

CITY OF ST. FRANCIS
CITY COUNCIL AGENDA
St. Francis Area Schools District Office 4115 Ambassador Blvd. NW
June 20, 2022
6:00 p.m.

1. CALL TO ORDER/PLEDGE OF ALLEGIANCE

The regular City Council meeting was called to order at 6:00 p.m. by Mayor Steve Feldman.

2. ROLL CALL

Members Present: Mayor Steve Feldman, Councilmembers Robert Bauer, Kevin Robinson, Sarah Udvig, and Joe Muehlbauer (attending remotely).

Also present: City Administrator Kate Thunstrom, Deputy City Administrator/ City Clerk Jenni Wida, Assistant City Attorney Dave Schaps (Barna, Guzy & Steffen), Public Works Director Paul Carpenter, Fire Chief Dave Schmidt, Liquor Store Manager John Schmidt, Finance Director Darcy Muvihill, City Engineer Craig Jochum (Hakanson Associates, Inc.), and Police Chief Todd Schwieger.

3. APPROVAL OF AGENDA

MOTION BY: ROBINSON SECOND: BAUER APPROVING THE REGULAR CITY COUCIL AGENDA

A roll call vote was performed:

Councilmember Muehlbauer	aye
Councilmember Robinson	aye
Councilmember Bauer	aye
Councilmember Udvig	aye
Mayor Feldman	aye
Motion carried 5-0	

4. SPECIAL BUSINESS – NONE

5. CONSENT AGENDA

- A. City Council Minutes - June 6, 2022
- B. Surplus Property Resolution 2022-34 Declaring Surplus property and authorizing the disposal of said property
- C. Routine sewer system cleaning (Jetting) and Televising
- D. Policy Update Section 1.6 General Requirements
- E. Authorize hiring of Nate Hanson for vacant Streets & Parks worker position
- F. Police Department Donation
- G. Payment of Claims

MOTION BY: UDIG SECOND: BAUER APPROVING THE CONSENT AGENDA ITEMS A-G.

A roll call vote was performed:
Mayor Feldman aye
Councilmember Udvig aye
Councilmember Bauer aye
Councilmember Robinson aye
Councilmember Muehlbauer aye
Motion carried 5-0

6. MEETING OPEN TO THE PUBLIC

Mayor Feldman asked if anyone wanted to speak. No one came forward.

7. PUBLIC HEARINGS – NONE

8. OLD BUSINESS

A. Amendment to City Code Section 10-73-03 General Landscaping and Maintenance Resolution 2022-35 Authorizing the Summary Publication of Ordinance 297, second series amending city code section 10-73-03 - 2nd Reading

City Administrator Kate Thunstrom gave a presentation on the second reading to the City Code to allow features in the drainage and utility easements with reasonable conditions and review from engineering.

Mayor Feldman stated he didn't have any questions adding he thought it was pretty straightforward from the last time. He asked for Council comment. Council didn't have any further comment.

MOTION BY: BAUER SECOND: MUEHLBAUER TO ADOPT THE AMENDMENT TO CITY CODE AS PRESENTED.

A roll call vote was performed:
Mayor Feldman aye
Councilmember Muehlbauer aye
Councilmember Robinson aye
Councilmember Udvig aye
Councilmember Bauer aye
Motion carried 5-0

B. Approval of Labor Agreement with Law Enforcement Labor Services #411, Police Sergeants for 2022-2024

Assistant City Attorney Dave Schaps gave a presentation on the labor agreement with Police Sergeants and the recommendation to approve the contract as presented.

Mayor Feldman asked if anything had changed. Schaps confirmed nothing had changed.

MOTION BY: BAUER SECOND: ROBINSON TO ADOPT THE LABOR

AGREEMENT WITH LAW ENFORCEMENT LABOR SERVICES #411, POLICE SERGEANTS FOR 2022-2024.

A roll call vote was performed:

Mayor Feldman	aye
Councilmember Bauer	aye
Councilmember Robinson	aye
Councilmember Udvig	aye
Councilmember Muehlbauer	aye
Motion carried 5-0	

Mayor Feldman commented that he wanted to take time to thank Staff including Schaps, City Administrator Kate Thunstrom, Police Chief Todd Schwieger and everyone working with them. He commended Councilmember Bauer for stepping up to the plate and helping to solve the situation. He stated they will be ahead of it for the next contract period in March but thought this worked out well. He thanked them for all their work.

9. NEW BUSINESS

A. Public Works Crane Truck Cab and Chassis Purchase

Public Works Director Paul Carpenter gave a presentation on the purchase of a crane truck's cab and chassis.

Mayor Feldman noted a couple of things to bring to Council's attention. He stated the truck Carpenter mentioned for next year is planned for replacement and is in PlanIt Software. What they thought was the crane truck they have now that does the lift stations, that is very important because if the lift stations don't work the system doesn't work. When people flush a toilet they don't realize it has to get through a pipe system and the lift station is a part of that. The crane is very important to unplug the lift stations and do maintenance on them. It's hard to get vehicles today, even going out of town or out of state. He stated what Public Works Staff is saying is that they are going to get a truck now, that is a cab and a frame to the back. Then it will be fitted with the compartments needed for tools, a flatbed and the crane itself. They are getting the truck now and then they will take the trade that doesn't need to be traded in or replaced next year, that will be mixed with the existing crane vehicle and that way they will get two for one as a trade in value. Because the loan as it is, the crane truck they have today is 15 years old and has some maintenance issues so the trade in value won't be that high but mixed with this other vehicle will give a better trade value for the new truck coming up. That software helped them do this. He thinks it a wise move in the sense of getting the truck now, having it and then getting it to the outriggers who will rig it up and get it back to them. If they don't do this they may never find one. This is a one ton truck with a crane on it. He stated again the purpose of this truck is mainly for lift stations and other purposes but mainly for lift stations to maintain them because they are very critical to the system. He asked for Council comment.

Muehlbauer asked how much was budgeted in the CIP for replacement. Carpenter replied \$95,000.

Muehlbauer asked how much a new crane cost, if they could find one already assembled. Carpenter replied they couldn't. He stated he couldn't give comparisons because there are none. He stated he went out to a five-state area and there are none.

Muehlbauer replied he had no problem giving them what they need because they can't work if they don't have the right tools. He stated he didn't like how it is worded in the packet which says to "authorize Public Works to spend up to \$75,000" but added that hearing it is \$20,000 less than what is budgeted makes him feel better. He stated in these times with things being harder to find it is what it is.

Mayor Feldman commented they need to adjust to the times that are in front of them. With applicants for employment, for body cameras and things like that they have done. It's the environment around them that is dictating what they are doing today. A seller's market becoming a buyer's market, an employer's market becoming an employee market. Trucks today are not readily available so they have to get the truck they have to get and play the game.

Udvig agreed with not waiting until the last minute and then come up empty handed. She agreed this is the right move and thought they should get the parts they could now and get it ready.

Bauer agreed with Udvig in moving forward by getting what they could get and hopefully they are not piecing it together.

Robinson agreed with Muehlbauer that just because the software says they need it doesn't mean they have to buy it. What they need is what they need to get the job done. He asked if the crane apparatus also 15 years old.

Carpenter replied yes, the truck was put together all at the same time. He added this was the first crane truck the City bought. He stated it was used to put on grader wings truck wings, and was initially overused until the new facility was put up and the overhead crane was used. He felt it has probably been used more than it should have.

Robinson replied that isn't a bad thing adding the Mayor is always commenting how industrious the department is in utilizing everything at their disposable which is how it should be. He asked if they delayed ordering that a deal couldn't give estimates on what a one-ton chassis would be.

Carpenter explained they could get some pricing now for the cab and chassis, they can't get the cab from ABM until they get the chassis because it is a custom service body that goes on. He stated they are watching the market. He stated if they can't

find one in the next couple of weeks they may have to special order one. He stated they are trying to take it slow and do what is right.

Robinson asked if the service body was reusable because the vehicles are maintained well. Carpenter replied the service body on this one the frame rails of the truck can be seen coming through the service body.

Robinson asked if after 15 years it is showing its age. Carpenter agreed.

Robinson asked for an estimate of the trade in value of the two trucks they plan to trade. Carpenter replied no, no one wants to give an estimate because of the crazy vehicle market. He added they will have real numbers when they are actually ready to do it.

Robinson commented he was in favor of getting every department what they need but it is nice to vet it out like this. He noted the “plan it” software is great but wanted to double check it to ensure it is valid. He stated he appreciated the information.

Mayor Feldman stated the “plan it” software can be adjusted by the purchase or replacement that they are doing but that doesn’t mean it can’t be adjusted accordingly. In this case with the rust factors that happen to Minnesota vehicles and right now in the market place with inflation adjusting the pricing on top of the manufacturing prices suggested price and surcharges. He stated in this particular case he thinks it’s wise to get this. He stated Carpenter hasn’t ordered it yet and may have to still have to do custom. Carpenter replied they waited to let Council weigh in.

Mayor Feldman commented he knows they are trying to get something for the old crane truck, but that along with the trade-in they are going to be doing on the regular truck is hopefully more money. He stated his point was alone the crane truck would give them nothing, it is rusted out, is 15 years old and has mechanical issues but hopefully mixed with the other one it might give them just a little more dependent on the market.

Mayor Feldman asked for any other comment by Council. There was none.

MOTION BY: UDVIG SECOND: MUEHLBAUER TO APPROVE THE PUBLIC WORKS CRANE TRUCK CAB AND CHASSIS PURCHASE.

A roll call vote was performed:

Mayor Feldman	aye
Councilmember Muehlbauer	aye
Councilmember Bauer	aye
Councilmember Udvig	aye
Councilmember Robinson	aye
Motion carried 5-0	

Mayor Feldman asked Carpenter to let Council know what he finds. He asked if it was correct that the crane before was a one ton. Carpenter confirmed this.

10. MEETING OPEN TO THE PUBLIC – NONE

11. REPORTS

A. St. Francis Fire Department - May 2022 Monthly Comparison Report

Fire Chief Dave Schmidt gave the May Monthly Comparison Report for the Fire Department. He highlighted that they exceeded their goal with response times at seven minutes and 46 seconds. He reported that has been a slight decline in runs from year to year. He stated the heat isn't helping the run calls. He highlighted the average number of responding fire fighters was 6.3 and noted there are still two firefighters on leave with a third going on maternity leave at the end of the month. He stated with the current state of the world it is impacting the military members in the department. He reported fire runs were 11 and EMS service calls were 49. He stated the usage was high and there were three COVID calls in the month of May. He highlighted 20 site visits for fire inspections for the month of May.

Mayor Feldman commented it was a good report. He stated he liked there was a substantial difference of EMS calls versus fire. He stated he was sad about the report on COVID, which is still in play despite what anyone says. He stated he was glad about the fire inspections. He asked if they are short staffed. Schmidt replied they are losing another firefighter for about nine months, which is the second one getting deployed.

Mayor Feldman asked for Council comment.

Muehlbauer commented it was a good report. He thanked Schmidt and the rest of the firefighters for all they work they do.

Udvig commented she appreciated Schmidt and his team and asked him to keep doing what he's doing because he is making a difference which is appreciated.

Bauer commented it was a great report. He thanked Schmidt and asked him to make sure his employees are drinking water as it is extremely hot out there. Schmidt replied they stocked up last week.

Robinson commented it was a great report. He commented that the EMS was 49 and with the training Schmidt has given them the ability to do that is awesome. He asked about the deployments and if they are related to fire and EMS. Schmidt replied they are not, it is different.

Mayor Feldman asked for an update on the department fire truck. Schmidt replied they got word last week they are ready for them to come down and do an inspection on the new engine. He stated they are hoping to get down there next week to finish

it and get it signed on before the 4th of July holiday. He stated they should have confirmation soon.

Mayor Feldman asked who is going. Schmidt replied it will be himself, Joe Lawrence, and three members of the truck committee that did a lot of the leg work on it.

Mayor Feldman asked if that would be the sign-off time. Schmidt confirmed this adding after they sign off they will ship it up here, which may take a week. They will provide training on the new apparatus and then a time will be scheduled before a Council meeting so everyone can see it.

Mayor Feldman asked if it will be the end of July. Schmidt replied it will either be the end of July or early August dependent on Staff training and moving equipment over.

Mayor Feldman asked if it is correct that the trade-in on the other will happen after the new one is received. Schmidt confirmed this.

Mayor Feldman asked where the old one will sit in the fire station. Schmidt replied they will keep it within the fire station until they are confident that what they have in the new equipment and that people are confident and capable and it is doing everything they have asked it to do.

Mayor Feldman asked if they will have room for the new fire truck and the old one. Schmidt replied they will make it work and the new one is smaller than the old.

Mayor Feldman asked if they will be using the new one and the old one. Schmidt replied they will use the old one until all the equipment gets moved over, only one will be in service at a time.

Mayor Feldman asked if when they go to trade it in if they will be able to store it in the fire station or if they could take it to Public Works. Schmidt replied if there was room at Public Works it could be stored there once they are ready.

Mayor Feldman asked if that was possible because they will have two big vehicles in a station that wasn't designed for that.

Robinson asked how it was shipped up. Schmidt explained it will be trailered on a large flatbed trailer for delivery. He stated it becomes very hands-on at the factory and will likely spend three days there going through every piece of the specification to ensure it is put together the way they had intended it to be. Then when once it is delivered to Ham Lake they will ensure the tools fit the way they want. After that it gets delivered to the station and training begins with the Staff.

Robinson asked about the trade in process and the valuation. Schmidt explained there isn't a huge market for used fire apparatus. He stated neighbors that are going through the bid process right now prices have gone up dramatically since St. Francis

has started the process. He stated they came in with a lower price in two years.

Robinson asked if there was a network throughout Minnesota for smaller communities to be privy to what they have to offer and maybe be interested in the machine.

Schmidt replied the State Fire Association puts together classifieds that get distributed to the chief's networks throughout the State. He stated they have had success with that in the past with other pieces of equipment that no one had much of an interest in. He stated they would do their best to ensure that if it is a viable piece of equipment that there is opportunity to put an offer in on it.

Mayor Feldman commented with the way the market is the old one could be valuable. Robinson and Schmidt agreed. Mayor Feldman added especially when talking about the range that they spent.

Robinson added it could serve as a two-year bridge of equipment or for a town that has nothing.

Mayor Feldman commented they have to adjust to the times in everything they do, whether it was created by them or not, it is the environment they live in and have to adjust to. That is all there is to it. He thanked Schmidt for the report and asked him to keep up the hard work. He stated he appreciated the guys and their EMS capabilities are amazing and appreciated.

B. St. Francis Public Works - Monthly Report May 2022

Public Works Director Paul Carpenter presented the Public Works Monthly report. He highlighted that about 8% less water was pumped this May over last May but so far in June it has been higher because of the heat. He reported that the staff are using the new locates resulting in locates coming in faster and it is working. He reported last month that all the lift station pumps were serviced and look good. The preventative measures are outstanding. He reported inspection was done and parts were replaced on the water plant roof, replacement of the roof is scheduled for 2028. He reported that they are using a new lab called RMD which is a much better service. On the Streets and Parks side, grading was done on roads and 220 acres of grass was mowed despite being down a worker.

Mayor Feldman commented that with the heat the way it is and the dryness he asked if not mowing as often and letting the grass grow a little longer would be beneficial. He stated he asked because at home he does that because no matter what is done with the heat of asphalt, driveways and things like that the sun is hard. He stated he is watering around midnight to let it soak into the ground more. He noticed a neighbor watering in the morning around 8:00 and sun is hot then and the water evaporates. He asked if letting the grass grow thicker may not be a bad idea and may take some of the pressure off until the new employee starts in July. He asked

if that was possible.

Carpenter replied the reporting was in May when they had all the rain. Now they have backed off of mowing and are catching up. He agreed with letting it grow a little longer right now and get a better root system.

Mayor Feldman commented that grass is resilient. Carpenter agreed, it isn't dying now, it is going dormant and as soon as it storms it will come back.

Mayor Feldman commented with less water it takes the pressure off between mowing until there is water again. He stated he thinks if they don't start getting some rain in July and August there will have to be restrictions again, even more that they have now. Carpenter agreed.

Carpenter reported on the Parks and Streets. He reported that park rentals have increased over last year. He gave an update on the Dellwood Project stating there was a setback in surveying due to high water but it is scheduled to be planned this winter and start next spring.

Mayor Feldman commented that there was only one lift station that was blocked which was on Ambassador and 47. He asked if that was one of the bigger ones. Carpenter replied some are larger than others. The largest one is in the lower parking lot of the high school.

Mayor Feldman asked about the delays in surveying due to the highness of the river. Carpenter confirmed this adding the river flooded the trail.

Mayor Feldman asked when they will be able to start the work with the river being high. Carpenter replied they are planning to start next spring and they will work together to repair damage that is there.

Mayor Feldman commented with all the rain in May it created a higher river and yet there isn't any rain now so there is a mini-drought. He stated he talked to Carpenter today about calling Minnesota mosquito control because with the river being up mosquitos are up too. He stated residents have told him they have had trouble just going for a walk because of all the mosquitos. He added even during the day they are biting.

Mayor Feldman asked if hypothetically next spring the river is high again because of rainfall what would they do then, do they do water control or barriers because Mother nature dictates what can be done. Carpenter replied he wasn't sure but could ask.

Mayor Feldman commented it was a great report and asked for Council comment.

Robinson commented it was a great report.

Muehlbauer thanked Carpenter and his staff.

Udvig commented it was a great report and presentation. She thanked Carpenter and his staff for everything they do to make the City look beautiful.

Bauer commented it was a great report and asked Carpenter to thank his employees for cross-training because it is good to see that in the City.

Mayor Feldman commented that he had talked to Carpenter, Water and Sewer Supervisor Parish Barten, Streets Supervisor Jeremy Shook, and Police Chief Todd Schwieger about getting details for down the road about getting recycling on more of a regular basis in between events. He stated he is happy the recycling events are going to be at the Public Works building and not shared. He stated when recycling is made easy people are more likely to recycle. Back when recycling first came out and people had to separate out cans and bottles and paper people were less likely to recycle but now with comingling it is a lot easier. So now at Public Works, the easier the better and the more they will get involved. He stated he talked to the gentleman that he mentioned to create an area like Andover and East Bethel has so the people, instead of having all that stuff in their garage until a recycling event happens, if there is an abundance of cardboard if they could have something in the interim for cardboard or paper. He stated other cities do it, it is something worth checking into. He stated they are checking things out. Something like oil recycling could be possible down the road. He stated Nowthen is where he goes and these are things they are checking into. He stated it takes time to implement but thinks it is a good idea.

Mayor Feldman stated another thing he is working on and trying to get some numbers on, because gas prices are way high, and he is checking out the amount of money that is spent at gas stations they buy gas for the vehicles, such as the building official's car, fire vehicles, police vehicles and public works vehicles. He stated in the month of May over \$6,400 was spent in fuel from KwikTrip, Casey's, Speedway, and County Market. He stated he will keep checking the records for the next few months to see where that is. He stated he is just getting the numbers together and as he looks more into it, it will be more cost to benefit, and will the cost be low and benefit high to put their own pump station with pumps in the ground for City vehicles. He stated if it is cost beneficial then it should at least be looked into. He wasn't sure if it was because gas prices are \$5.49 for diesel, and \$4.55 for regular gas. He stated it would be an expense up front and will it save money over time, it may not and they may end up, after looking at the data that it may not be cost effective and wouldn't be done or brought to Council. In the meantime he wanted Council to know he is working on that. He stated they have done something really well in being preventive and proactive and he thinks it is something that needs to be looked at because of the time we live in with the fuels. He stated he remembered diesel being \$2.00 per gallon or less when it first came out and now it is \$5.49. He asked if the crane truck would be diesel or gas. Carpenter replied they will decide that.

Mayor Feldman replied diesel would be better. Carpenter agreed.

Mayor Feldman stated the question is if they will be able to find one. Carpenter agreed.

Mayor Feldman commented he brings these things up because they are in the pre stage of him looking the data up. He stated there are too many other things on their plate but he is looking at things, getting the numbers and weighing risk to gain, cost to benefit. The cost has to be low and the benefit high. He stated with the recycling center they would have to open up an area for the public where they could not access the facility but the area to recycle. He stated that will be checked on, look at other cities, and go from there. He stated he expected this to happen this next year because it seems like everything they do takes two years. He just wanted to bring it to Council's knowledge. He thanked Carpenter for his report.

C. Bottle Shop Marketing Strategy

Liquor Store Manager John Schmidt presented the Bottle Shop marketing plan. He stated he is still working on the first quarter report. He outlined the promos, social media plans and what they currently are doing with advertising.

Mayor Feldman asked if Schmidt had thought about doing a wine club membership because the membership is good but he has talked to people, a friend of his ran one, and they had a range of between one hundred and two hundred and they paid a membership, which was basically given to the owners. It brought them into the store because they got discounts when they showed their card.

Schmidt replied with the new webpage that is something that could be implemented.

Mayor Feldman commented the MMBA is the Minnesota Municipal Beverage Association. He wanted Council to understand that. He stated he just signed up for electronic newsletters that they send out once a quarter or something and in looking at the page where the president gives his message he has for years talked about advertising, in store and out of store, networking, and how to promote the store. He stated the president even went so far as telling where to locate the racks or displays. He asked if a lot of things coming from the MMBA or who is doing the monitoring.

Schmidt replied it was a separate company and wasn't a part of the MMBA.

Mayor Feldman asked if the MMBA was helping out with the webpage. Schmidt confirmed this.

Mayor Feldman commented he really wished some of this would have been done during the construction period and would have been online now. He stated as of

yesterday they were seven months past the completion date of November 19, 2021 which means they are seven months past the warranty period. Also as of Friday they are 13 months past May 17, 2021 when the project actually started. He stated there are four ways to advertise that he knew of: in store, outside with signage or mailings, and then there is paper inside and then digital. He stated they have to consider the type of person would be enticed by the advertising. He stated when Lisa (City Hall Office Admin) puts something on the Facebook page about an event going on he will also put it on his Facebook page a St. Francis post because some people may not look at a post of the City but may look at his or vice versa. He stated they need to try to out reach it every way they can to reach the audience. The more that is out there the better it is. He stated what they need to do is to set up a webpage that shows the specials as with Better Value Liquor does in Anoka. They do it every three or four weeks. G-Wills does it about every two weeks on Wednesday. They post a picture of the product and a price of the product which he thought was very good. He stated he looks at that stuff and in digital days figuring out if it is texting, email or what ever the customers like. He stated there are things that should have been done, not that he was blaming anyone, he is just saying that Council wants to make this a destination store that people come to and more times the product is there at a price they are willing to pay. He stated that is important and why they expanded the store to give the bulk purchase capabilities and then expand the product line. He stated he wished they had reached out to organizations around them sooner because they are not reinventing the wheel but getting involved in things that have been done before. He stated they could try 100 promotions and it is the next promotion that is the winner so they have to keep trying and trying.

Mayor Feldman stated there is a solid base of regular customers. He thought they liked the location, the ease of coming to the store locally, the camaraderie that Schmidt, Crystal and the rest of the staff have when customers are buying things. He stated to expand and give Council the dollars they are looking for in this store when they approved the remodeling, they did that to expand the base. He stated they have a regular base that will help through the hard times and are appreciated and can be counted on. But now to expand the base is through solid promotion in store. He stated the monitor they are getting, hopefully sooner than later, they can look up and see the wine tasting times because they are right there in store. He suggested that they may have to give a product away at cost to get customers in the store. They be the winner that day but will have been introduced to the store and other items and maybe tell neighbors. He stated it is one thing to run the store and now is the time to move to promotion. He suggested keying in on getting the monitor up sooner rather than later and putting up the webpage along with the things he mentioned. He stated as the revenue comes in Council can discuss digital outside taking advantage of Highway 47 but they need to see changes as far as promotion. He stated the store is capable of buying in bulk. He asked about Redbull and Coke. He stated they didn't have Coke before, only Pepsi, but got it back because now they can buy more volume. He stated the changes are good, they come in time and suggested Schmidt try anything. He stated the problem he sees with the store is that the addition was put on the back end so in driving past the

store in the front it isn't seen as a new store. If it was on the side it would have been impressive. It seems like the same store until they get inside. He suggested a sign saying "Newly Remodeled Store." He thought the webpage was important and the monitor inside will help a lot, along with the digital sign outside in time. He stated that KwikTrip came because 47 is a viable area to make money with the demographics. He repeated that the message is a destination place that has products people are looking for at a price that is conducive. He stated a dollar more than other stores on a product, people will probably buy it but if it is five or six dollars more people will go someone else. He pointed out for Council that bringing the cost down comes with buying in bulk. He asked for Council comment.

Muehlbauer thanked Schmidt and expressed appreciation for the work they do. He stated he will look forward to the promotions.

Mayor Feldman commented he brings food trucks, like Mama's Tacos, to bring traffic to the store. He suggested Schmidt to promote a Corona or Tequila special on the day the truck is out there because he is hoping to get some business off of it. It's advertising around things like Pioneer Days and building on the wine tasting area with wine tasting.

Udvig commented she appreciated Schmidt coming with the steps he is taking with advertising. She acknowledged limitations in staffing which impacts the effectiveness of things like Facebook. She suggested with wine tastings that posting a week ahead and then again a few days ahead instead of the day is better because it doesn't give people time to make it. She suggested that time be worked in the schedule for whoever is keeping up Facebook. She stated she shares posts she sees on several other Facebook sites and the more other people share things as well, the more it is going to get out. The same is true with the webpage that whoever is going to maintain it there needs to be time scheduled during their work day to keep it to date and changing.

Mayor Feldman commented that the benefit of being cloud-based is that people can be sitting at home and have an idea pop in their head. The more accessibility there is the more flexibility there is. He stated if it had not been for Schmidt, Crystal, and Corrine they wouldn't have gotten through the construction phase of the store. They did a great job. Schmidt is exceptional at running the store, now they are moving into another phase. Council wants to help this become a great store. He repeated growth is a double-edged sword, there are positives and negatives. Now that the store has changed and is growing now is the time to not just run it but promote it. That will increase business and create other problems.

Bauer commented he wasn't good with advertising but understood spending money on things that encourages him to get to the store. He gave suggestions of promotions that could be tied to other community events to promote the store and the community events. He commented he liked the mount idea, senior days and wine tasting. He commented he liked the store and appreciated that people can do

a special order for products.

Robinson asked if Schmidt has realized any purchasing benefits with the larger quantities and extra space available, if the vendors offered lower discounts.

Schmidt replied yes, the vendor realize there is extra space now so they are now pitching bigger deals which he has taken advantage of.

Robinson asked about the credit card fees and if Schmidt has had any success in lower the internal processing. Schmidt replied they are still waiting to hear back.

Robinson asked for Schmidt to report back to Council on that adding because it is beneficial. He added in other retail entities he has been involved with credit card fees can be a big difference at the end of the year and impact the bottom line.

Robinson asked if kegs and tappers were still a thing. Schmidt replied they are but with the remodeling there isn't a lot of room for kegs but more and more liquor stores are moving away from them due to an insurance risk.

Robinson asked about promotions for non-alcoholic and suggested introducing 1919 root beers and non-alcoholic beers for spouses where one doesn't drink alcoholic beverages. Schmidt replied he was just informed last week that they make 12 packs so they will probably start bringing in 1919 root beers.

Robinson asked about password specials suggesting buzzwords where customers get a password from the City's Instagram or Twitter and the customer can come into the store and say it and get a discount. This also allows the City to see social media channels have the most outreach. He admitted it may be extra work but if there was a hashtag by the register they could tell where hits were coming from. Schmidt agreed.

Robinson asked if any secret shopping was done going to non-muni stores to see what they are doing. Schmidt replied staff have gone to closer stores, more competition, to compare prices.

Robinson asked about times such as the Fourth of July and if they have any big promotions that would make people want to come to their store versus others. Schmidt replied not at the moment but it is coming.

Robinson asked Schmidt to keep up the good work and complimented the staff. He suggested maybe a grand-reopening is needed because it was cold and frosty when they opened.

Mayor Feldman suggested a customer appreciation event.

Robinson agreed that could be a way to reopen and ask people to come see the store. He suggested getting vendors to make deals and make them want to be a

part of the store's success. He thought vendors have a budget for that which could be untapped. He commented he liked the mount idea. He asked how the store was doing this June and July versus last year at this time.

Schmidt replied he had an update as of June 16, 2022 they were a little more than half with close to \$300,000 in sales for June which they have never hit a \$300,000 ceiling.

Mayor Feldman commented they shouldn't compare to last June and July because they were under construction so the numbers are going to be off. During construction they had limited hours, staff, inventory and space.

Robinson replied it is still a positive. He commented the store was number eight or eleven out of the state last year even during hard and trying times which is to be noted. Schmidt replied he thought it was number four.

Mayor Feldman commented that promotion is thinking outside the box so if Schmidt has ideas to bring them to Council to try out. He stated he looks at failing as being better than not trying at all. Trying promotions and not having them work and before hitting one that does. He stated he has seen bars with customer paying with wood nickels because with every drink they get a nickel and instead of spending them as they get it they accumulate them and it gets people talking about it. He stated that just because they don't think a promo is going to work it might click the right thinking. He stated with the digital sign there are between 12,000 and 16,000 cars coming down a day and if even ten percent or one percent of them come in it could be 1,200 to 1,600 people which will result in sales. He commented Schmidt had always wanted the store expanded and now it is which brings the other side of the double-edged sword. He understands it is a big job and is seven days a week but they have the staff now and the pay scale is different which helps so now it is trying everything and anything. They have to let people know this is a different store with different pricing and product. Once that is established the rest will follow suit. He commented that seven months after completion there are still customers who don't know the store has been remodeled so that message has to get out there. He suggested adding "the new St. Francis Bottle Shop" or "newly remodeled" be added to the website to get it out there. He asked when Schmidt thought the monitor would be installed. Schmidt replied he could call on it tomorrow.

Mayor Feldman asked when the proposed time for the website was. Schmidt replied they are going to talk to the guy who is working on it this week.

Mayor Feldman commented he has been impressed with the networking of the MMBA because they are there to help and they belong to the association. He stated the store has faced hard times in the past and this association has helped get through that. He stated the president is out of Bagley, Minnesota and has really great comments on the newsletter and brings up good ideas. He stated the goal right now is to make it a destination place to get product customers want at a price

they can afford and that will increase sales and make everyone happy.

12. COUNCIL MEMBER REPORTS

Muehlbauer reported he attended the final interviews for the Community Development Director and is excited to see that go forward.

Robinson reported he also attended the interviews and thought there is a good person coming on board with a lot of energy. He reported he attended a building meeting last week and that is moving forward with a lot of good ideas coming to the architect.

Bauer stated he is usually out of town during the summer so hasn't done much. He stated he will be missing the July 5, 2022 meeting.

Mayor Feldman asked if he will make the June 28, 2022 Work Session. Bauer replied he is going to see if he will have access but wasn't sure.

Udvig reported she was planning to attend the Chamber meeting on June 15, 2022 but had something come up that she was not able to go. She stated she talked to Monica and Crystal and is getting updates. She stated cost will need to be increased for the fireworks show if they want a show like they had this year. She stated it sounds like they are planning to stay with the same family that came in with some expansion of different food booths that came in. She stated the planning will start earlier. She reminded the public that this is all done by volunteers so if a parade is wanted they have to volunteer to help with it. She stated it costs a lot of money because they have to pay for bands to come, shutting down streets, renting things to shut the streets down, and for extra law enforcement. She stated there is a lot that goes into it and is a long process. She stated if the public wants Pioneer Days to continue they have to get involved. She asked people who are interested in helping with the parade to contact her or someone at the Chamber to get things started.

Mayor Feldman asked Finance Director Darcy Mulvihill to give an update on the financial software.

Mulvihill replied they put in the contract that there is a lot of interest so it may be up to 18 months because there are a lot of people utilizing it. She stated she asked about a discount for paying multiple years and got the answer that their business plan does not allow for that. She stated she was told the counties in Wisconsin do a lot of calls and they have a lot of big projects coming through.

Mayor Feldman asked if they were not doing it on a first come first serve basis. Mulvihill stated they have a spot and she has gotten an email about who the implementation team is, it is just now working through that.

Mayor Feldman asked for information on Poppy Street from City Engineer Craig Jochum. He stated a lot of people were hoping June was when construction was going to start and asked if it is now July.

Jochum replied the pre-construction meeting is July 7, 2022 where they will lay out the schedule but didn't think construction would begin until the end of July.

Mayor Feldman asked if it was still the plan to have it end in October. Jochum replied correct.

Mayor Feldman stated a letter is going to go out asking residents if they want to seed or sod or if they want to take on the cost of redoing the driveway. Jochum replied correct.

Mayor Feldman encouraged people to call City Hall with questions about this or anything. He stated Council preferred people call rather than going on Facebook. It is much better to get the information from the source. He thanked Staff and stated he participated in the interview process along with Councilmember Muehlbauer and Councilmember Robinson for the Community Development Director. They have chosen that individual and approved it tonight. He thought she will start sometime in July. He stated that part of the Staff will be in full force. He stated police on the other hand are still a little short. Police Chief Todd Schwieger commented they are getting there.

Mayor Feldman commented that different times are being seen than what they are used to as Schwieger told them two years ago, pre-pandemic that they would get as many as twenty applicants and now they are seeing a lot fewer. He stated the environment has changed and they have to adjust accordingly. He stated he is proud of the Council and Staff to be able to do that. He thought they may lose out if they delay on the vehicle purchase because things have changed. He stated governing is hard if the work is actually done and they, in the last six years, do that work. He stated the Council is available if there is anything residents want to talk to them about. He encourage residents to call or email to talk to them because they are there to help. He stated they all work as a team. He thanked Staff for the work they do on a day to day basis because it can be difficult at times. He thanked them for their patience, tolerance, and work because their work gets the City where it is at. He stated the City has a lot of things coming up between Highway 47, the City Hall/ Fire Station, Vista Prairie Housing, Platinum Housing coming up, residential development and the expansion of MUSA. He stated these are all big ticket items that in the next years to come will make the City so different than today. It is important that these things get accomplished. It takes time but he doesn't worry about problems coming up but he has full faith and confidence that this team together, through due diligence and working together will solve the problem in due time and with the least expense as possible. He stated he is very appreciative as a Mayor that in his corner is the Staff they have working together as a real unit for the good of the residents.

Robinson asked for an update on Highway 47 and when the next meeting will be with MnDOT. He stated that there is a perception that this isn't a priority but it is but things are happening behind the scenes.

City Administrator Kate Thunstrom stated several weeks ago Staff met with MnDOT and

reviewed the last four designs in a brainstorming session and came up with three new designs which included adding roundabouts. Other ideas considered adding a possible frontage road, adding possible three-lane roads, signals and a lot of different ideas. She stated WSB met with her and went over the notes and ideas and the next step is drawing the ideas out and running the data on the designs.

Mayor Feldman commented one important thing she said was that everything was on the table. Which took years to convince MnDOT of. He stated 47 is a vital thoroughway to the City. He stated he keyed in on safety above all, access to the commercial businesses and expansion of the commercial base which is going to be beneficial. He stated they have said they are open to two roundabouts, not four. If they are discussing multiple options that is good.

Thunstrom commented there may be a recommendation of four roundabouts but other ideas have been suggested. She stated there is a design where the City gets everything they want and where getting everything to function works. To do the frontage road right-a-way will be given up but in the long term it could be good. She stated the engineers were keen on roundabouts and the data and safety behind them so they may end up with four roundabouts.

Mayor Feldman stated if they want to see what works come, sit and watch like they do every day and they will know what City Staff all know that if there wasn't a stoplight on Pederson right now you couldn't cross 233rd east and west without having some sort of accident. He stated the two hardest organizations in his opinion after six years of being Mayor is MnDOT and DNR. Those are the two hardest ones to work with so he can't say it will be easy to get what the City wants. He stated he will be happy if they get half of what they want and if it works out to the benefit of St. Francis and not a detriment. He stated they are not naive and know how the game works. He thought hiring WSB was really good and standing firm and listening to what residents want. He stated residents don't want all that MnDOT wants so MnDOT has to be flexible. He stated it is just like with the MSA that Jochum is dealing with on Poppy street because he thought they could be more flexible than they are with the traffic control measures but they are engineers.

13. UPCOMING EVENTS

June 28, 2022 – City Council Work Session – 5:30 p.m.

July 5, 2022 – City Council Meeting– 6:00 p.m.

July 18, 2022– City Council Meeting– 6:00 p.m.

12. ADJOURNMENT

There being no further business, Mayor Feldman adjourned the regular City Council at 7:35 p.m.