



**CITY OF RIVER FALLS, WISCONSIN
COMMON COUNCIL PROCEEDINGS**

July 24, 2018

Mayor Dan Toland called the meeting to order at 6:30 p.m. in the City Council Chambers located in City Hall.

City Council Members Present: Todd Bjerstedt, Sean Downing, Christopher Gagne, Scott Morrissette, Diane Odeen, Michael Page, Hal Watson

Members Absent: None

Staff Present: City Administrator Scot Simpson; Assistant City Administrator Julie Bergstrom; City Attorney Chris Gierhart; Police Chief Gordon Young; Utility Director Kevin Westhuis; Operations Director Mike Stifter; Management Analyst Fellow Brandt Johnson; Management Analyst Keri Schreiner; Development Director Amy Peterson; Communications Manager Mary Zimmermann; City Clerk Amy White; and Honor Guard members/Police Officers Kevin Moore; Elizabeth Posel; Bryan Jensen; Kyle Youker

Others Present: William Hansen, Nick Cudd, Dean Van Galen, others

The Mayor announced that the River Falls Honor Guard would be carrying in the colors (flags). The Pledge of Allegiance was said.

APPROVAL OF MINUTES:

June 26, 2018, Meeting Minutes

MSC Morrissette/Bjerstedt approve minutes. Unanimous.

APPROVAL OF BILLS:

Bills: from June 30 – July 10 **\$757,304.61** and from July 14-28 **\$2,048,385.67**

MSC Page/Downing move to approve bills subject to the comptroller. Unanimous.

PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:

William Hansen, Town of River Falls – came to speak about the ways the hydros contribute to the City's budget. He feels the hydros contribute positively to the City's budget.

Nick Cudd, 634 Pine Ridge Terrace – came to talk about signs he posted. He says they are being tampered with and feels unfairly singled out.

Kevin Moore, Police Department – thanked everyone and said it was an honor to present the colors at the meeting.

Report from Chancellor Van Galen, UW-River Falls

Chancellor Van Galen expressed appreciation for the relationship between the University and the City. He talked about the University's strategic plan, its three largest majors, global education and studying abroad. Van Galen talked about the freshman growth from 2014-17 and upcoming renovation projects including Rodli Hall, Abbott Concert Hall, and the Dairy Pilot Plant. Van Galen talked about the upcoming biennial budget. He spoke about a request for a science and technology innovation center. He talked about what would be included in the building and said advocacy is critical as this building will transform the campus. Van Galen concluded by thanking Council and standing for questions.

Alderson Morrissette asked about first generation students, international students, and the Foundation. Alderson Downing asked about support for nanotechnology. Alderson Bjerstedt asked about the resolution of support. Van Galen provided answers. Van Galen said the resolution would be needed by August 23. The Mayor expressed his support for the resolution.

CONSENT AGENDA:

Acknowledgement of the following minutes:

River Falls Housing Authority – 6/13/18 and 6/28/18; River Falls Library Board – 6/4/18; Park and Recreation Advisory Board – 6/20/18; Utility Advisory Board – 6/18/18

Resolution Approving Lease with River Falls Chamber of Commerce and Tourism Bureau→→***Pulled by Downing***

Resolution No. 6283 for Variance of On Street Parking for Rise Baking

Resolution No. 6284 Approving 2018-2019 Property and Casualty Insurance Renewal

Resolution Regarding Polling Place for November 2018 Election→→***Pulled by Morrissette***

Resolution No. 6285 Approving Launch, LLC Development Agreement

MSC Odeen/Gagne move to approve remainder of Consent Agenda. Unanimous.

Resolution No. 6286 Approving Lease with River Falls Chamber of Commerce and Tourism Bureau

Alderson Downing inquired about a security deposit for the lease. Assistant City Administrator Bergstrom felt it was unnecessary. She didn't think there was a lot of risk for damage and the City has insurance on the building. She wouldn't recommend it. The Mayor agreed.

Alderson Morrissette said the Chamber also maintains its own insurance. He agreed with staff and doesn't think a deposit is necessary. **MSC Downing/Morrissette move to approve resolution. Unanimous.**

Resolution No. 6287 Regarding Polling Place for November 2018 Election

Alderson Morrissette expressed concern about moving polling places which may cause voter confusion. He explained the City wasn't moving polling locations on a whim. The School District has determined it doesn't want voting at the schools causing the City to move the polling place site. Morrissette said the City is trying to do the right thing and work things out.

Alderson Watson thanked City Clerk and staff for responding to the comments the Council received. He felt the solution is reasonable. He respects the School District's decision and can't question its commitment to student safety.

Alderson Downing liked that all of District 1 was at the Public Library. The Mayor said the City doesn't have a lot of options for polling places. He hoped it worked out well for everyone. **MSC Morrissette/ Downing move to approve resolution. Unanimous.**

ORDINANCE AND RESOLUTIONS:

Resolution No. 6288 Approving 2018-2022 Strategic Plan

City Administrator Simpson provided a presentation on the strategic plan. He gave background information on the process. Simpson talked about the four strategic priorities and the desired outcomes for each. He also talked about the mission, vision, and value statements. Simpson spoke about the six values, setting direction, value proposition, and organizational culture. Upon conclusion, Simpson stood for questions.

Alderson Bjerstedt talked about a recent power outage at his residence and the City's quick response. **MSC Odeen/Watson move to approve resolution. Unanimous.**

REPORTS

2018 Second Quarter Strategic Plan Update

Management Analyst Keri Schreiner provided the update on the 2018 Strategic Plan second quarter results. She reviewed the goals, targets, and results. Upon conclusion, Schreiner stood for questions.

Alderson Odeen asked if the strategic plan has been useful for staff. Schreiner thought the plan had been a useful planning tool. Alderson Morrisette asked about the last Citizen Survey and infrastructure score card. Schreiner and Simpson provided answers.

RFC-TV Survey Results Report

Management Analyst Brandt Johnson provided a report on the survey results. He recapped the history and talked about the survey and its distribution. Johnson noted the survey results were included in the Council packet. Johnson gave highlights of the results. The top viewed programs were: parades and other events, City Council meetings, and church services. He talked about the ways survey responders received City news and noted most of the respondents were age 70 or older. Johnson provided further information including talking about the many ways outreach was done to reach residents. The survey was completed per Council request. The survey results didn't differ significantly from the previous information provided regarding moving City resources to an alternative delivery which staff believes could reach a larger audience. Upon conclusion, Johnson stood for questions.

Alderson Odeen thanked him for all the work in doing the surveys and his dogged persistence in obtaining feedback. Alderson Watson agreed and said it gave him a much better picture of the usage of RFC-TV. Alderson Gagne talked about the survey results and phasing out the channel. He also spoke about the age of the responders and his concern about them being able to view church services and other programming. He wanted to make sure there was a timeline and sunset period.

Alderson Morrisette asked what the next step was. He asked about a recommendation from staff. He wanted staff to explore if other partners were interested in running the channel.

City Administrator Simpson said not to anticipate another report. Staff has not found any of the survey results compelling enough to change course. They appear to reinforce the fact that this is a little used service even by a very substantially skewed survey. Great effort was made to get results from everyone who would be a fan of the service. Simpson said the next step is that broadcasting will not be included in the 2019 budget. His recommendation is that the City will cease providing that service no later than December 31, 2018, unless Council would give feedback about finding a different course. Simpson provided further information and said that partners have been contacted and are not interested in taking over the channels. He doesn't feel this is a good use of resources.

Alderson Downing asked about outside funding for cable. Simpson said the City doesn't receive funding to provide cable. He provided a brief history and talked about funding. Odeen said this is a good example of a service the City no longer needs to provide. The Mayor agreed and felt the City is on the right course. Simpson answered questions about the transition and City resources available to assist.

Administrator's Report

City Administrator Simpson said there was no need for a Closed Session. He noted some important dates and expressed appreciation for the approval of the developer's agreement for Launch.

Comptroller's Report for June 2018

Comptroller Odeen read the following: General Fund revenues through the first half of the year were \$4,625,684 or 46 percent of budgeted.

June revenues include \$102,238 Lottery Credit Settlement, \$10,992 in swimming pool and park fees, \$13,758 in DOT County Transportation Aid and \$26,934 in building permit fees. Expenditures for the same period were \$4,423,480 or 44 percent of budgeted, for a net of revenues over expenditures of \$202,014.

MSC Bjerstedt/Watson move to adjourn at 8 p.m. Unanimous.

Respectfully submitted,

Kristi McKahan, Deputy Clerk