



**Agenda
Minnetonka City Council
Study Session
Monday, February 1, 2021
6:30 p.m.
WebEx**

1. Reports from City Manager & Council Members
2. Boards and Commissions Interviews – Sustainability Commission
3. 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 Feb. 1, 2021

Brief Description: Boards and Commissions Interviews – Sustainability Commission

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 a series of meetings at the beginning of the new year.

The first stage of interviews took place on Jan. 11, 2021 for the Planning Commission and Park Board vacancies. The council is now on the second stage of interviews, taking place on Feb. 1, 2021 for the Sustainability Commission openings. City staff have also recommended that the remaining Senior Advisory Board interviews be conducted over a series of three upcoming regular meetings, Feb. 8, 2021, Feb. 22, 2021 and Mar. 8, 2021, rather than at an added study session on Mar. 1, 2021 as previously planned. The council has been 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 Sustainability Commission:

- Regular/at-large seats – 5 positions
- Young person/student seats – 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 citizens' 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. Eligible 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

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 respondents identified as non-white or BIPOC
3. What is your primary spoken language?
 - English: 29 responses

In the new applicant pool, 12% of the applicants identified as non-white or BIPOC (Black, Indigenous, people of color).


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.

Name	Ward
*Justin M Anderson	3
*Ashley Pattain	4
*Brian Golob	2
*Dave John Paulson	3
*Dr. Dennis H Yockers	3
*Edwin Avalos	1
*Greta Beck	4
*Harapanahalli Muralidhara	3
*Jolene K Engelking	4
Kimberly Wilburn	2
*Maria C Klein	1
*Maria Montero	1
*Matt Henry	4
*Megan Park	3

*Michael R Doyle	2
*Nelson T Evenrud	4
*Setara Barukzoy	4
*Sydney Palm	4
*Will C Grassle	3

* = confirmed interview attendance at the time packet was distributed

 = young person/student applicant

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
Early November	Minnetonka Memo	City-Wide (approx.. 21,000)	Notification about newly established SC
Late November	Email	Local Newspapers <ul style="list-style-type: none"> - Sun Sailor - Lake Minnetonka Magazine 	Notification about new SC and open positions
Early December	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"> - Citizens Academy - Natural Resources Volunteer Group - Faith Based Community 	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"> - Minnetonka Climate Initiative - Great Plains Institute - Alliance for Sustainability - Minnetonka Energy Action Team - Sierra Club - Midwest Energy News - Minnesota Environmental Partnership 	Notification about new SC and open positions (with electronic flyer)
Email	Area Schools and Club Advisors: <ul style="list-style-type: none"> - Hopkins HS Clubs (13) - Minnetonka HS Clubs (11) - Wayzata HS Clubs (10) - District 287 - Eagle Ridge Academy - Lions Gate Academy - Minnetonka Christian Academy 	Notification about new SC and open young adult positions (with electronic flyer)	

Mid December	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"> - Altitude - Applewood Pointe - Beacon Hill Terrace - Brier Creek - Cherrywood Pointe - Minnetonka Heights - Minnetonka Hills - Oaks Glen Lake - The Glenn - The Orchards of Minnetonka - The Ridge - The Rize at Opus - Waterstone Place. <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)

Late December	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 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.



- 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

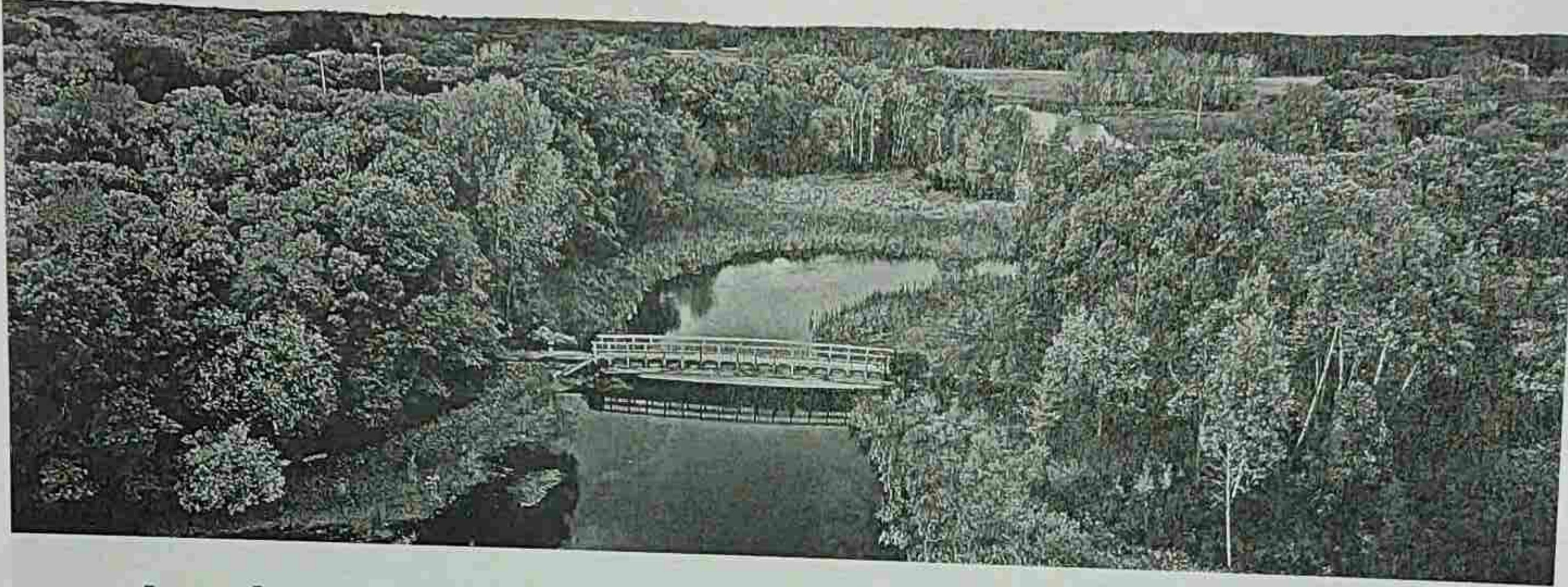
Jeffrey J. Sebenaler
Chief of Police
March 24, 2016



Brier Creek

"It takes a village to raise a child."
groceries, laundry, etc.
required by the city.
Please remove items from your door.
For questions, contact the Brier Creek Manager.
Thank you,
Brier Creek Manager

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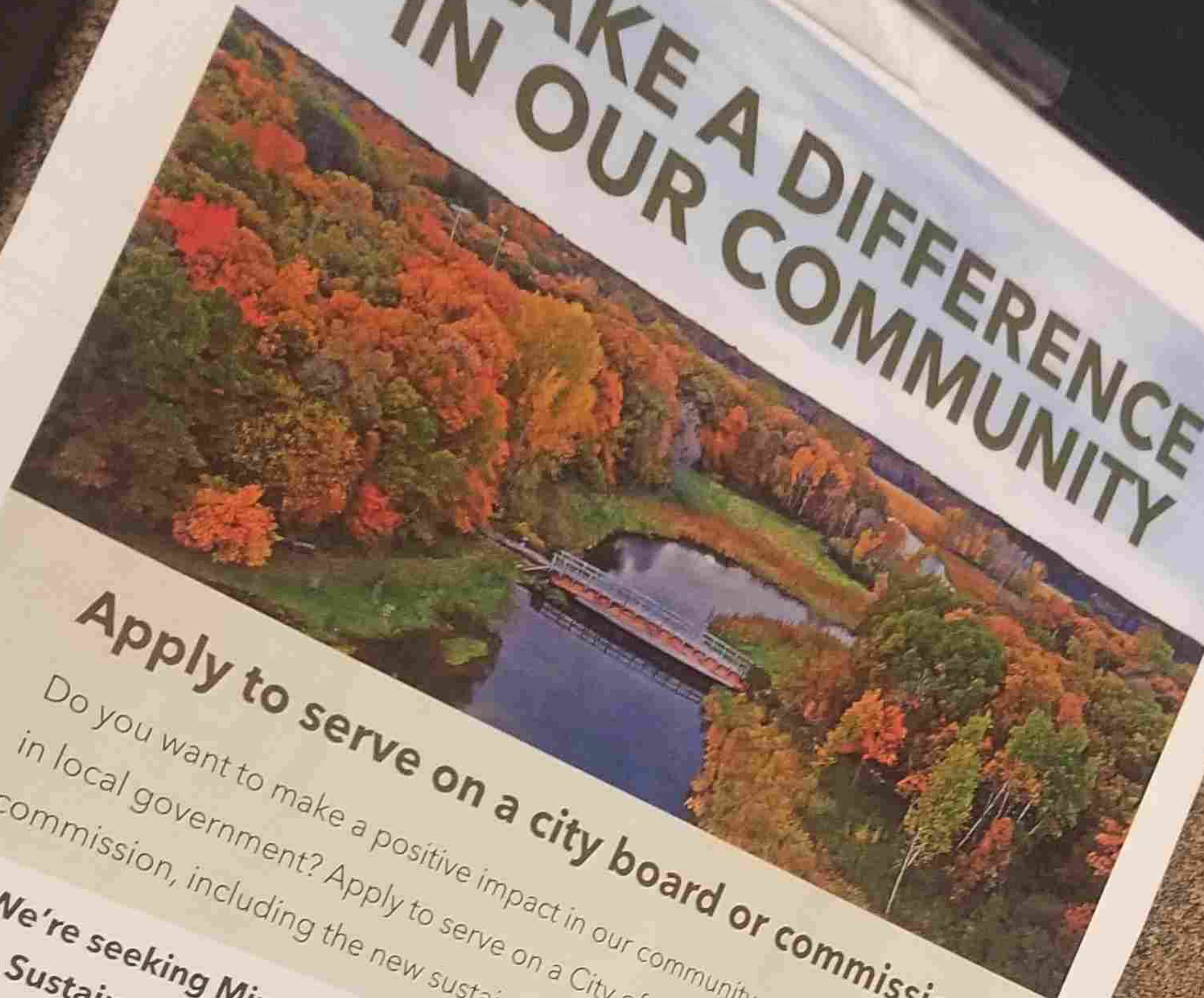
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The Glenn



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this months focus>>>

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



The Ridge Apartments – A great place to call home!

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.

