

# Agenda and Notes: Central Mississippi River Regional Planning Partnership

January 23, 2020 ♦ 7:30 a.m. ([Partnership and Staff Roster](#))

Sherburne County Government Center County Board Room, 13880 Business Center Drive NW, Elk River, MN

To join by phone dial 510-338-9438, enter 628 100 271 ; by computer: [Join Meeting](#), password cGP5VVGp

Topic	Action	Lead
<p>1. <b>Welcome, call to order, and sign-in sheet</b></p> <ul style="list-style-type: none"> <li>a. Agenda review, changes</li> <li>b. Introductions (both in-person and online)/ sign-in sheet</li> <li>c. Meeting <a href="#">Presentation</a></li> </ul> <p><b>Members Present</b></p> <p><b>Becker Township:</b> Brian Kolbinger  <b>Big Lake Township:</b> Dean Brenteson  <b>City of Becker:</b> Tracy Bertram, Jacob Sanders  <b>City of Big Lake:</b> Clay Wilfahrt  <b>City of Monticello:</b> Jeff O’Neill, Lloyd Hilgart  <b>Monticello Township:</b> Shannon Bye, Bob Iziorek  <b>Sherburne County:</b> Raeanne Danielowski (by phone), Tim Dolan, Marc Schneider, Dan Weber  <b>Silver Creek Township:</b> Barry Heikkinen  <b>Wright County:</b> Mark Daleiden, Barry Rhineberger, Deb Schreiner, Darek Vetsch</p> <p><b>Others Present</b></p> <p><b>Carroll, Franck &amp; Associates:</b> Anne Carroll, Partnership Consultant  <b>Planning NEXT:</b> Jamie Greene, Kyle May (by phone)</p> <ul style="list-style-type: none"> <li>● <i>Notes:</i></li> <li>● The meeting was called to order at 7:34 A.M.</li> </ul>	Changes, Approval	Chair
<p>2. <b>Previous meeting <a href="#">Notes</a>: January 16, 2020</b></p> <p><i>Notes:</i></p> <ul style="list-style-type: none"> <li>● Bertram moved to approve the notes from the 1-16-20 meeting, seconded by Hansen. The motion carried unanimously.</li> </ul>	Changes, Approval	Chair
<p>3. <b><a href="#">Treasurer’s Report</a> to be added</b></p> <p><i>Notes:</i></p> <ul style="list-style-type: none"> <li>● Hansen moved to receive the Treasurer’s Report, seconded by Heikkinen. The motion carried unanimously.</li> </ul>	Review Approval	Treasurer
<b>Action Items, Issues</b>		
<p>4. <b>Governance (<a href="#">Decision memo including attachments</a>): Drafts to review, refine, approve.</b> Note that the Bylaws are being brought forth prior to the election of officers because they address officer and committee roles and responsibilities.</p> <ul style="list-style-type: none"> <li>a. Bylaws</li> <li>b. Conflict of Interest policy and form</li> <li>c. Fund balance policy</li> <li>d.</li> </ul>	Review, Approval	Anne Carroll, Chair, and Dan Weber

Information: Draft template for Resolution of Concurrence *and* communications process

- Vetsch said the Executive Committee will allow in-depth discussions with staff between regular Partnership meetings. The goal is to get a few more members involved so the Partnership is not staff-driven. He also sees the need to create fiscal policies. The Executive Committee will not make decisions, but recommendations. The Bylaws will align with the Joint Powers Agreement. Some tweaks need to be made to the Bylaws.
- Carroll suggested that the Executive Committee check for grammatical mistakes, typos, and non-substantive errors in draft policies. They would not make content changes, but only changes that do not require Member approval. **Dolan moved to approve the Bylaws, Conflict of Interest Policy and Form, and the Fund Balance Policy as is with no substantive changes. The motion was seconded by Hilgart.**
- Vetsch said the documents will be brought back to the next meeting for review. Bylaws are done annually to ensure they are still relevant.
- Carroll said a Member may always bring issues forward. She said Sanders found a few small, non-substantive errors. There was a reference in one section regarding removal and resignation of officers that made a reference to the term ‘membership.’ That was incorrect. The language was corrected to refer only to the Executive Committee.
- Betran asked about the clause “remove without cause.” Carroll said that refers only to officers who serve at the discretion of the Partnership. That refers only to officers who can be voted off their positions by the Partnership, not to Partnership Members in general.
- Vetsch said the Partnership is moving forward quickly with its objectives, and the Executive Committee will get more Members involved in order to accomplish the tasks at hand.
- Vetsch estimates the additional time commitment for Executive Committee officers would be one formalized meeting between regular meetings, and possibly a second one as needed. There would definitely be one additional meeting that would take place a week before the regular meeting to review the proposed agenda and be briefed on upcoming items. Vetsch would like a group to approve daily expenses. Currently there is no fiscal policy or set rules regarding budget expectations, such as when Carroll and Planning NEXT submit invoices.
- Carroll said that the Executive Committee will be a standing body to help with drafting policies at a more formal and structured level. Staff will still support Members.
- Schneider said the Decision Memo for Agenda Item 6 calls forth the structure of the Executive Committee meetings. They will be held via teleconference. Staff will host, and officers will call in. Carroll said this should smooth out operations and communications with the Partnership. **The Motion carried unanimously.**
- Carroll distributed copies of the Conflict of Interest Policies for signature by Members and Alternates.

<p>5. <b>Election of Officers:</b> See the roles and responsibilities for officers and the Executive Committee in the Bylaws (previous agenda item).</p> <ol style="list-style-type: none"> <li>a. Chair</li> <li>b. Vice Chair</li> <li>c. Treasurer</li> <li>d. Secretary</li> </ol> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● Vetsch said the responsibilities of the Executive Committee positions are listed in the Bylaws.</li> <li>● <b>Dolan nominated Vetsch as Chair, seconded by Hansen. There were no further nominations. The motion carried unanimously.</b></li> <li>● <b>Dolan nominated Bertram as Vice Chair, seconded by Vetsch. There were no further nominations. The motion carried unanimously.</b></li> <li>● <b>Vetsch nominated Dolan for Treasurer. Hansen seconded. There were no further nominations. The motion carried unanimously.</b></li> <li>● <b>Vetsch nominated Heikkinen for Secretary. Hansen seconded. There were no further nominations. The motion carried unanimously.</b></li> </ul>	<p>Review, Approval</p>	<p>Chair</p>
<p>6. <b>Designation of and charge for an Executive Committee (ExComm) (<a href="#">Decision memo</a>):</b> The Partnership must appoint and charge ExComm, and the Decision Memo provides background information and recommendations.</p> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● Schneider referred to the Decision Memo that shows the issues, rationale, and recommendations for the Executive Committee. This document (and subsequent ones) are intended to provide reliable and quick information regarding larger agenda items. This Memo talks about working with staff, Planning NEXT, the Liaison Team, and details the responsibilities of the group. There will be monthly meetings through teleconferences in addition to the regular Partnership meetings in order to resolve items.</li> <li>● Carroll said the formation of the Executive Committee does not preclude anyone from creating a Task Force. The Executive Committee ensures that staff has a designated body (versus a person) authorized to respond to and provide direction.</li> <li>● O’Neill asked whether staff and Members may attend the Executive Committee for monitoring purposes. Carroll said per the Bylaws, the Executive Committee has explicitly limited authority. It does not constitute a quorum. The Executive Committee must also document and post its meetings for the Partnership. They will often also invite other people to attend. For example, a discussion on the Fiscal Policy may invite the person serving as an accountant for the Partnership. No one is ever excluded, but anyone attending outside of the Executive Committee would not have participatory roles unless invited. Any Member or staff person may bring items to the Chair to place on the Agenda and bring to the Partnership. This Partnership is formed around an egalitarian structure.</li> <li>● Schneider added that discussions and decisions will be noted on the Google drive. The Liaison Team notes may have more content. The Executive Committee will be more concise, with items and actions taken. Staff will take notes for the Executive Committee regarding who attended and items discussed. Vetsch asked whether Schneider as the Administrator of the Executive Committee will do the notes.</li> </ul>	<p>Review, Approval</p>	<p>Anne Carroll, Chair</p>

<ul style="list-style-type: none"> <li>● Hilgart moved to approve the creation of the Executive Committee, including a Chair, Vice Chair, Treasurer and Secretary. Dolan seconded, and the motion carried unanimously.</li> <li>● Vetsch said the first Executive Committee meeting will occur early in February. Schneider will send out a meeting schedule approximately one week in advance.</li> </ul>		
<p>7. <b>Planning project branding: Review, refine, approve: (Decision memo)</b></p> <ol style="list-style-type: none"> <li>The planning team has developed a brand (Name, tagline, and motivating messages) to mark the regional planning process as new, unique, and important</li> <li>This brand was derived through a set of <a href="#">motivating messages</a> developed by the Liaison Team and the Partners</li> <li>The name and tagline (presented below) were developed by the planning NEXT and the Liaison Team following the January 16 meeting of the Partnership. The group was presented with several options and recommended the pairing below.</li> </ol> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● Greene said they are trying to arrive at a simple, shorthand expression of what this Project is about. Many options were discussed. He referred to <a href="#">Slides 10-13</a>. The intent is to create an identity to mark the process. That involves the headline or primary name, a supporting tagline that is more descriptive regarding what is happening, a logo for graphic expression, and then integrate these into the messages inviting people to meet and see presentations. After a recent brainstorming session with the Liaison Team, they drafted a set of motivating messages that elaborate on the brand and inspire involvement.</li> <li>● Slide 12 shows the Motivating Messages. The option that rose to the top was the tagline: “Aligning for our shared future.” Other options may be “Future Framework” or “Framework 2030.” He invited questions and input.</li> <li>● Vetsch asked Planning NEXT to educate the group on what other communities have done, perhaps at another meeting. He suggested a short PowerPoint regarding what other communities have done.</li> <li>● Greene agreed to do that. Planning Next will put something together and give examples of what different communities do post developing a framework or plan. Some groups brand the process to get the conceptual plan or framework. They give the action phase a different name. Other communities keep the same brand expression for years.</li> <li>● Carroll said they are looking for a name and a tagline for the Project.</li> <li>● Heikkinen drafted five taglines: <ol style="list-style-type: none"> <li>1. Envisioning a future to be proud of.</li> <li>2. Envisioning a sustainable future.</li> <li>3. Sustainable development for a brighter future.</li> <li>4. Responsible development for a brighter future.</li> <li>5. Sensible/Sustainable/Responsible future.</li> </ol> </li> <li>● Discussion continued regarding Heikkinen’s suggestions.</li> <li>● Greene reminded the group that it is important to make this process appealing and acceptable. The goal is to demonstrate that we are aligning or coming together. Once there is a framework/plan/direction, the Partnership may develop a different tagline.</li> </ul>	Approval	Planning NEXT: Jamie Greene and Kyle May

<ul style="list-style-type: none"> <li>● Carroll said the group must think like marketing consultants. The message should be exciting, appealing, and interesting to stakeholders.</li> <li>● Bye suggested “Defining Your Quality of Life” or “Protecting Your Quality of Life.”</li> <li>● Schneider said “Regional Framework” identifies this as a region with an identity.</li> <li>● Dolan said he has often used the term “Regional Framework.”</li> <li>● Sanders liked “Regional Framework 2030.”</li> <li>● Greene advised envisioning the name of the Project on a bumper sticker. “Regional Framework” is hard to put on a badge or button. The graphic expression will either work or not. Sometimes there is a third level on the tagline. “Framework,” “Sensible Future Together” as a tagline, and then perhaps “Central Mississippi Regional Planning Partnership” could work on letterhead or other templates.</li> <li>● Discussion continued on the work “Framework” as a name. Comments included that it wouldn’t drive people to a meeting, it wouldn’t resonate with them, and it didn’t say anything.</li> <li>● Bertram felt “Framework 2030” conveyed a sense of urgency.</li> <li>● Discussion turned to deciding what date to use. Suggestions included 2030, 2040, 2035.</li> <li>● More comments focused on whether “Sensible” would spark interest.</li> <li>● Schneider said either use “Regional” or “2030” with “Framework.”</li> <li>● Carroll said the name cannot be lengthy. If the Partnership supports “Framework” and a date and puts “Regional” in the tagline, Planning NEXT could move forward quickly. She did not think it wise to wait thirty days to make a decision. Engagement must start soon.</li> <li>● Dolan said “Framework 2030” will acquire meaning over time. He thought “Regional Framework” should go into the tagline. A simple name can be built upon.</li> <li>● Sanders said people latch onto numbers in graphics. It is easy for them to grasp contextually. He preferred the word “Regional” in the tagline.</li> <li>● Extensive discussion continued regarding the merits of adding “2030” or “2040” to “Framework.”</li> <li>● Carroll said this does not change the Partnership’s name, just the Project. The name only goes through the end of this Project. It can be retired or changed at that time.</li> <li>● O’Neill said some implementation steps will take longer than 2030.</li> <li>● <b>The consensus was to use “Framework 2030” as the Project name.</b></li> <li>● Carroll suggested that Members e-vote on alternative taglines and then rank them. The Bylaws let meetings occur electronically or by phone. Voting members can vote. Vetsch said the Open Meeting Law required members to be present to vote.</li> <li>● Schneider said directing Planning NEXT to provide members with two or three taglines for Partners to vote on is not in conflict with the Open Meeting Law.</li> <li>● <b>Dolan moved to direct Planning NEXT to draft four tagline options. Members will vote electronically and results will be brought back to the February meeting. Heikkinen seconded, and the motion carried unanimously.</b></li> </ul>		
<p>8. <b>Resolution of Concurrence process and content (<a href="#">Decision Memo</a>):</b> Recommendations on preparing draft process and content to flesh out the Partnership’s 2019 commitment to ensuring the full elected bodies of the Partnership are regularly updated and engaged throughout the planning process.</p>	Approval	Marc Schneider

<ul style="list-style-type: none"> <li>● Carroll said the intent is to ask elected bodies for input, feedback, and guidance to Members, and draft a non-binding Resolution of Concurrence stating they understand the Project and have participated in the process. Regular updates for elected bodies will be created by Planning NEXT. Members could direct the Executive Committee to guide staff and consultants to prepare the process, schedule, and content, and bring them all back to the regular February meeting.</li> <li>● <b>Dolan moved to direct the Executive Committee to draft a Resolution of Concurrence process and content, seconded by Hilgart.</b></li> <li>● Vetsch said not all of this may come back in February because Fiscal Policy will also be addressed.</li> <li>● <b>The motion carried unanimously.</b></li> </ul>		
<b>Discussion or Information Items</b>		
<p>9. <b>Planning NEXT</b></p> <ol style="list-style-type: none"> <li>Updates on the interviews that have been completed</li> <li>Need to complete interviews either in person or by phone</li> <li>Resolution of Concurrence schedule overlay</li> <li>Frequently Asked Questions - Collecting</li> <li>Research and analysis</li> </ol> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● May said he collected interviews last week from some Members. He would like to meet with everyone at some point by phone or in person. He will be in touch to schedule.</li> <li>● May said Planning NEXT will show when the processes related to the Resolution of Concurrence will occur. They will share this information with the Partnership at the next meeting.</li> <li>● May asked Members to compile a list of Frequently Asked Questions encountered when they are meeting with elected bodies and stakeholders and relay them to Planning NEXT. They are working on a communications strategy for the overall Project, including ongoing research and analysis. A representative from Planning NEXT will attend the February meeting.</li> </ul>	Present	Jamie Greene and Kyle May
<p>10. <b>Reference Binder for Partners:</b> In an effort that the Partners have the essential information related to CMRP Anne Carroll and Staff will prepare binders.</p> <ol style="list-style-type: none"> <li>Description of what is in the binders provide by Anne</li> <li>Liaison Team will prepare the actual builders</li> </ol> <ul style="list-style-type: none"> <li>● Schneider said the desire was to create a useful and attractive binder for outreach events. It will look good and use the tagline.</li> <li>● Carroll said they want to differentiate that this binder will not contain a printout of all agendas. The binder will include key information about the Partnership and Project, and will evolve over time.</li> <li>● Schneider said administrative staff will supply Members with agenda packets. He will not run copies for every meeting.</li> </ul>	Present	Liaison Team

<p><b>11. Establish 2020 Regular and special meetings for CMRP</b></p> <ul style="list-style-type: none"> <li>a. Set regular meetings <b>4th</b> Thursday of each month</li> <li>b. Need to modify regular meeting dates for November and December; best to do that early so it's well-known in advance</li> <li>c. Tentatively schedule Special Meeting dates</li> </ul> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● Carroll said the change is from the last to the 4th Thursday of the month. The months of November and December will be different due to holidays.</li> <li>● <b>The consensus was to decide the November, December, and special meeting dates at the regular February meeting.</b></li> </ul>	Present	Liaison Marc Schneider
<p><b>12. Future Agenda Items</b></p> <ul style="list-style-type: none"> <li>a. Partnership goals for the Planning project: Liaison Team will work with Planning NEXT to compile Partnership direction/guidance already provided, explore what's missing, and prepare discussion for March meeting</li> </ul> <p><u>Notes:</u></p> <ul style="list-style-type: none"> <li>● Financial Policies</li> <li>● Partnership Binders</li> <li>● Objectives and work established</li> <li>● Planning NEXT demonstration regarding other regional projects</li> </ul>		
<p><b>13. Adjourn</b></p> <p><b>Dolan moved to adjourn, seconded by Idziorek. The motion carried unanimously. The meeting adjourned at 9:06 A.M.</b></p>		