

**WAYZATA CITY COUNCIL
WORKSHOP MEETING MINUTES
January 20, 2015**

4:00 PM – Lake Effect Moving Forward

Mayor Willcox called the workshop meeting to order at 4:00 p.m. in the Community Room at Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Also present: City Manager Nelson, Director of Public Service Dudinsky, Director of Administrative Services Uram, and Director of Planning and Building Gadow.

Mr. Gadow stated that on December 2, 2014, the City Council adopted a set of next step recommendations and an Implementation Strategy for the Lake Effect project through the assistance of Ms. Mary DeLaittre of Groundwork LLC consulting.

Mr. Gadow asked the City Council to provide staff with direction on how they would like staff to proceed in implementing the recommendations included in Ms. deLaittre's report. He stated that in particular, staff is requesting Council guidance on whether staff should continue to work with Ms. deLaittre in a consulting role or if other consulting options should be explored for project implementation.

The Council stated they would like to continue to work with Mary deLaittre. The council agreed that a phased scope of work should be reviewed with Ms. deLaittre and brought back to the Council for consideration. The first phase would include an RFP for the design of the central lakefront components of the plan as well as a process for establishing a jury to review the particulars of the plan, keeping in mind that the jury will eventually transition to a non-profit fundraising board.

Staff agreed to work with Ms. deLaittre to develop a phased scope of work and will bring it back to the Council for consideration at a future meeting.

4:30 PM – Discuss 2015 Strategic Planning Process

Mayor Willcox called the workshop meeting to order at 4:30 p.m. in the Community Room at Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Also present: City Manager Nelson, Director of Public Service Dudinsky, Director of Administrative Services Uram, and Director of Planning and Building Gadow.

Ms. Nelson stated the City Council last met to update the Strategic Plan in October of 2013. She said staff is recommending that a date be set in March for the Council to meet to review and update the Strategic Plan. She also sought input from the Council regarding the process for Strategic Planning for 2015.

The Council stated they would like to meet for two half-day sessions. The first half-day session would be with the leadership team, and the second half-day session would be for Council teambuilding session. Although the City has used Richard Fursman (2012) and Craig Rapp (2013), the Council asked staff to look at alternative consultant facilitators for the 2015 session. The Council stated their preferred dates for the 2015 session would be late March or early April, depending on availability of the selected facilitator. Council was open to a local off-site venue for the session.

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2 **5:00 PM – City Website**

3 Mayor Willcox called the workshop meeting to order at 5:00 p.m. in the Community Room at
4 Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke. Also
5 present: City Manager Nelson, Director of Public Service Dudinsky, Director of Administrative
6 Services Uram, Director of Planning and Building Gadow, and Communications Specialist
7 Classey. Communications Board Members Present: Biser, Diercks, Farrell, and Fox.

8
9 Ms. Nelson provided the Council with background on the city website re-design and process.
10 Two website design exhibits were distributed and discussed by the Council. The Council
11 recommended using a design with a blue header and a typeface with a plainer design/font which
12 includes our City logo.

13
14 Mr. Tyacke asked about website analytics. Ms. Classey stated the new CivicPlus website will
15 include Pikwik analytics in the new content management system.

16
17 Mr. Mullin asked about domains and e-commerce. Ms. Nelson stated we have purchased all
18 available domains. She stated we will be incorporating e-commerce functionality into the new
19 website at a future date.

20
21 Mrs. McCarthy asked if searches on the new website will have better results than on the current
22 website. Ms. Classey stated the new website will have better search results once the pages are
23 updated with the metadata. Ms. Classey was unable to demonstrate this feature until such a time
24 when the new website is live.

25
26 The council discussed incorporating business commerce information on our website. Mr. Mullin
27 recommended staff draft a Communications Policy for all city communications and asked staff to
28 bring back a policy for the council to review at a future workshop.

29
30 Ms. Nelson reviewed the website agenda center features. The website design for the city
31 calendar, and social media feeds were shown.

32
33 **5:30 PM – East Block Bay Center**

34 Mayor Willcox called the workshop meeting to order at 5:30 p.m. in the Community Room at
35 Wayzata City Hall. Council members present: Anderson, McCarthy, Mullin, and Tyacke.
36 Planning Commissioners Present: Gonzalez and Vanderheyden. Also present: City Manager
37 Nelson, Director of Public Service Dudinsky, Director of Administrative Services Uram, and
38 Director of Planning and Building Gadow.

39
40 The developer team for the East Block of the Bay Center project, led by Steve Bohl of BohLand
41 Development, provided an updated on the plans for the East Block. Mr. Bohl introduced Hay
42 Creek Hospitality, the hospitality management company which will be involved in the hotel
43 component of the building. Mr. Bohl provided an update on the project planning and discussed
44 the next steps in the development review for the final stage of the Bay Center project. The new
45 plans include a shift from a hotel-office-retail concept to a hotel-office-condo concept. The
46 Council provided feedback to the developer on the proposed use changes, parking, building
47 facades and landscape/park elements. Mr. Bohl indicated that they would submit plans for
48 formal review by the Planning Commission and City Council in the coming weeks.

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50 The workshop meetings were adjourned at 6:50 p.m.
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1 Respectfully submitted,

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5 Becky Malone

6 Deputy City Clerk