

Worksession
March 29, 2017
Municipal Center

- Call to Order The Champlin City Council met in Worksession and was called to order by Mayor Ryan Karasek at 6:00 p.m.
- Roll Call Present were Mayor Ryan Karasek and Councilmembers Jessica Tesdall (Ward 1), Nate Truesdell (Ward 3) arrived at 6:25 p.m., and Councilmember Ryan Sabas (Ward 4).
- Absent: none.
- Staff Present: City Administrator Bret Heitkamp, Community Development Director John Cox, City Clerk Roberta Colotti, and City Council Candidate Tom Moe (Ward 2).
- Approval of Agenda Motion by Councilmember Tesdall and seconded by Councilmember Sabas to approve the agenda for the March 29, 2017 Worksession as presented. Voting in favor were Mayor Karasek, Councilmembers (March 29, 2017) Terdall, and Sabas. Voting against: none. Motion carried.
Motion
- Work Plan Priority **Topic #1**
Planning Session **Administrative Operating Procedures/Mutual Expectations/Pledge to Residents**
- The City Administrator presented information on the Administrative Operating Procedures which provide a framework that allows the organization to operate more effectively by avoiding duplication, focusing on priorities, and controlling expenses.
- The City Council discussed the Mutual Agreement between the Champlin City Council and Champlin City Staff. Specifically the addition to the existing document of an agreement to direct constituents to the appropriate staff member when they have a question for the City that is brought directly to a Councilmember. It was identified that Councilmembers may accompany staff on any site visits associated with the request.
- The City Administrator presented the Champlin City Council and Staff Pledge to our Residents.
- Council Direction**
It was directed that the Administrative Operating Procedures/ Mutual Expectations/Pledge to Residents be placed on the April 10, 2017 City Council agenda for formal action.
- Topic #2**
Branding/Marketing/Social Media
- Councilmember Tesdall presented a Community Branding/Marketing proposal to be considered for 2017. She reviewed with the Council what a brand is, place branding and place marketing, and why cities undertake branding efforts.
- Councilmember Tesdall stated that she has been in contact with a local brand management consultant and would recommend him for consideration by the Council to carry forward the City's branding effort.
- Council Direction**
The City Council requested that Councilmember Tesdall solicit additional brand management consultant quotes for comparison to the identified consultant. The brand consultant's work scope includes message production including the PSA to be run at the newly renovated Mann Theater.
- Councilmember Tesdall stated that the first step in the process is to establish the Project Foundation & Goals including (a) Examine our Vision, (b) Establish a Mission Statement for Branding, and (c) Establish Project Objectives. She piloted the Council through steps (a) and (b) and requested that the Council submit additional ideas to her by e-mail by Friday this week. She stated that item (c) Establish Project Objectives, will be discussed once a summary statement is developed for (a) and (b).

Councilmember Tesdall stated that she will work with the Community Development Director regarding the business and residential marketing needs as marketing is the next step after branding.

Councilmember Tesdall stated that the City Council will be the first brand ambassadors, then local business people then residents. However, the brand is built on the residents.

Topic #3

Mississippi Crossings/Commons

The Community Development Director reviewed the status of the six project properties within the Mississippi Crossings/Commons including:

- Bridge Parcel
- United Properties
- Highway Parcel
- Private Homes
- Restaurant Site
- Dayton Rd. & Hwy. 169

Council Direction

- The Bridge Parcel was identified by the Council as the site of the first building that is visible when entering Champlin and should reflect a design standard and building signage that is representative of its status.
- United Properties was reviewed and will be brought back for future discussion.
- The design proposal received for the Highway Parcel was reviewed as compared to other metro area developments. Parking layout, outdoor seating and amenities were identified as important elements to any final plan design.
- Certain Private Homes within the Mississippi Crossings have expressed interest in selling and the City Council directed staff bring in a development expert to discuss the feasibility of adding a second restaurant, hotel, and parking. This project area ties into the Restaurant Site already identified within the Mississippi Crossings.
- The City Council directed staff to schedule a discussion of the Sinclair Station, located within the Dayton Rd. & Hwy 169 parcel, on a future Regular City Council agenda.
- The City Council was in favor of receiving a development proposal from Tim Hortons Donuts to construct a new site on the land in front of Super Target on Hwy. 169 (outside of the Mississippi Crossings project area).
- The City Council was in favor of continuing to review a proposal from Launch Properties to purchase a 1.5-acre EDA owned site at Dowlin & T.H. 169 to build a multi-tenant commercial building anchored by a Dunkin Donuts.

Adjournment

The Champlin City Council adjourned the Worksession at 9:50 p.m.

Ryan Karasek, Mayor

Attest:

Roberta Colotti, CMC, City Clerk