



City of Blaine

City Council Workshop

February 21, 2024 | 5:30 PM
Blaine City Hall
10801 Town Square Drive NE
Blaine, MN 55449

AGENDA

NOTICE OF WORKSHOP MEETING

In accordance with the provisions of Section 3.01 of the Blaine City Charter, a Council Workshop meeting is scheduled for the following purpose:

1. Call to Order

2. Roll Call

3. New Business

- 3.1.** 2024-52 Closed Session Pursuant to Minnesota Statute 13D.05, Subd. 3(a) - City Manager Performance Review
Sponsors: City Council

- 3.2.** 2024-44 Closed Session Pursuant to Minnesota Statute 13D.05, Subd. 3(d) for Council Chambers Security Update
Sponsors: Brian Podany, Safety Services Manager/Police Chief

- 3.3.** 2024-42 Annual Communications Update
Sponsors: Ben Hayle, Communications Manager

- 3.4.** 2024-43 Aquatore Bandshell Rental Discussion
Sponsors: Jerome Krieger, Sr. Recreation Manager

4. Other Business

5. Adjournment



City of Blaine Staff Report

File Number: 2024-52

Agenda Date	Status
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February 21, 2024

In Control	File Type
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City Council

Workshop Item

New Business - City Council

Agenda Item # 3.1

Closed Session Pursuant to Minnesota Statute 13D.05, Subd. 3(a) - City Manager Performance Review

Background

City Council will conduct an annual performance evaluation for City Manager Wolfe.

Staff Recommendation

Questions for Council

Attachment List

None



City of Blaine Staff Report

File Number: 2024-44

Agenda Date	Status
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February 21, 2024

In Control	File Type
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City Council

Workshop Item

New Business - Brian Podany, Safety Services Manager/Police Chief

Agenda Item # 3.2

Closed Session Pursuant to Minnesota Statute 13D.05, Subd. 3(d) for Council Chambers Security Update

Background

Council will be updated with security plan consideration changes and recommendations for council workshops and council meetings.

Staff Recommendation

Enact recommended changes for workshops and council meetings.

Questions for Council

Chief Podany will provide a security update on the Council Chambers.

Attachment List

None



City of Blaine Staff Report

File Number: 2024-42

Agenda Date

February 21, 2024

Status

In Control

City Council

File Type

Workshop Item

New Business - Ben Hayle, Communications Manager

Agenda Item # 3.3

Annual Communications Update

Background

Staff will provide an update on the work done by the City's communications team. This update will include an overview of the different ways the communications team engages with the Blaine community. Also included in the presentation will be a look back at 2023 statistical data and a look ahead to 2024 goals and projects.

Staff Recommendation

Questions for Council

Provide feedback on the current communications offerings by the City and provide guidance on enhancements or new methods you would like staff to consider.

Attachment List

1. Communications Report February 2024



Communications Update

City of Blaine



Communications Update

Team

Brand

Print

Digital

Media

Crisis

Events

Future



Communications Team

Ben Hayle - Communications Manager

Heidi Andrea - Web Coordinator

Tom Clements - Communications Specialist

37 combined years of government experience

25 combined years of journalism experience





Brand

Just like a business a brand identity is important for the City. Having recognizable symbols helps create connection and trust.



BlaineMN.gov
Live | Work | Grow





Print

The communications team prepares external and internal print projects. This includes newsletters, postcards, program guides, manuals, and more.



BlaineBiz.com

BizConnect

Spring 2023

What's Inside

2023 Business Sponsorship & Participation Opportunities

Your Most Common Development Questions Answered

Development Spotlight: Lexington Meadows

RVSS CUSTOMER SERVICE

Blaine Police Department Offers Premises Surveys to Businesses

An Effort to Help Remove or Reduce Opportunities for Crime

Two members of the Blaine Police Department were recently certified in Crime Prevention Through Environmental Design (CPTED) as an expansion of its Community Outreach Unit to create safer neighborhoods. CPTED is a multidisciplinary approach to deterring criminal behavior that focuses on changing how properties are laid out, how they look and feel, and how individuals use the space. CPTED attempts to reduce or eliminate opportunities for crime by using

Blaine Cub Foods Receives Outstanding Disability Employer

Blaine South (Northtown)

Late last year, the Minnesota Organization for Habilitation and Rehabilitation (MOHR) recognized several companies from across the state for their efforts to support employees with disabilities in the workforce. The Northtown Cub Foods in Blaine was recognized as one of the outstanding mid-size metro employers along with Driskill's Downtown Market in Hopkins, New Perspective Highland Park in St. Paul, and Hyvee in Spring Lake Park.

MOHR is an organization that advocates for individuals and supports members that provide meaningful services to persons with disabilities. "Hiring and retaining employees of all abilities strengthens diversity, fosters inclusion, and adds creative energy to Minnesota's workforce," says Julie Johnson, MOHR Board Chair and President and CEO of MSS in St. Paul. "The businesses we're honoring all go out of their way to create an environment where Minnesotans with disabilities can thrive." MOHR has been recognizing businesses with the Outstanding Disability Employer Awards since 2017 but this is the first time a Blaine business has been recognized.

The City of Blaine thanks Cub Foods for its commitment to a diverse workforce and we are proud that Cub is an integral part of the fabric of the Blaine community. Congratulations!

BlaineMN.gov/MAYC

MAYCConnect

December 2023

Mary Ann Young Center

9150 Central Avenue NE
Blaine, MN 55434

Contact MAYC Staff

763-786-9375
MAYC@BlaineMN.gov

Monday - Friday, 8:30AM to 4PM

Mission Statement

To enrich the lives of older adults by providing educational, recreation, nutritional, social, informational, and volunteer opportunities in a relaxed, friendly environment.

Stay Connected

Are you on our email and phone list? Call 763-786-9375 to make sure MAYC staff have your most recent contact information.

Follow or like BlaineParksMN on Facebook, Twitter, and Instagram.

BlaineMN.gov/MAYC

Monroe Wright III, Holiday Party Performer

Celebrate the Season at the MAYC

Holiday Prize/Nickel Bingo

Monday, December 4, 1PM

Nickel bingo will be played in addition to holiday bingo. Good neighbor rules apply whereby you can choose a prize the first time you call bingo. Thereafter if you call bingo, the neighbor to your right gets to choose a prize. Everyone is eligible to win the nickels in the collection cup each round, as well as the overall prize. Many thanks to MAYC participants for the donated holiday prizes!

MAYC Holiday Party

Wednesday, December 13, 11AM-1PM, \$5

The ever-popular Monroe Wright III will thrill the crowd with his repertoire of music as we celebrate the holiday season. A delicious meal of turkey breast, mashed potatoes, gravy, stuffing, vegetables, a dinner roll, and dessert will be served at noon. Likely an early sell out, staff encourage early registration by calling 763-786-9375 to ensure a place at the table. Holiday attire is welcome to celebrate the season.

Combined Birthday/New Year's Party

Wednesday, December 27, 11AM-NOON, \$5

After delighting the audience in 2022, Coda is back to play a variety of rousing, kick-up-your-heels music at 11AM as we celebrate December birthdays and ring in the New Year. Non-alcoholic bubbly will be provided to attendees as we toast the New Year and share resolutions with a countdown at noon! Wear festive attire if you desire. Lunch will be the favorite beef pot roast, mashed potatoes, and vegetables. Registration is due no later than December 20. This may be a sellout event, so don't delay, call 763-786-9375 today!

For more information and to register, call 763-786-9375 or visit BlaineMN.gov/MAYCRegister.

Going Strong at 90

Meet Elaine Cook and Bev Eberhard

Elaine Cook and Bev Eberhard were recently honored at the fall musical variety show with birthday treats from the ukulele group, as both performers turned 90 in October.

Elaine has lived in Blaine for the past 25 years. She first came to the MAYC after her daughter researched online and found there was a ukulele class on the regular schedule. Prior to that time, Elaine had only played her ukulele on her annual cruises to Hawaii, which she has been doing since 2008. She joined the Silver Ukies group three years ago and loves it. Elaine states she has made many friends at the

Print

Citywide print communications continue to be an important engagement tool. Newsletters reach all residents and businesses.



Digital

With BlaineMN.gov, Facebook, X, Instagram, Nextdoor, emails and text messages the City communicates across the digital landscape.





108k

Social Followers

Social followers continue to grow with a 12 percent increase in 2023.

8.95M

Impressions

Impressions grew nearly 20 percent with very minimal paid reach.

4.2k

Posts

Total posts across all channels increased 16 percent.

765k

Engagements

Largest growth on Instagram. Facebook is still clear top channel.



500K

Visits

Over 1,300
visitors per day.

5M

Page Hits

Home page,
building permits,
and news items
are most popular.

42k

Subscribers

Users can sign
up for email or
text message
notifications.

500K

Messages Sent

Nearly a 50
percent open
rate in 2023.



Media Relations



Spotlight on Blaine

Local and regional media are routinely pitched stories that make Blaine shine. Staff also work with media to get accurate information for all stories.



Emergency Comms

Training

Staff receive
crisis
communication
training every
year.

Tools

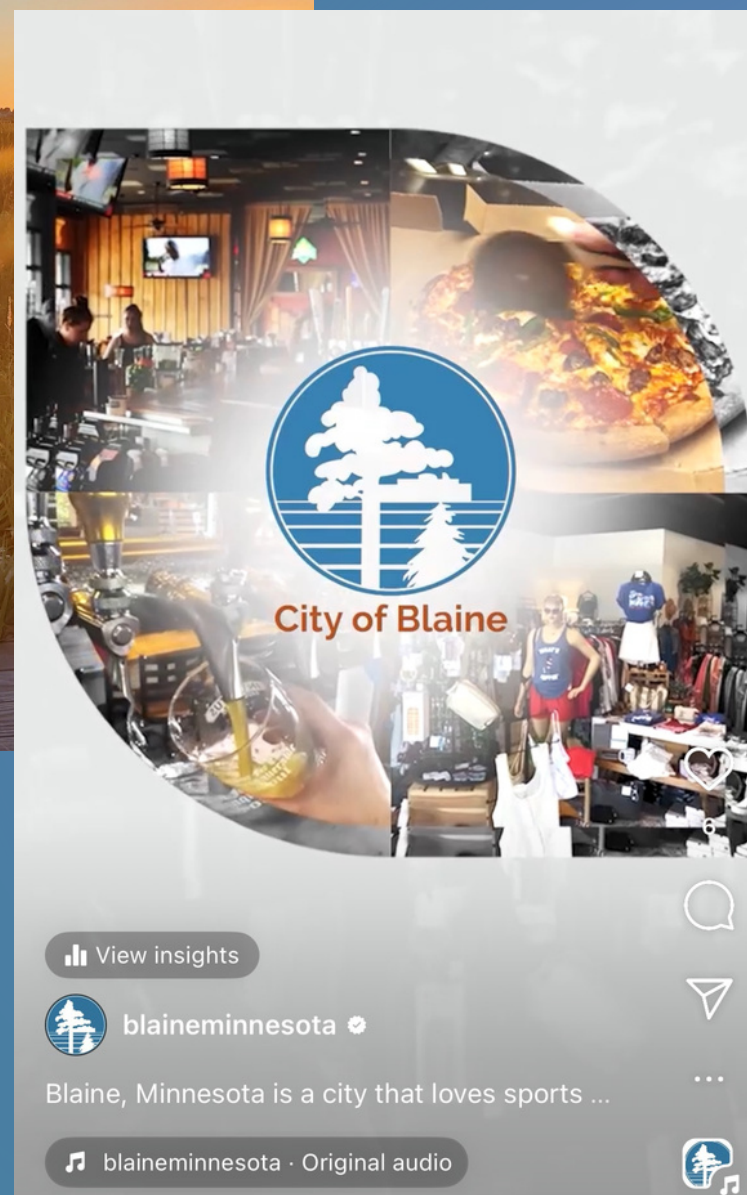
The CivicReady
emergency
notification
system has 39K
points of contact.



Events

From event branding to event planning the communications team is involved in most Blaine events.





Look Ahead

- Website redesign
- Video forward social media
- Collaboration and engagement



Stay Connected

Make sure that you are connected with the City's communication platforms to stay current on resident communications.

BlaineMN.gov/NotifyMe

Follow on Social Media

Attend Events



City of Blaine Staff Report

File Number: 2024-43

Agenda Date

February 21, 2024

Status

In Control

City Council

File Type

Workshop Item

New Business - Jerome Krieger, Sr. Recreation Manager

Agenda Item # 3.4

Aquatore Bandshell Rental Discussion

Background

The Aquatore bandshell is scheduled to open in time for the Blaine Festival, which is in late June. Staff have already started to get inquiries about renting the facility after construction is completed. The Parks and Recreation staff has researched four other large bandshell and amphitheater facilities to compare prices and types of rental activities. The four cities are Bloomington, Maple Grove, Plymouth and Edina. Staff will present to the council the comparison in pricing and amenities offered for these four cities.

Currently, the Tom Ryan, Lakeside Commons and Aquatore outdoor shelters are rentable on either a half-day or full-day basis. The Mary Ann Young Center has part-time building supervisors to work on various rentals at that facility. The building supervisors have expressed interest in working at the bandshell, if the opportunity arises for additional rentals. The staff is looking for direction from the city council on renting the bandshell and what to communicate with the public when they inquire about the facility.

Staff Recommendation

Provide feedback to staff on the possibility of renting the Aquatore bandshell.

Questions for Council

1. Are you supportive of renting out the Aquatore Bandshell?
2. Are you supportive of keeping rentals as half-day and full-day rentals?
3. What feedback do you have about setting up rental fees?

Attachment List

1. Bandshell comparison
2. Presentation

	NORMANDALE LAKE BANDSHELL BLOOMINGTON	TOWN GREEN BANDSHELL MAPLE GROVE	HILDE PERFORMANCE CENTER PLYMOUTH	MAETZOLD AMPHITHEATER EDINA
Pricing?	\$191/hour; \$158/hour for non-profits;	Resident: \$650/4 HOURS** Non-resident: \$700/4 HOURS** **Each additional hour is \$50	\$140/hour-non-profit \$175/hour-residents \$215/hour-non-residents Additional charges for garbage, portables, power, trail sweeping, staff time	\$450
How do you charge?	Hourly-2 hour minimum	4 hour time block + \$50 each additional hour	Hourly	3 hour time blocks: NOON-3PM 3-6PM 6-9PM
Do you charge a deposit? If so, the amount?	Varies - minimum is \$200	\$300	\$500	NO
Types of rental activities?	Family/business celebrations, weddings organization performances & events	Parties, weddings, family celebrations, concerts	concerts, private events, fundraising events, cultural festivals	receptions, parties, weddings, meetings
Do you rent tables and chairs?	YES	NO	NO	NO
Do you have a resident/non-resident rate?	NO	YES	YES	NO
How far out can I rent?	No timeframe to rent		Past events: 1 year New events: 45 days of event some wiggle room with the 45 days, but nothing inside of 30 days	240 days(8 months) in advance
What is your cancellation policy?	Less than 14 days: No refund 14-30 days: 50% refund or \$200 whichever is less. More than 30 days: \$50 charge	More than 30 days in advance: renter forfeits 50% Less than 30 days in advance: renter forfeits 100% No refunds for inclement weather.	Case by case basis	If cancellation is more than 90 days full refund Less than 90 days no refund



Aquatore Bandshell Rental Discussion

City of Blaine

Presented by: Jerome Krieger

Background

- ▶ The Aquatore Bandshell is scheduled to be completed by mid – June for the 2024 Festival.
- ▶ Now that construction continues to move along, staff have had inquiries on opportunities to rent the facility.
- ▶ Currently, The Tom Ryan, Lakeside Commons and Aquatore outdoor shelters are rentable on either a half-day or full-day basis.
- ▶ The Mary Ann Young Center has part – time building supervisors who work rentals at that facility. Some of those supervisors have expressed interest in working at the bandshell if the opportunity presents itself.



Aquatore Bandshell Construction



Aquatore Bandshell Construction



Aquatore Bandshell Construction



Comparable Bandshells and Amphitheaters

- ▶ Maetzold Amphitheater - Edina - \$450 (3-hour time blocks)



Comparable Bandshells and Amphitheaters

- ▶ Town Green Bandshell - Maple Grove - \$650 Resident \$700 Non- Resident (4-hour rental)



Comparable Bandshells and Amphitheaters

- ▶ Hilde Performance Center - Plymouth - \$175 Resident \$215 Non – Resident (hourly rate)



Comparable Bandshells and Amphitheaters

- ▶ Normandale – Bloomington - \$191/hour



Rental Comparisons



	NORMANDALE LAKE BANDSHELL BLOOMINGTON	TOWN GREEN BANDSHELL MAPLE GROVE	HILDE PERFORMANCE CENTER PLYMOUTH	MAETZOLD AMPHITHEATER EDINA
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Final Points

- ▶ Staff has researched other cities of similar size and found information that shows other cities are charging \$150 to \$215 per hour for rentals.
- ▶ Two cities charge a resident and non – resident rate and two do not.
- ▶ Staff currently has a special permit fee charge for events over 150 people.
- ▶ Staff would work with the renter and PD to have Safety Services coverage for larger events. The cost of those services would be paid by the renter.



Questions for council.

1. Are you supportive of renting the Aquatore Bandshell?
2. Are you supportive of keeping rentals as half-day and full-day rentals?
3. Would you like Resident and Non-Resident rates?
4. Any other feedback on the rental fees?