

Memorandum

Date: July 11, 2011

To: City Manager Malinen, City Councilmembers

From: Mayor Dan Roe & Councilmember Tammy McGehee

Subject: Draft Meeting Outline for a proposed long range planning meeting

Councilmember McGehee and Mayor Roe submit the attached draft meeting outline as a starting point for a discussion on July 11 about having such a meeting.

The suggestion is to schedule a special meeting that is dedicated for this purpose, rather than having the long range planning discussion at a regular council meeting, in order to allow for enough time to have a thorough discussion.

The participants would potentially be the members of the City Council, the City Manager, and Department Heads (especially Community Development, Parks, & Recreation, and Public Works).

The broad objective of the discussions would be to analyze where it may be appropriate to adjust current policies, or add new policies, and/or tools, to help us maximize our tax capacity in order to help spread the burden of the revenue-based solutions to our long range funding issues. As you can see from the draft outline, the meeting discussion would include an assessment of where we are now in terms of our tax capacity, as well as current market conditions and policies and tools.

1 **Long Range Planning Meeting Outline (Draft)**

2
3 I. Current Situation (20-30 minutes)

4 a. Tax Capacity

5 i. What is it now?

6 ii. What has it historically been? (Trends compared to inflation, wage indices, etc.?)

7 iii. What influences the tax capacity?

8 1. Have there been City policy-related links to changes in the tax capacity?

9 2. Is it all just a factor of the property market?

10 b. Housing

11 i. Mix in Roseville – what do we have?

12 ii. Market analysis – what do we have “too much” of, and what do we have “too little”
13 of? (Based on market – not necessarily policy)

14 c. Business

15 i. Mix in Roseville – what do we have?

16 ii. Market analysis – do we know what we have relative to what is “in demand?” (If so,
17 what?)

18 d. Guiding policies and procedures

19 i. Review of IR2025, Comp Plan, TIF policy, etc.

20 ii. Existing public engagement in planning

21 II. What do we want? (up to 1.5 hours)

22 a. How much impact can City policy have on tax capacity?

23 b. Housing

24 i. Do we want to target specific types? (If so, what types?)

25 c. Businesses

26 i. Do we want to target specific types? (If so, what types?)

27 d. Guiding policies

28 i. What current policies already point us toward what we want?

29 ii. What policies need to be changed or added?

30 III. How do we get there? (up to 1.5 hours)

31 a. Do we want staff to focus more on promoting development and recruiting developments?

32 i. If so, what are the implications in terms of budget, staffing, etc.?

33 ii. Is the fee-supported Community Development funding model most appropriate for
34 the department?

35 b. How do we incent the outcomes that we seek?

36 i. What tools are currently available that we are not using?

37 ii. What other tools might we want to investigate?

38 1. Zoning changes?

39 2. Other policy direction?

40 c. How do we build public engagement into the process of making policy changes or
41 additions?

42 d. How do we build public engagement into other aspects of what we do?

43 i. Is an Economic Development Commission a tool that would help?

44 1. What is an EDC?

45 2. What can they or can't they do?

46 3. What would we want them to do, if we think one would be helpful?

47 ii. Other means for public engagement? (Current Civic Engagement task force input?)