



**Agenda  
Minnetonka City Council  
Study Session  
Monday, January 11, 2021  
6:30 p.m.  
WebEx**

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1. Reports from City Manager & Council Members
2. Boards and Commissions Interviews – Planning Commission and Park Board
3. Feedback on remaining boards and commissions selection process
4. Adjournment

The purpose of a study session is to allow the city council to discuss matters informally and in greater detail than permitted at formal council meetings. While all meetings of the council are open to the public, study session discussions are generally limited to the council, staff and consultants.

## **City Council Study Session Item #2 Meeting of Jan. 11, 2021**

**Brief Description:** Boards and Commissions Interviews – Planning Commission and Park Board

### **Background**

At the Jan. 4, 2021 city council meeting, staff presented a number of recommendations and discussion points for the council to consider regarding the annual boards and commissions appointment process. Due to the high volume of applications for this year, particularly for the new Sustainability Commission, interviews will be taking place over three separate dates at the beginning of the new year.

The first stage of interviews will take place on Jan. 11, 2021 for the Planning Commission and Park Board vacancies, the second stage of interviews will take place on Feb. 1, 2021 for the Sustainability Commission openings and the third stage of interviews will occur on Mar. 1, 2021 for the Senior Advisory Board openings and for any additional Sustainability Commission interviews. The council will be using a ranking system to rank the top applicants for each board or commission with openings, with the mayor reviewing the final list of applicants to ensure diversity.

The following openings exist on the Planning Commission and Park Board:

- Planning Commission – 1 position
- Park Board – 2 positions

### **Expanded recruitment**

The city developed and implemented a strategic communications and marketing plan to recruit boards and commissions applicants, with emphasis on facilitating an inclusive, community-wide appointment process and filling a new commission (sustainability). The openings were advertised in the Minnetonka Memo, on the city's website and several times via mass emails, text messages and social media posts. Staff distributed recruiting posters to apartment buildings, businesses and city facilities, and directly marketed the openings to school districts and high school organizations, faith communities, city volunteers, recent citizen's and police academy participants and the media. A promotions toolkit was provided to council to assist with promotion. A chart is attached to outline the promotional efforts in greater detail.

### **Application data**

The city received 129 applications in the application period with a large amount of applications for the new Sustainability Commission. The breakdown below shows the application numbers for each board and commission. The numbers in the breakdown will not total 129, as applicants may have applied to more than one board or commission. Applications will be retained for one year in the event of any mid-year vacancies.

- \*EDAC: 5 applications
- Park Board: 27 applications
- Planning Commission: 28 applications

- Senior Advisory Board: 13 applications
- Sustainability Commission: 100 applications

\*No current openings

### Diversity

Staff sent an anonymous demographics survey to all current boards and commission members, excluding the Charter Commission as council does not appoint those members. Twenty-nine of the thirty-three members responded to the survey. The three questions asked on the anonymous survey were the same demographics questions asked on the revised application. Breakdown of responses are listed below.

1. Are you a veteran or active service?
  - Yes: 2 responses
  - No: 27 responses
2. What is your race/ethnicity?
  - Approximately 10% of responses identified as non-white or BIPOC
3. What is your primary spoken language?
  - English: 29 responses

In the new applicant pool, 6% are a veteran or active service member, 12% of the applicants identified as non-white or BIPOC (Black, Indigenous, people of color) on the optional race/ethnicity question, and 100% of those who answered the optional question on primary spoken language indicated English.

### Interviews

Based on aggregated rankings of the applicants completed by individual council members, Mayor Wiersum prepared the list of candidates to be interviewed at this meeting as shown below. To ensure equitable access, all candidates will be calling into the virtual study session with audio only (no video). Interviews will last approximately ten minutes each. Each applicant will be asked to give a brief (about three minutes) presentation of his/her background. Then the applicant will be asked to respond to questions from the council. The applicants may also ask the council any questions they may have at the end of the interview.

### Planning Commission Candidates

First Name	Last Name	Ward
*Kirsten	Oeltjenbruns	2
*Michael	Faeth	2
*Edward	Dodington	3
*Derrick	Banks	1
*Matthew	Bappe	4
*Parker	Anderson	2
*Cydne	Washington	3
*Adam	Vanderpoel	3

\* = confirmed interview attendance at the time packet was distributed

**Park Board Candidates**

First Name	Last Name	Ward
*Katie	Semersky	4
*Bill	Creps	4
*Christopher	Olson	1
*Isabelle	Stroh	1
Kimberly	Wilburn	2
Kory	Hamel	3
*Korey	Beyersdorf	4
*Erik	Larson	3

\* = confirmed interview attendance at the time packet was distributed

Applicants not scheduled for an interview were notified prior to the posting of this report. Their applications will be kept on file for one year and may be considered for future vacancies. They may also be notified of other volunteer opportunities in their areas of interest.

**Summary**

At the Jan. 11 study session, the city council will interview candidates to serve on the Park Board and Planning Commission. Following the meeting, individual council members will provide rankings to staff, with aggregate results presented to Mayor Wiersum. At the Jan. 25 regular council meeting, the mayor would then recommend appointments for city council consideration and ratification.

Submitted through:

Brad Wiersum, Mayor  
Geraldyn Barone, City Manager  
Mike Funk, Assistant City Manager

Originated by:

McKaia Ryberg, Assistant to the City Manager

## Boards and Commissions Outreach

Time Frame	Contact Method	Groups Reached	Information Provided
<b>Early November</b>	Minnetonka Memo	City-Wide (approx.. 21,000)	Notification about newly established SC
<b>Late November</b>	Email	Local Newspapers <ul style="list-style-type: none"> <li>- Sun Sailor</li> <li>- Lake Minnetonka Magazine</li> </ul>	Notification about new SC and open positions
<b>Early December</b>	Website	Webpage Visitors	SC webpage created
	Minnetonka Memo	City-Wide (approx.. 21,000)	Promotion of open B/C positions
	Social Media*	Social Media Followers (approx. 32,000)	Promotion of open B/C positions (Dec. 1, 8)
	Mass Email/Text	Select Groups (7,403 total subscribers)	Promotion of open SC positions
	Email	Additional Groups <ul style="list-style-type: none"> <li>- Citizens Academy</li> <li>- Natural Resources Volunteer Group</li> <li>- Faith Based Community</li> </ul>	Promotion of open B/C positions
	Email	Apartment Managers (54)	PDF Flyer promoting open B/C positions
	Email	Area Environmental Groups <ul style="list-style-type: none"> <li>- Minnetonka Climate Initiative</li> <li>- Great Plains Institute</li> <li>- Alliance for Sustainability</li> <li>- Minnetonka Energy Action Team</li> <li>- Sierra Club</li> <li>- Midwest Energy News</li> <li>- Minnesota Environmental Partnership</li> </ul>	Notification about new SC and open positions (with electronic flyer)
Email	Area Schools and Club Advisors: <ul style="list-style-type: none"> <li>- Hopkins HS Clubs (13)</li> <li>- Minnetonka HS Clubs (11)</li> <li>- Wayzata HS Clubs (10)</li> <li>- District 287</li> <li>- Eagle Ridge Academy</li> <li>- Lions Gate Academy</li> <li>- Minnetonka Christian Academy</li> </ul>	Notification about new SC and open young adult positions (with electronic flyer)	

<b>Mid December</b>	Social Media*	Social Media Followers (approx. 32,000) and Hopkins, Minnetonka, Wayzata High Schools tagged	Post promoting open young adult positions on SC (Dec. 17)
	Email	School district communications staff	Requested promotions – particularly regarding young adult SC positions – be shared with parents and students
	Email	All Science and Social Studies Teachers at Hopkins, Minnetonka and Wayzata High Schools (150 teachers emailed)	Notification about new SC and open young adult positions (with electronic flyer)
	Email	Apartment Managers (54)	<p>Follow up to previous email sent in Early December. 13 building managers confirmed that they would share this information with their residents:</p> <ul style="list-style-type: none"> <li>- Altitude</li> <li>- Applewood Pointe</li> <li>- Beacon Hill Terrace</li> <li>- Brier Creek</li> <li>- Cherrywood Pointe</li> <li>- Minnetonka Heights</li> <li>- Minnetonka Hills</li> <li>- Oaks Glen Lake</li> <li>- The Glenn</li> <li>- The Orchards of Minnetonka</li> <li>- The Ridge</li> <li>- The Rize at Opus</li> <li>- Waterstone Place.</li> </ul> <p>(Attached are photos of flyers posted in buildings).</p>
	Social Media*	Social Media Followers (approx. 32,000)	Post promoting open planning commission position (Dec. 21)
	Mass Email/Text	Select groups (6,245 total subscribers)	Message promoting open planning commission position (Dec. 21)

<b>Late December</b>	Social Media*	Social Media Followers (approx.. 32,000)	Promotion of open B/C positions (Dec. 28)
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\*Social Media includes Facebook, Instagram, Twitter and Nextdoor

Originator: Drew Ingvalson, Planner

# Management Updates

Beacon Hill

## MAKE A DIFFERENCE IN OUR COMMUNITY



### Apply to serve on a city board or commission

Do you want to make a positive impact in our community and get involved in local government? Apply to serve on a City of Minnetonka board or commission, including the new sustainability commission!

#### We're seeking Minnetonka residents to fill the following openings:

- **Sustainability commission** **NEW**
  - o Five adult members
  - o Two young adult members under 25 years old, one of which must attend Minnetonka, Hopkins or Wayzata High School
- **Park Board**
- **Senior Advisory Board**

### Learn more and apply by Jan. 1, 2021

Visit [minnetonkamn.gov/boards-commissions](http://minnetonkamn.gov/boards-commissions) to learn more and apply online by Jan. 1, 2021. The online application is equipped with Google translate to accommodate a variety of languages.

Questions? Call 952-988-8211 or email [mryberg@minnetonkamn.gov](mailto:mryberg@minnetonkamn.gov).





- It is never recommended to leave valuables in your vehicle (especially a purse or wallet); but if there is no other option, place items out of sight, preferably in a trunk, before arriving at your destination.
- Remove garage door openers from view inside your vehicle.
- Prevent identity theft - Never carry your social security number in your purse/wallet; and, minimize the number of credit cards and other valuables you carry.
- Secure a list of credit cards and contact numbers so that in the case of theft, you can quickly cancel the accounts.
- Immediately call 911 to report suspicious activity, such as someone peering into vehicle windows.

*Jeff Sebenaler*

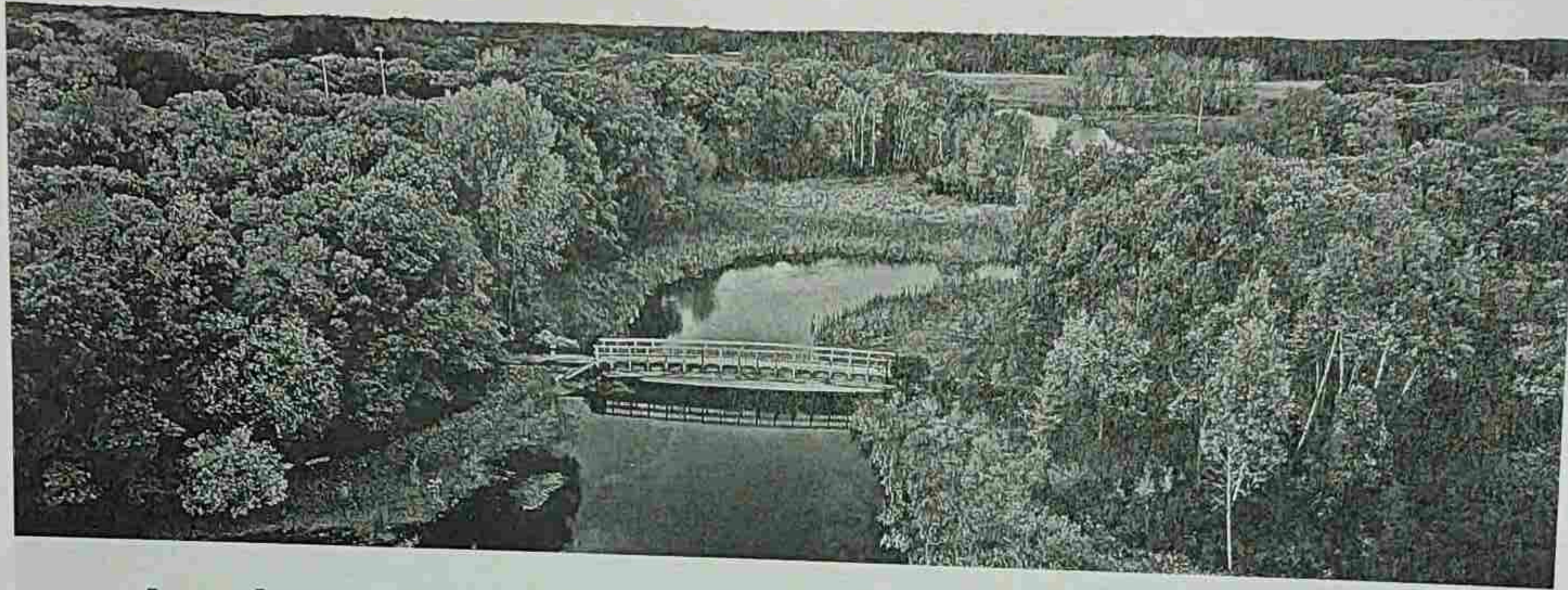
Jeffrey J. Sebenaler  
Chief of Police  
March 24, 2016



**Brier Creek**

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For questions  
contact the Bri  
Thank you,  
Brier Creek Mar

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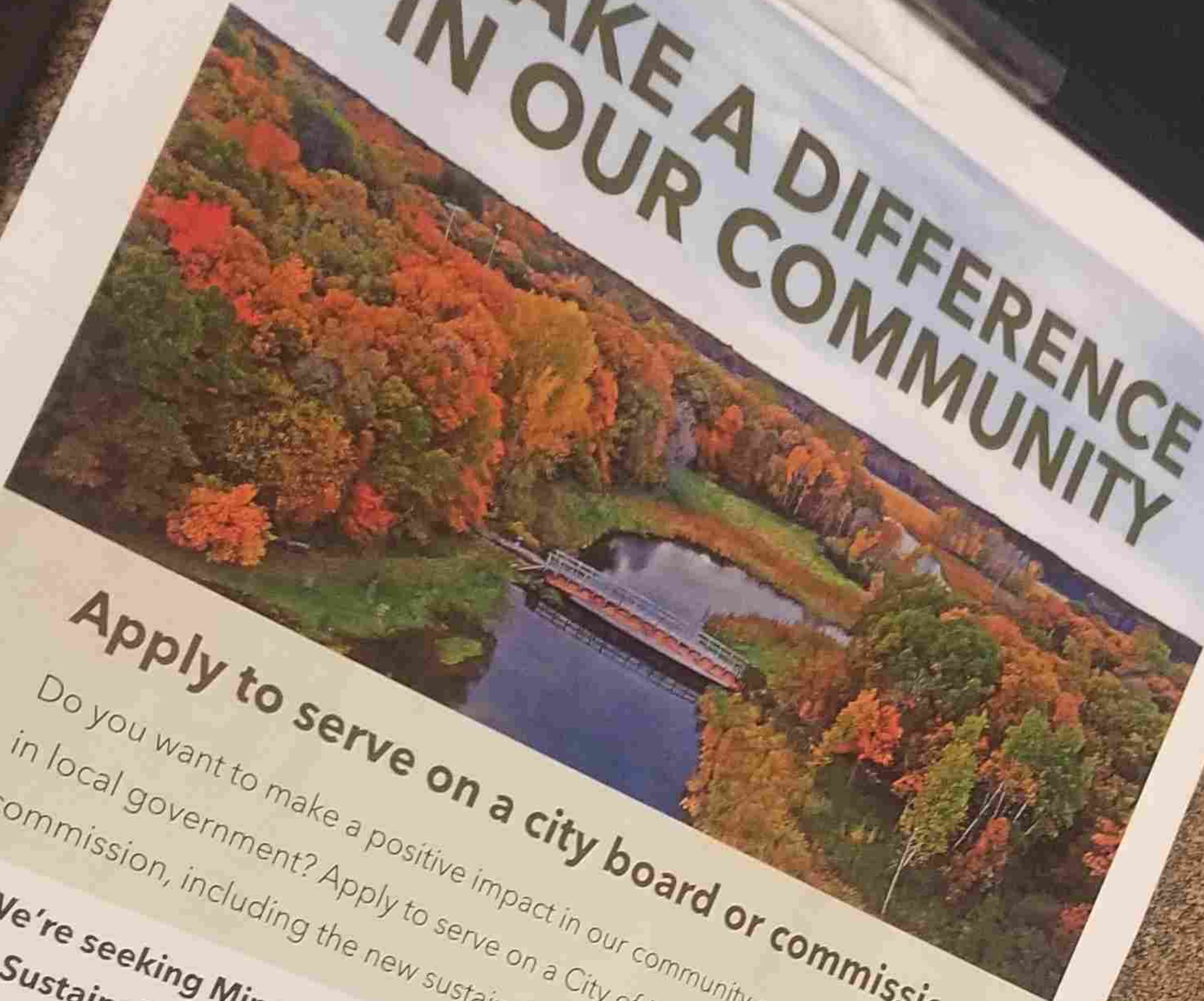
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# The Glenn



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### this months focus>>>

- Garbage Chutes
- Pet Waste Removal
- Sprinkler & Fire Inspection
- Community Garbage Pick-up



### Office Hours:

Monday: 10-5pm  
 Tuesday: Closed  
 Wednesday: 10-5pm  
 Thursday: 10-5pm  
 Friday: Closed  
 Saturday: Closed  
 Sunday: Closed

Please schedule all appointments ahead of time. Walk-ins will likely be denied.

The Ridge Apartments – A great place to call home!

