

METROPOLITAN COUNCIL
390 North Robert Street, St. Paul, Minnesota 55101

COMMITTEE OF THE WHOLE

Wednesday, June 6, 2012

4:00PM

Members Present: Chair Susan Haigh, Steven Chávez, John Đoàn, Richard Kramer, Jennifer Munt, Sandra Rummel, Roxanne Smith, Gary Van Eyll, Lona Schreiber, Wendy Wulff, Harry Melander, Edward Reynoso, Jon Commers

Members Absent: Gary Cunningham, Steven Elkins, James Brimeyer

CALL TO ORDER

A quorum being present, Chair Haigh called the Committee of the Whole to order at 4:00PM on Wednesday, June 6, 2012.

APPROVAL OF AGENDA

It was moved by Smith, seconded by Van Eyll to approve the agenda for the meeting of June 6, 2012.

Motion Carried

APPROVAL OF MINUTES

It was moved by Rummel, seconded by Van Eyll to approve the minutes for the meeting of May 16, 2012.

Motion Carried

Thrive MSP 2040

1. Thrive MSP 2040 Outreach and Engagement Plan—Libby Starling and Meredith Salsbery

Thrive MSP 2040 is a long-range vision for how the Metropolitan Council—in partnership with local governments, residents, interested stakeholders, businesses, and others—can guide the region's growth and shape the region's future through 2040. The primary audience for the Thrive MSP 2040 Outreach and Engagement plan will be residents of the region. Multiple methods will be used for outreach and engagement, including listening sessions hosted by Council members in August and September 2012, public meetings (late 2013), online engagement, external communications, surveying, presentations and workshops, and a Reality Check event. There will also be a formal public hearing held in November 2013.

Reality Check will be based on similar Reality Check events held by the Urban Land Institute in other areas of the country. It will be co-sponsored by the Urban Land Institute, Greater MSP, the Metropolitan Council, and others yet to be confirmed. Attendees will include local government (policymakers and staff), business people, and policy and community-based organizations.

The Council will partner with community-based organizations to engage their members and constituencies on our behalf, and provide materials and training and ask organizations to share with us what they learn.

There will also be a metro residents survey, which will ask the following: What do you think is the single most attractive feature of the seven-county Twin Cities region today? What do you think is the single most important problem facing the seven-county Twin Cities region today?

Roles for Council members will include hosting and attending district listening sessions and public meetings, promoting and attending in-person and online events, discussing Thrive MSP 2040 with local stakeholders, delivering consistent messages, and monitoring overall findings from engagement as input into policy development.

2. How to Talk about Thrive MSP 2040—Michelle Fure

Michelle Fure provided the Council with suggestions on how to talk about Thrive MSP 2040. She encouraged Council members to use the official name Thrive MSP 2040 or Thrive MSP, not the Regional Framework, Framework, RDF, etc.

Council members were encouraged to provide a brief introduction, ask open-ended questions, and listen when engaging in discussion about Thrive MSP 2040.

Fure provided three key messages that Council members can emphasize: the goal of Thrive MSP 2040 is to help our region maximize opportunities for growth and prosperity for the coming decades; the region's prosperity is important to everyone—local officials, residents, business owners, community leaders; Thrive MSP 2040 is the opportunity to define and achieve goals too big for any one community to take on, but possible to accomplish as a region.

Staff will be creating handouts for Council members to share. The materials will be translated into Hmong, Somali, and Spanish, therefore, the message will be simple and concise.

An online tool called CivicIdeas will also be used in the outreach and engagement process. This will allow individuals to provide input and share suggestions. Our site will be called Your Ideas and should be ready within the next couple of weeks.

OTHER BUSINESS

There was no other business.

Business completed, the meeting adjourned at 5:20PM.

Respectfully submitted,

Emily Randleman
Recording Secretary