



**Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
TUESDAY, FEBRUARY 4, 2025**

WORKSHOP TOPICS FOR DISCUSSION:

1. Discussion of Public Safety Priorities, Initiatives, and Communications for Downtown (5:00-5:45 p.m.)
2. Receive General Update on Strategic Plan Initiatives and Discussion of Priorities for 2025 (5:45-6:30 p.m.)



City Council Workshop City Council Agenda Report

MEETING DATE: February 4, 2025	WORKSHOP AGENDA ITEM: 1
TITLE: Discussion of Public Safety Priorities, Initiatives, and Communications for Downtown (5:00-5:45 p.m.)	
PREPARED BY: Jamie Baker, Deputy Chief of Police	
REVIEWED BY: Jeffrey Dahl, City Manager	

DISCUSSION OBJECTIVE:

To review, discuss, and confirm direction on public safety priorities for the community.

2024-2026 STRATEGIC PLAN PRIORITIES RELEVANCE:

Sustain Community Character & Safety

The City strives to serve and protect all community members through strategic and proactive public safety initiatives.

BACKGROUND:

After discussion with Mayor Mullin and ongoing discussions with previous Councils and the Panoway District Committee about mitigation tactics used to increase public safety in the community, especially during the summer months in and around Lake Street, staff will provide updates on the following topics, gain confidence and consensus on level of importance, and review the below communication tactics.

Attached is a prioritized list of public safety issues and what staff is working on in order to mitigate impacts. Once the priorities and mitigation tactics are confirmed, staff intends to communicate and engage the community proactively through the following ways starting early in the spring:

- Social Media
- City Engagement Meetings with downtown stakeholders and other neighborhoods
- Chamber Meetings
- Mayor's communication through Mayor Meet Ups, short videos, Wayzata Weekly, The Portal, and the State of the City Address
- SRO Messaging at the Wayzata West Middle School
- Zero Tolerance Month Media Blitz
- City Council Meeting Presentation

ATTACHMENTS:

1. Public Safety Mitigation Tactics

Public Safety Issue	Summary of Problem	Current Status	Next Steps	Priority Level
Excessive Noise	Acceleration of cars and motorcycles and unregulated mufflers.	Ordinance is (posted and enforced), Planned Zero tolerance month to crack down, flock cameras utilized for repeat offenders. Staff worked with City Attorney to require court appearance for offenders.	Advocate with legislature to provide more restrictions on muffler manufacturing, continued social media communication, continue with zero tolerance month.	High
Parking	Boat and vehicle parking for longer periods of time than allowed and trail user parking in inappropriate areas.	Tweaking park mobile system. Additional signage added at Mill Street and staff has brought up trail parking concerns at trailhead. Reoccurring issue of Vehicle-pad by COV. PD has repeatedly spoke with COV and Valet about issue and threatened to repeal permit.	Educate new staff @ the docks how park mobile system works, increased enforcement by CSO/Officers, social media communication, additional signage and daily parking for those commuting via boat to work, parking vehicle-issuing citations to the owners for vehicles being parked on the pad.	Low
Fishing	Fishing on docks and marina during prohibited hours causing fishing hooks to damage boats and safety issues with adjacent visitors to the docks.	April 1-Nov 1 no fishing from Marina. Fishing from docks allowed before 10 am. Often juveniles are fishing after this time.	Social Media and use education with Juveniles. Adults-warning 2nd offense typically citation.	Low
E-bikes	User are going way to fast. Mostly juveniles, not cautious, and going on sidewalk, trails, lakewalk where there are pedestrians. Numerous jurisdictions around the state are facing the same issues partly due to regulation by state not keeping up with technology.	Using state statue, riding on sidewalk is prohibited. Posted sandwich boards on Lakewalk to say "no bikes" and social media communication.	Working with Lake Area Chiefs for an expanded jurisdiction approach (including Three Rivers Park District). Creating an ordinance for helmets to be required for anybody under the age of 18 years old, SRO education, social media posting, sandwich boards, parental notification.	High
Loitering	Juveniles in or around vehicles loitering (Parking Ramp, Beach, other areas)	Signage posted, enhanced police presence, loitering citations issued.	Continue to issue citations, proactively patrol, installation of parking gate (in progress).	Medium
Public Smoking, Drinking, Cannabis Use	Minimal complaints and/or officers finding this to be a large issue.... Yet.	New City ordinance and state statues are currently being utilized.	Continue to enforce ordinance and state statues, parents of juveniles are notified and involved.	Low



City Council Workshop City Council Agenda Report

MEETING DATE: February 4, 2025	WORKSHOP AGENDA ITEM: 2
TITLE: Receive General Update on Strategic Plan Initiatives and Discussion of Priorities for 2025 (5:45-6:30 p.m.)	
PREPARED BY: Jeffrey Dahl, City Manager	
REVIEWED BY: NA	

DISCUSSION OBJECTIVE:

To receive a general update of the progress of strategic plan initiatives and discuss priorities for 2025.

2024-2026 STRATEGIC PLAN PRIORITIES RELEVANCE:

This discussion is entirely focused on Strategic Plan relevance.

BACKGROUND:

From August 14-16, 2023, the City Council, members of the City's senior leadership team, and a facilitator met for three strategic planning sessions. At these sessions, the group reviewed the progress on the City's previous strategic plan and discussed the challenges and opportunities facing the community. Based on that discussion, three new strategic priorities were identified:

1. Diversify Revenue
2. Achieve and Sustain Operational Excellence
3. Sustain Community Character and Safety

The City of Wayzata approved the 2024-2026 Strategic Plan, with specific initiatives, on December 5, 2023. Since then, staff has been making progress on many of the initiatives. Attached is a broad list of all of the initiatives—the last update occurred in August of 2024.

At this meeting, staff will be providing a general update of all of initiatives and what we are planning on prioritizing for 2025 with the hopes of confirming these priorities with the new Council and making any needed adjustments to the existing initiatives, eliminating some, and/or adding others. Ultimately, all initiatives should align with the above strategic priorities. For discussion, some key points that have come up since the last update are:

1. Council request for an enhanced budget process
2. Staff-led preference for more intentional, targeted, and in-person community engagement activities
3. Municipal Dispensary exploration has ceased
4. Timeliness of moving forward with Phase 2 of Short-Term Rental Ordinance Amendments
5. Muni Decor Project
6. Needs assessment of Public Safety Facilities
7. R-3A Zoning Amendments

At a later date, staff will make any needed changes and provide a more thorough progress report of all of the updated initiatives. If there isn't consensus on the initiatives and if they are not consistent with the overall strategic priorities, staff strongly suggests coordinating a new strategic planning retreat later this year.

ATTACHMENTS:

1. 2024-2026 Strategic Plan Summary



City of Wayzata Strategic Plan

2024 – 2026

Overview

A Strategic Plan is a tool that outlines the City Council's priorities for the organization and community and provides a clear direction of where the City is going and how it intends to get there. It includes a vision, mission, and values that guide actions, along with a set of multi-year priorities that guide decisions, and a plan for implementation and accountability.

From August 14 to 16, the City Council, members of the City's senior leadership team, and a facilitator met for three strategic planning sessions. The facilitator, Sara Peterson, provided a narrative summary of that retreat below. At these sessions, the group reviewed the progress on the City's current strategic plan and discussed what current challenges and opportunities the community was facing that should be considered when determining updated priorities and initiatives for the next several years.

Based on that discussion, three new strategic priorities were identified:

1. Diversify Revenue
2. Achieve and Sustain Operational Excellence
3. Sustain Community Character and Safety

Staff identified specific initiatives and timelines to create an implementation plan for the next three years. The 2024-2026 Strategic Plan is included below. It includes updates to the City's mission, vision, and values along with a summary table of the strategic priorities, desired outcomes and targets, and a list of specific initiatives.

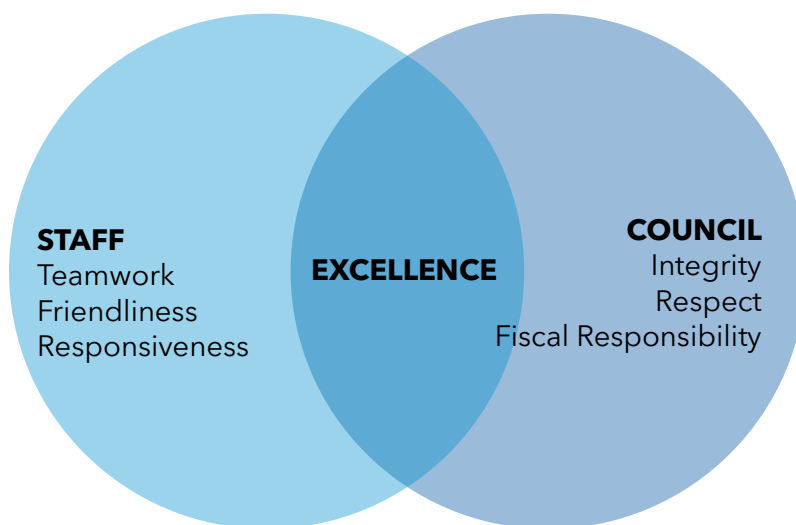
Mission

To enhance Wayzata's quality of life while preserving its character as the thriving lakeside village in which we live, work, shop, and play.

Vision

Wayzata is a vibrant lakeside community with enticing parks and welcoming public spaces. It is charming yet contemporary, safe, and walkable. We take pride in our history, strong neighborhoods and businesses, and our responsibility to Lake Minnetonka as a treasured natural asset.

Values



Overall Focus for 2024-2026

Rebalance efforts to ensure resident-centered operational excellence and fiscal strength.

2024-2026 Strategic Plan

Strategic Priority	Desired Outcomes and Targets	Strategic Initiatives
Diversify Revenue	New/Expanded Revenue Sources Meet Growing Needs While Minimizing Impact on Residents 3% decrease in ratio of General Fund revenue from property taxes 20% Increase in budgeted Liquor Enterprise transfers to General Fund by 2026 - Increase cost recapture in fine/fee structures - Maximizing enterprise operations (TBD in plans)	- Finish/implement plans to maximize liquor enterprise operations - Increase Franchise fees - Assess fine/fee (e.g., patio, event) structures - Explore utility billing "round up" - Evaluate City property leases - Pursue a food & beverage sales tax - Pursue State bonding - Implement paid docking system
Achieve and Sustain Operational Excellence	High-Quality Customer Service - Maintain or increase 4.6 star DMV rating >=95% residents report city staff performance positively	Develop department, board and commission work plans
	21st Century Technology Right Sized to Needs >=80% of employees reporting having adequate tools/tech to succeed (69% in 2023)	- Implement NeoGov (HR) - Phone system replacement - Digital conversion of HR and Planning records
	Operational Risks Proactively Managed - Rightsized departments with succession plans in place by 2026 - Employer of Choice, retain and attract high-quality employees. 5% reduction in turnover (non-retirement, non-seasonal) 5% reduction in employees responding they would leave the city due to poor work/life balance or heavy workload	- Implement cyber-security study recommendations - Complete succession plans - Start Stay Interview program - Implement 360 review process for Directors - Explore shared services for IT, Fire, and Inspections - Complete policy manual for financial management
	Engaged Government & Communication >=95% of residents regularly read the Portal >=95% of residents rate the city website positively	- Expand Portal to 100% of residents - Improve website accessibility compliance & transparency
Sustain Community Character and Safety	Well-Maintained City with Seamlessly Implemented Services - Deferred maintenance projects are completed at City Hall by 2026 =/ 95% of the time park & right of way maintenance standards met	- Develop a facilities plan - Complete study and implement seasonal maintenance calendar
	Community Character and Resident Pride of Place - Intentional mix of growth, small town & destination - Public Art Committee established by 9/1/2024 - First public art installation by 9/1/2025 - Walkable, welcoming, safe infrastructure >=95% of residents report positive quality of life - Visible events and activities scaled to neighborhoods - One Walk-Zata event by 12/31/2024 - Aesthetically pleasing, safe and transformed Wayzata Blvd - Superior and Broadway intersections - improvements completed by 12/31/2025 - Wayzata Blvd. reconstruction conversations started with Hennepin County by 12/31/2024 - Zoning recommendations from Corridor Study codified by 12/31/2026	- Complete Panoway Phase 2 & prepare for Phase 3 - Complete Klappich Park improvements - Implement Wayzata Blvd. Roadway Improvements - Zoning Updates recommended in Wayzata Blvd Corridor Study - Adopt Vacation Rental Ordinance - Adopt Special Event Ordinance - Establish Public Art Committee
	Community Well-Being and Safety >=95% of residents report feeling safe >=80% of residents report City has the right amount of traffic enforcement - Cannabis licensing and sales are effectively controlled to protect public health and safety	<i>See Operational Excellence items</i> - Complete speed limit study - Explore option of single licensee municipal operations (Cannabis)
	A Thriving Commercial Core - Monitor occupancy rate in the Promenade - Increase commercial net tax capacity ratio to 25%	<i>See Community Character and Operational Excellence items</i>
	Full Range of Housing Options - One naturally occurring affordable multi-family rental property preserved by 12/31/2025 - Affordability goals for Park and Ride Site established by 12/31/2024 - Park and Ride vision, due diligence, feasibility, funding and project partners established by 12/31/2026	- Adopt Affordable Housing Policies & Action Plan - Park and Ride Site Redevelopment