

**WAYZATA CITY COUNCIL
WORKSHOP MEETING MINUTES
April 21, 2015**

5:00 PM COMMUNICATIONS POLICY WITH COMMUNICATIONS BOARD

Mayor Willcox called the workshop meeting to order at 5:00 pm in the Community Room at Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Communications Board Members present: Biser, Diercks, Farrell, and Fox. Also present: City Manager Nelson, and Communications Specialist Classey.

Communications Board Chair Fox presented a Communications Policy drafted by the Communications Board which addresses all City Communications. He stated the intent of the Communications Policy is to assist staff on how to provide information from the City and promote City-sponsored events and activities to citizens. Mr. Fox stated one of the five policies in the mission statement is to promote the City's communications to strengthen the desirability of the City as a destination and premier tourist attraction in the metropolitan area. In addition, he discussed how the home page on the City's website incorporates portals for residents, visitors and businesses. He stated the Board believes the Parks & Trails map is a positive addition to the website. In comparison to other metropolitan cities with tourism driven marketing, Mr. Fox said there are a few content driven deficiencies to the visitor's portion of the City's website. With the completion of the new boutique hotel, the City could adopt a 3% lodging tax which could be used for marketing the city through a Convention and Visitor's Bureau.

The Council reviewed the Communications Policy. Mayor Willcox talked about the status of the Scenic Byway and how several area Chamber of Commerce offices will potentially be assembling as a group to begin work to market the area. Mr. Tyacke pointed out that one goal in the City's Strategic Plan is the marketing component and Convention and Visitors Bureau funds could be used for marketing Wayzata. The Council asked the Communications Board to explore potential tourism partnership opportunities with the Chamber. The Council asked the Communications Board to provide them with some interim recommendations including short term and long term budget options. The Council agreed to consider adoption of the Communications Policy at their next meeting and acknowledged the policy can be amended in the future to reflect the direction in marketing efforts.

5:30 PM DISCUSS YEAR END TRANSFERS

Mayor Willcox called the workshop meeting to order at 5:30 pm in the Community Room at Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Also present: City Manager Nelson, Director of Planning and Building Gadow, Director of Public Service Dudinsky, and Director of Administrative Services Uram.

Mr. Uram stated that at the April 7 Council meeting, staff presented an analysis of available fund balance that could be transferred to other funds in accordance with the City's Fund Balance Policy. The policy established a minimum fund balance of 40% for general fund operations and a process for the allocation of excess revenues at year end. At the April 7 City Council meeting, the Council made the decision to transfer \$312,000 to the Street Improvement fund to eliminate the short term deficit projected in the Street CIP. After making this transfer, a total of \$1,154,140 remains to be allocated. Staff provided a spreadsheet that outlined the amount of transfer and from which fund, the amount of allocation based on the 5 year average of expenditures in the CIP, staff's recommendation, and a blank column for each councilmember to allocate funds based on their priority. Mayor Willcox started the discussion by asking the other councilmembers to provide a dollar amount to allocate to each of the following funds; Lakefront, Parks and Trails, General CIP, and Cell Tower. Each councilmember provided their input and the amounts totaled per fund. In general, the amount allocated by each councilmember per fund was relatively close

so they decided to take the average. Based on that, the Council directed staff to create a resolution approving the following 2014 year end transfers to the following funds:

\$400,000 to Lakefront
\$240,000 to Parks and Trails
\$385,000 to General CIP
\$129,140 to Cell Tower

6:00 PM 637 HARMONY CIRCLE

Mayor Willcox called the workshop meeting to order at 6:00 pm in the Community Room at Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Also present: City Manager Nelson, and Director of Planning and Building Gadow.

Mr. Gadow stated that at the March 17th Council meeting, the Council reviewed a two lot subdivision at 637 Harmony Circle, and directed staff to prepare a draft resolution for approval with a number of conditions pertaining to the architectural design of the single family residences, among other items.

After conclusion of the Council meeting on March 17th, the Applicant contacted staff and indicated that they did not own the rights to the architectural plans included in the Council's motion, and wanted to pursue a different architectural design for the homes. The Applicant reached out to the architecture and building firm of Charles Cudd & Co, who had expressed interest in building two one (1) story style structures on the lots if they were subdivided. The Applicant requested a workshop meeting with the Council to receive feedback on a one story style option for the lots, and granted the City a time extension for review of the subdivision application.

Mr. Rick Denman from Charles Cudd & Co reviewed concept plans for two one (1) story style option homes. In these plans, Charles Cudd & Co has modified the garage location on the proposed house for Lot 1 so that the existing Bur Oak tree would not be impacted by the driveway location.

The Council reviewed the plans with the applicant and agreed to pursue this option further. The Applicant will need to provide an updated preliminary plat reflecting the new design; staff will need to review the updated plans with the Planning Commission for their feedback before bringing the item back to the City Council for their formal review in May.

The Workshop meetings were adjourned at 6:55 pm.

Respectfully submitted,

Becky Malone 05-05-2015

Becky Malone
Deputy City Clerk