



4141 Douglas Drive North • Crystal, Minnesota 55422-1696

Tel: (763) 531-1000 • Fax: (763) 531-1188 • www.crystalmn.gov

Posted: January 16, 2015

CRYSTAL CITY COUNCIL SECOND WORK SESSION AGENDA

Tuesday, January 20, 2015
To immediately follow the EDA Work Session
Conference Room A

Pursuant to due call and notice given in the manner prescribed by Section 3.01 of the City Charter, the second work session of the Crystal City Council was held at _____ p.m. on Tuesday, January 20, 2015 in Conference Room A located at 4141 Douglas Drive, Crystal, Minnesota.

I. Attendance

Council members

____ Dahl

____ Deshler

____ Kolb

____ Libby

____ Parsons

____ Peak

____ Adams

Staff

____ Norris

____ Therres

____ Revering

____ Norton

____ Serres

II. Agenda

The purpose of the work session is to discuss the following agenda item:

1. Follow up to 1/8/15 discussion – Council priorities

** Denotes no supporting information included in the packet.*

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.



Memorandum

DATE: January 15, 2015
TO: Mayor and City Council
FROM: Anne Norris, City Manager *ahn*
SUBJECT: City Council Initiatives and Priorities

At its January 8 work session, the Council discussed Crystal Citizens Connection Initiative priorities.

Attached is a listing of those priorities, with goals (where explanation was provided), current practice and suggested actions to address the priority.

It would be helpful if the Council would schedule discussion of the priorities so that appropriate staff can be present for the discussion to provide input and comments.

Before scheduling the discussions, the Council should review the attached table to be sure it is accurate in reflecting the Council's intent.

Attach:

CRYSTAL CITIZENS CONNECTION INITIATIVE PRIORITIES – 2015

Task	Goal	Current Practice	Action Plan
Develop City Council rules	Predictability of Council business, way to get items on agenda for discussion	Current Council rules – Resolution #2014-113 outlining Council business	Councilmembers Kolb and Peak drafting updated rules for Council consideration
Thank you notes to citizens speaking at Council meetings	Encourage/appreciate citizen participation	Staff sends letter with thank you only when follow up necessary/required	Council writes thank you notes after meetings
Traffic symposium	Encourage understanding of neighborhood traffic issues (speeding, stop signs)	Directed patrols of “problem areas”	
Customer surveys for city interactions	Encourage feedback and improve processes where needed	Recreation does participant program evaluations for most programs	
Customer service awards for city employees	Reward good customer service	Gold Star awards (internal use only) for recognition of good customer service	
Look at Citizen Input Time for Improvements	Increased use/participation	Currently posted on city electronic and actual bulletin board	Add to events on Facebook, ?
Neighborhood meetings, possibly with parks department	Increased visibility of city in neighborhoods	Parks & Recreation Commissions have neighborhood meetings in summer months Police department’s Night to Unite (1 st Tuesday in August)	Host neighborhood picnics with 3 of the Parks & Recreation Commission summer meetings

Task	Goal	Current Practice	Action Plan
Plain language initiative	Make city communications and correspondence clearer to residents/recipients (hearing notices, citations, etc.)	Changes have been made in recent years to make notices more reader friendly and to include drawings and maps where appropriate – there are some statutory requirements for certain notices	Continue to improve notices while meeting statutory verbiage requirements
Neighborhood watch/crime prevention invigoration	Get more participation and visibility in neighborhood watch program	Coordination of block leaders for neighborhood watch and Night to Unite events (71 in 2014) Police Department Open House on Night to Unite for those neighborhoods that don't have block captains or block parties	Yard signs (similar to Robbinsdale)
Crystal Ball	Community Event		Light of Crystal, Crystal Fund for Community Progress, Crystal Business Association
Constituent Management process (tracking requests and responses)	Manage responses to constituent requests, complaints	Done by each department, not necessarily coordinated – except code enforcement which is city department-wide	
Review Budget Process		Staff gets direction from Council Staff drafts budget Council reviews budget in August work sessions Preliminary levy set in September Final levy set in December	
Communications staffer		Part-time communications staff (24 hours per week) and other staff utilizing current tools (att.)	

Task	Goal	Current Practice	Action Plan
Boy Scout/Girl Scout Pledge of Allegiance	Lead Pledge at Council meetings	On a request by scout basis	Initiate/coordinate scouts to lead pledges at Council meetings (Councilmember Kolb)
Review street parking rules			
Review commissions			
Ordinance review, possibly new commission			
Sunset date/annual renewal for initiatives like Beyond the Yellow Ribbon and GreenSteps			

CITY OF CRYSTAL'S COMMUNICATIONS TOOLS

The City uses a variety of tools in an effort to share information with its council members and/or residents.

IN PERSON

1. Citizen Input Time
 - residents and business owners meet with mayor and city manager and other council members, as schedules allow
 - held the 3rd Tuesday of Jan, Feb, Mar, Apr, Sep, Oct, and Nov from 6-6:30 p.m. in Conf Rm A at City Hall
2. City Council Meetings – Open Forum and Public Hearings
 - typically the 1st and 3rd Tuesday of the month at 7 p.m. in the Council Chambers at City Hall
3. Open Houses

MAILINGS

1. Crystal/Robbinsdale Sun Post (<http://post.mnsun.com>)
 - published every Thursday, it's the City's legal newspaper for legal notices; also various community information
2. *The Crystal Connection* (City's newsletter)
 - published quarterly and mailed to all residents and businesses
 - three of the four issues have the *Crystal Recreation* brochure printed on the reverse side
3. USPS Mailings
4. Utility Billing Inserts
 - items to be approved by the city manager
 - bills are mailed monthly to 1/3 of city, so it takes 3 months to reach entire city of approximately 7,900 households

POSTINGS

1. Bulletin Board
 - official notices are posted in City Hall's lobby (Police & Recreation also have bulletin boards)
 - non-City requests to be approved by the city manager
2. City Council Meeting Packet
 - posted on City's website and Facebook page
 - hand delivered to council members and key staff the Friday before a Tuesday City Council meeting
3. Marquee Signs (located at Becker Park and the Crystal Community Center)
4. Newsbrief
 - posted on City's website
 - hand delivered to senior staff and council members on Fridays when there isn't a City Council meeting packet
5. Press Releases (posted on City's website and Facebook page)

SOCIAL MEDIA

1. Facebook
 - Local Government: www.facebook.com/pages/City-of-Crystal-MN-Local-Government
 - Police Department: www.facebook.com/pages/City-of-Crystal-Police-Department
 - Recreation Department: www.facebook.com/crystalrec
2. Instagram (Recreation Department: www.instagram.com/crystalrecreation)
3. NextDoor.com (Police Department)
4. Twitter
 - Police Department: <https://twitter.com/CrystalMNPOLICE>
 - Recreation Department: <https://twitter.com/crystalrec>
5. Website (www.crystalmn.gov)

TELEVISION (NW Suburbs Cable Communications Commission – 9 member cities: Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth, and Robbinsdale)

1. Channel 12 (www.twelve.tv)
 - NW Community TV airing City videos and Mayor's Minutes through "Community Corner"
2. Channel 16
 - government access channel airing live & taped replays (the following Sunday at 6:30 p.m. & Monday at 10:30 a.m.) of City Council & EDA meetings, electronic billboarding of City information, and replays of City videos/Mayor's Minutes that originally aired on Channel 12

OTHER

1. Email
2. Lobby Handouts
3. *The Crystal Insider* (internal publication)
 - published every-other-month for all City staff (posted on Connect2MyBenefits) and council members (hand delivered in City Council packets)