

AGENDA
CITY OF ISANTI
CITY COUNCIL GOAL SETTING WORK SESSION
TUESDAY, JANUARY 19, 2021
5:30 PM
CITY HALL

Facilitator Josi Wood, City Administrator

- A. Call to Order
- B. Pledge of Allegiance
- C. Roll Call
- D. Welcome and Review Purpose of Goal Setting Session
- E. Existing Council Approved/ On-going Plans
- F. 2020 Goals and Progress Summary
- G. 2021-2023 Budgeted Projects in CIP
- H. Current Staffing Plan
- I. 2005 – 2019 Established Council Goals for Reference
- J. Goal Setting Discussion Items and Staff's Supporting Documentation
 - 1. Holiday Lighting Display and Community Involvement
 - 2. Veteran's Memorial on/near Bluebird Park Amphitheater
 - 3. Lighting and Snowing Making at the Sledding Hill
 - 4. Speed Limits Reduced to 20 mph in Developments
 - 5. Smart Irrigation Controller Reimbursement Program
 - 6. Workforce Housing
 - 7. Business Registration
 - 8. *Other Items Added at Meeting*
- K. Establish 2021 Goals
- L. Adjournment

D.



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 19, 2021
Subject: Review Purpose of Goal Setting Session

Purpose:

It has been the City Council's practice to conduct an annual goal setting session to balance workload and demand with available resources. The purpose of our goal setting session is to develop consensus to determine top priorities for 2021, provide direction on the 2021-22 budget principles, and develop a work plan which provides direction to staff for a period of 12 months and beyond. To assist with the prioritization of 2021 projects, staff has assembled several attachments for City Council's review. Attachments for goal setting items reflects the best information available to staff and does not reflect any assumptions regarding the Council's priorities.

Annually, the City Council adopts a comprehensive budget to provide for regular on-going operations, investment in the City's capital assets and infrastructure, and funding for new projects or services prioritized by the City Council. The City includes 30 FT personnel, 20 PT personnel, use of contracted employees and many capital improvement plan (CIP) projects which are outlined below.

After review of the items for discussion, including any new items brought to the meeting, Council will be asked to determine top priorities and objectives.

E.

A Community For Generations.



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 19, 2021
Subject: Existing Council Approved/ On-going Plans

Plan	Year Completed/ Status
Comprehensive Plan	2020
Water, Sewer, Storm Infrastructure Plan	2007 / Repairs included in CIP when needed
Comprehensive Park Plan	2011 / Update to be completed in 2021
Capital Improvement Plan (20 year)	2019
Pavement Management Plan	2014
Storm Maintenance Plan	2017
Stormwater Pollution Prevention Plan	2017
Wellhead Protection Plan	2014
Water Supply Plan	2018 (waiting for DNR approval)
Asset Management Plan (W/S)	2014 (Incorporated into CIP)
Utility Rate Study	2020
Isanti County All Hazard Plan	2015
Water Emergency Response Plan	In Progress/ Completing by end of 2021
Wastewater Emergency Response Plan	In Progress/ Completing by end of 2021
Emergency Operations Plan	2020
NPDES Permit	2020

F.



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 29, 2021
Subject: 2020 Goals and Progress Summary

Goal/ Objective	Status
Amphitheater	Included in CIP for 2021
Bluebird Park Restroom Facility	Included in CIP for 2021
Lighting Infill	\$10,000 included in CIP annually Plan to be presented at Feb COW
Splash Pad	In CIP for 2023
Public Works Salt Shed and Storage	In CIP for 2025
PD Facility Update	Previous liquor store to be remodeled by 2025
New Liquor Store	To begin breaking ground in 2021
Isanti Fire District Lease and Building	Lease Purchase Agreement in-progress
Heritage/ East Dual Intersection	Discussions in-progress
Reducing Overall Budget	Reduced spending to have a flat tax rate
Business Marketing/ Acquiring Businesses	EDA initiatives
Utility Rate Study	Completed in 2020 with reductions in usage
Dynamic Reader Board Sign	To be discussed at a later year
Parks, Recreation and Culture Events	Continued efforts to increase events and discuss adding more holiday events
Maintain City and Development Standards	Continued on-going effort by CDD, Committee Members, Planning Commission and Staff
Housing Study	the East Central Regional Development Commission completed an update.

A Community For Generations.



MEMO

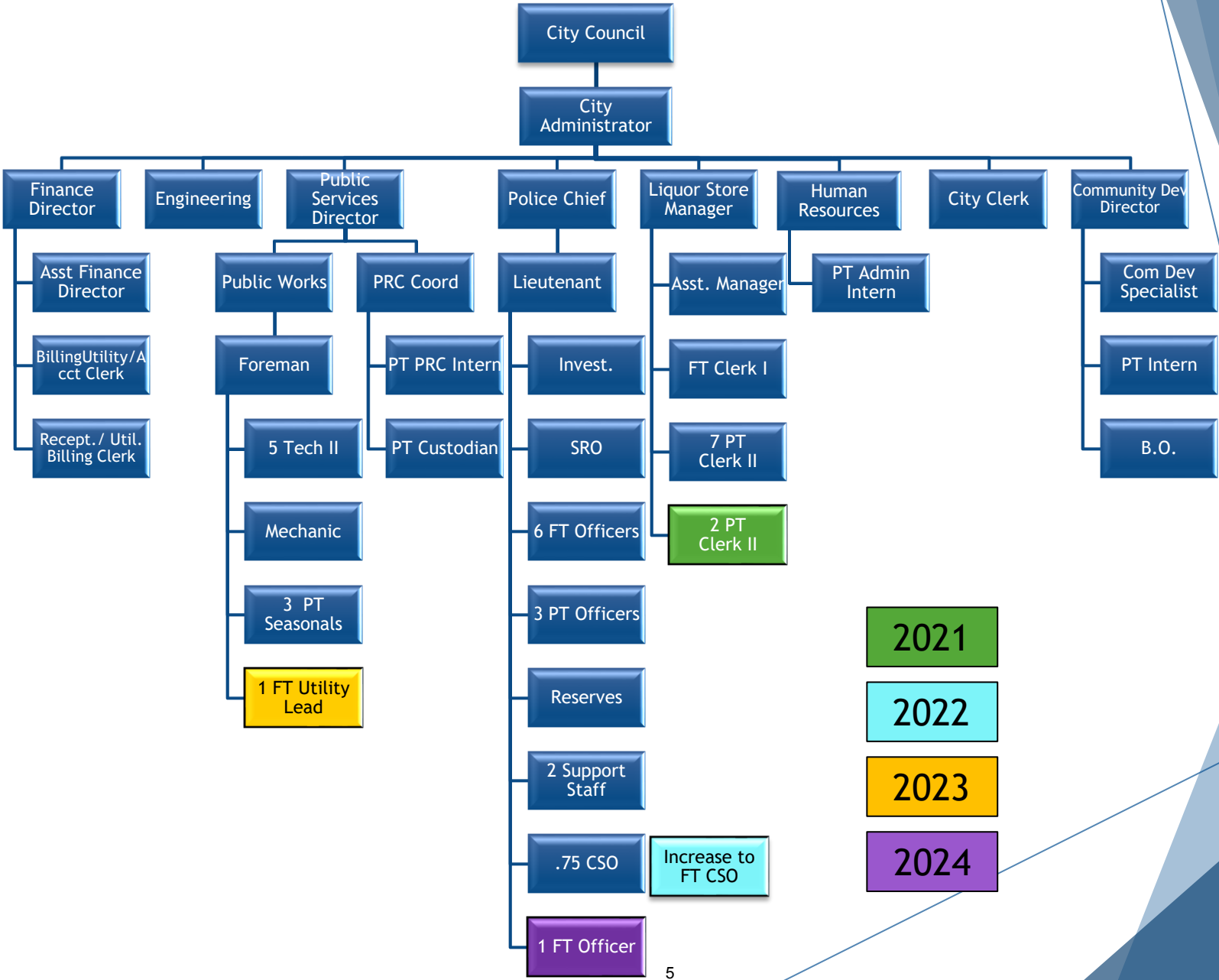
To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 19, 2021
Subject: 2021-2023 Major Projects in CIP

Dept.	Expense	2021	2022	2023
PRC	Bluebird Park - Performance Center	\$ 248,230		
	Bluebird Park - Restrooms	\$ 206,000		
	Bluebird Park - Splash Pad			\$ 218,545
Streets	Str. Rehab Brookview S. 1-4 Addition*		\$ 657,000	→
	Main St. Reconstruction*	\$ 699,000	→	
	Downtown Parking Improvements - Eagle Park	\$ 95,500		
	Heritage Walk Imp. - Hillock Ct. to 3rd Ave NW	\$ 121,000		
	Heritage Intersection	\$ 300,000		
Water	Well House No. 2 Well Pump No. 2	\$ 109,270		
	Fixed Network Meter Infrastructure		\$ 47,740	
	Fixed Network Meter Radios		\$ 242,730	
	Water Tower Coating			\$ 811,490
Storm	Stormwater Project	\$ 155,000		

*These street projects will likely move back one year if MSA funding advancement is not received.

Current & Future City Organizational Chart

H.



A Community For Generations.



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 19, 2021
Subject: 2005 - 2019 Council Established Goals

2019

- Update City Website
- Replace Equipment for City Council Communications
- Capital Improvement Plan (20 year)
- Administrator Transition
- Emergency Generators
- Multi-Use Skating Rink
- Street Extensions – Richard Avenue SE & Fifth Avenue SE
- Traffic Issues with Heritage Boulevard
- Sliding Hill
- City Facility Water Bottle Filling Stations
- 2018 Pavement Management Program
- Continue Marketing Plan and Economic Development Efforts to Diversity and Increase Tax Base
- Maintain City and Development Standards
- Future Debt Plan
- CDD/EDD Staffing Plan
- Committee Structure Change
- Comprehensive Plan
- Social Media – Facebook
- Legacy Park Access
- Lodging Tax
- Liquor Store Facility Improvements
- Lower Water/Sewer Bills

2018

- City Website
- Equipment for City Council Communications
- 20 Year Capital Improvement Plan
- Administrator Transition
- Emergency Generators
- Multi-use Skating Rink
- Street Extensions – Richard Avenue SE & 5th Avenue NE
- Traffic Issues on Heritage Boulevard
- Sliding Hill

- City Facility Water Bottle Refill Stations
- 2018 Pavement Management Program
- Continue Marketing Plan and Economic Development Efforts to Diversify and Increase the Tax Base
- Maintain City and Development Standards

2017

- Annexation of Surrounded Properties
- Dog Park – Phase 1 Project
- Consider Relocation of Pleasure Rink
- City Comprehensive Plan Update
- 2017 Pavement Management Program
- Palomino Road Reconstruction
- Railroad Avenue Sidewalk/Trail
- 2017 Liquor Store Tastings Event
- Liquor Store Project Review
- Public Works & Police Department Storage Building Project
- Continue Marketing Plan and Economic Development Efforts to Diversify and Increase the Tax Base
- Maintain City and Development Standards

2016

- 2016 Elections – Implement Polling Places
- Adopt New EDA Marketing Plan
- Hotel Project Options
- 5th Avenue NE Extension – Develop Funding Options
- New City Councilmember Orientation
- City Comprehensive Planning Update
- 2016 Collective Bargaining
- Department Head Salary Review
- City Staffing Plan
- Purchasing Discretion
- Isanti Liquor Tastings Event
- Railroad Avenue Sidewalk
- Continue Marketing Plan and Economic Development Efforts to Diversify and Increase the Tax Base
- Maintain City and Development Standards

2015

- Adopt a Long-Range Revenue Plan (Franchise Fees were implemented)
- Adopt Pavement Management and Utility Improvement Plans
- Complete a Utility Rate Study
- Create Joint Planning Advisory Board with City of Cambridge and Isanti Township - Comprehensive Planning
- Work on Sidewalk Infill on CSAH 23 and Heritage Boulevard
- Continue Marketing Plan and Economic Development Efforts to Diversify and Increase the Tax Base
- Maintain City and Development Standards

2014

- Police Chief Search - Internal Posting Process
- Change Sidewalk Snow Removal Policy
 - Formal Policy Change for Council Consideration
 - Purchase of new equipment
 - Hiring of one new full-time maintenance technician
 - Discontinue charging citizens for un-cleared sidewalks
- Create Joint Planning Meetings with Cambridge and Isanti Township - Compatible Land Usage/ Common Control Boundaries
- County Road 5 (Heritage Blvd) Traffic Study - Traffic Control/ Improvement
- Street Light Infill - Phased Plan for Budget Consideration
- Community Center Improvements / Parking Lot Improvements
 - Tie in Downtown Accessibly to City Hall/ Community Center through Downtown Parking Improvements, Access East of City Hall
 - Community Center Improvements
- Complete Implementation of City Website Improvements
- Continue Economic Development Efforts to Diversify and Increase the Tax Base
- Maintain City Standards

2013

- Community Center
- Finalize Process
- Need to Make it Financially Viable
- HRA Option - Evaluate
- CSAH 5 Aesthetic Standards / Traffic Flow Evaluation
- City Website Update
- Maintain City Standards
- Utility Billing – Pursue In House Billing
- Continue Economic Development Efforts to Diversify and Increase the Tax Base.

2012

- Community Center Review
- Capital Replacement Fund – Municipal Building Reserve
- Review and Recommendation regarding Utility Billing
- Review CSAH 5 Traffic and Congestion Issues
- Main Street Traffic Issues
- Continue Economic Development Efforts to Diversify and Increase the Tax Base.

2011

- Restructure City Government

2010

- Economic Development Comprehensive Plan
- Downtown Plan
- Consideration of EDA to an HRA
- Continue work on Rail Industrial Park
- Budgeting without LGA
- Establishing a list of cuts and prioritize budget items
- Determine the percentage of general funds to reserve

- Restructuring bonded debt

2009

- Complete Long-Term Financial Plan
- Commercial Tax Base
- Disaster Plan
- New Personnel Policy
- City Multi Modal Transportation Plan

2008

- Water Treatment Plant
- Long Term Financial Plan
- Marketing Plan, Strategic Downtown Plan, and Commercial Base

2007

- Increase Commercial Base
- Develop a Marketing Plan for the City
- Public Safety
- Develop a Strategic Downtown Plan
- Stabilize and/or reduce taxes
- Long term financial planning
- Transportation Needs
- Better Communications
- Council By-Laws
- Controls on Spending
- Collecting Dollars due City for Services Rendered
- Enhanced Housing Stock Planning
- Water Treatment Plant
- Annexation Policy
- Review of Service Providers
- Planning Commission / Advisory Boards
- Liquor Store Project
- Discussion of Future Annexations
- Healthier City
- Recreation Opportunities
- Codification
- Phase III Street / Utility Improvements
- Comprehensive Economic Plan
- Intergovernmental Communications
- Viable Comprehensive Plan

2006

- No Record of Goal Session

2005

- Performance Review on all Boards
- Training
- Comprehensive Plan- Participation by all Boards
- Submission of Agenda Items for Boards



MEMO

To: Mayor Johnson and Members of the City Council
From: Josi Wood, City Administrator
Date: January 19, 2021
Subject: 2021 Goal Setting Discussion Items

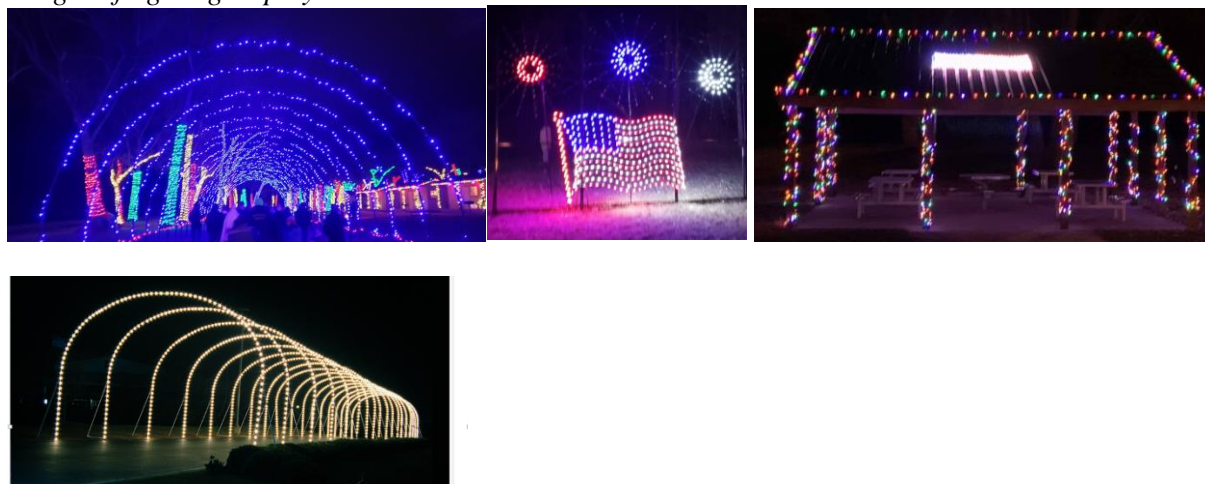
Below are discussion items to determine if the City would like to consider implementation?

1. Holiday Lighting Display and Community Involvement

Many cities have a holiday lighting display for people in the community to view. Bluebird Park could potentially make a great location for a drive-through display to be placed on both sides of 1st Avenue through the windy section of the road from the Basketball Court area to Isanti Parkway and/or also a walk-along display near the paved trail. This activity could be started by the City by allocating funds but also could involve area businesses and organizations to help grow the event through sponsorship and support. The cost varies widely on the size of each display. If the City was looking to start this on their own, it is recommended to allocate \$10-15,000. There are very few outlets within the BB Park area. Cost to trench in new outlets would be approximately \$500-1000 for each outlet depending on location.

There are also cities who have a Holiday decorating contest. This would be similar to when the City had the “Mayor’s Great Yard Award” where there would be a 1st, 2nd, and 3rd place winner for best decorated house/business.

Images of lighting displays:



2. Veteran’s Memorial on/near Bluebird Park Amphitheater
3. Lighting and Snow Making at the Sledding Hill
4. Speed Limits Reduced to 20 mph in Developments

5. Smart Irrigation Controller Reimbursement Program

The City of Burnsville implemented a smart irrigation controller reimbursement program. The smart controller is purchased by the homeowner (approximately \$200-300) and uses Wifi and a weather app. It replaces the rain sensor and will monitor the weather and water when needed. The City of Burnsville have seen a reduction in water usage from the residents that have them installed. Burnsville has been doing the rebate program for 3 years. They reimburse up to \$200. They have about 100 new people sign up for the program each year and they think they have between 300 and 400 people.

6. Workforce Housing

Over the last couple of months staff has been contacted by some multi-family housing developers. They are interested in building “workforce” housing in Isanti and are looking for incentives. Workforce housing is defined as housing affordable to households earning between 60% and 120% of the area medium income (AMI). According to the last US Census the AMI for Isanti County is \$74,616. That means workforce housing is targeting people with incomes of \$44,769 to \$89,539 according to these numbers. While it appears affordable it may not be affordable to everyone. Low income is defined as those earning less than 50% of AMI, so workforce housing is not targeting this demographic.

To measure affordability in housing, we look at cost-burden households, the accepted standard for cost-burden household is a household that spends 35% or more of household income on housing costs. According to HHH Capstone East Central MN Housing Study “the city of Isanti has over 25% of households cost-burdened by their housing, which indicates a significant need for additional affordable housing.”

Based on past conversations it seems the Council isn’t interested in providing incentives for this type of housing. Staff would like to confirm this trend or discuss further with the council. According to HHH Capstone East Central MN Housing Study, “a growing population increases the demand for additional housing including mutli-family and senior”.

7. Business Registration

In 2019 the EDA intern sent a letter to all businesses in the City requesting information on business information and contact information. We use this to update our business listings on the webpage and to keep an accurate employee count. Included on that form is a space for emergency contact information that the Police Department, Fire Department and Isanti Dispatch use (this information is not shared with the public). The return rate on these forms was rather disappointing. As stated, this information is valuable to many departments and for many reasons.

Staff would like to discuss the possibility of requiring something like this for businesses in Isanti. It would be a business registration (not a license) that we require of every business to fill out on an annual basis (if nothing changes, they don’t have to fill out), when they first open or when changes occur. We would keep this as one form and Community Development would share the information with PD, FD, and Isanti Dispatch, that way there is only one form. This would also help staff get a better handle on when new businesses come to town. Right now, if new businesses come to town staff is not notified unless they need a permit or some other approvals. If they are permitted and are not doing any remodeling, they move in without staff even knowing about it. Implementing a program like this will take some staff time to notify existing businesses, realtors, management companies and property owners. If this becomes a requirement, we may want to put this into ordinance form so that it is enforceable and easy for people to find when they are looking for business requirements within the city.

Business Registration

Business Information

Date: _____ Business Name: _____

Type of Business: _____

Address: _____

Main Phone Number: _____ E-mail: _____

Webpage: _____ Number of Employees: _____

Property Information

Name of Property Owner or Manager: _____ Phone Number: _____

Address: _____ City: _____ State: _____ Zip: _____

E-mail: _____ Square Footage of Space: _____ Is Space Sprinkled:
Y/N

Chemicals/Hazardous Materials onsite? Yes/No. If yes please provide a list:

Emergency Contact Information*

Contact Name: _____ Phone number: _____

Key Holder*

Primary Name: _____ Phone Number(s): _____

Secondary Name: _____ Phone Number(s): _____

☐ Check here if you want to be added to the Business Listing on the City's webpage

** This information is confidential and not for public viewing. This information will be provided to the Isanti Police Department, Isanti Fire District and Isanti County Dispatch and is for emergency purposes only.*

Please return form to Community Development Director Sheila Sellman at City Hall or
ssellman@cityofisanti.us