i. Council interview responses
    - ii. Bridging differences
    - iii. Effective decision-making
  - b. Financial Stability Priority
    - i. Define success-preferred approach-KPI's
  - c. Other priorities
    - i. Affirm/amend as needed
- IV. Adjourn

## Strategic Priorities

### 1. Financial Stability

Financial stability will be sustained by proactively managing the reduction in LGA, by matching service levels to available resources, and by maintaining a stable tax rate.

### 2. Open, Respectful Communication

We are committed to communicating with each other and the community in a respectful and open manner. To accomplish this we will be transparent in our actions and we will demonstrate care, consideration and respect for the opinions of others.

### 3. Long-term Planning

Long-term planning is necessary to achieve our goals and maintain our investments in the community. We are committed to establishing long-term plans for all service areas and infrastructure systems.

### 4. Redevelopment

Redevelopment and renewal of commercial and residential property is essential to the health of the city. The City will lead efforts to maintain the value of those properties.

### 5. Marketing the City

The City of Crystal is committed to promoting the community and its assets to the larger region. We believe that greater understanding of what Crystal has to offer is central to maintaining a high quality of life.

## Key Performance Indicators

- 1. Financial Stability**
  - a) LGA discontinued as a revenue source for operations by 12/31/18.
  - b) Core services and corresponding levels of service identified by 8/31/13.
  
- 2. Open, Respectful Communications**
  - a) Participation at worksessions and public meetings will increase yearly between 7/1/13 and 12/31/16
  - b) The City Council holds a quarterly meeting on decorum and team relationships
  - c) A plan for upgrading the website to improve access and information is in place by 12/31/13.
  
- 3. Long-term Planning**
  - a) A water source plan in place by 12/31/13.
  - b) A comprehensive LRT corridor development plan in place by 12/31/14.
  - c) A building replacement plan in place by 12/31/13.
  - d) Location and funding of Public Works building completed by 12/31/14
  
- 4. Redevelopment**
  - a) 50% of land holdings for new home construction sold by June 2014.
  - b) Three vacant commercial properties redeveloped by 12/31/16.
  - c) 8-10 blighted housing units purchased, demolished and rebuilt- per year
  - d) The tax value of Crystal Gallery increased by 50% between 7/1/13 and 12/31/15
  
- 5. Marketing the City**
  - a) The number of residents expressing pride in Crystal increases by 5% between 7/1/13 and 12/31/17 as measured by community survey.
  - b) A survey to determine how the city is perceived is completed by 12/31/15.