

## MINUTES

### Informational Meeting

Tuesday, April 2, 2019 at 4:00 PM

Carnegie Town Hall, 235 West 10th St., Sioux Falls, SD 57104

#### 1. Call To Order

Council Members Present: Janet Brekke, Christine M. Erickson, Rick Kiley, Greg Neitzert, Marshall Selberg, Curt Soehl, Pat Starr (arr. 5:32 p.m.), Theresa Stehly

Council Members Absent: None

Council Chair Christine M. Erickson called the meeting to order at 4 p.m.

#### 2. Committee/Commission Reports

A. South Eastern Council of Governments (SECOG): Wednesday, March 27, 2019  
(Council Members Starr and Stehly)

This report will be provided at the Informational Meeting of Tuesday, April 9, 2019.

#### 3. City Council Open Discussion

Council Member Theresa Stehly spoke about the recently-held Events Campus Study Group and noted the lack of chairs for the public. She also recommended that future meetings be video-recorded by the City and made available.

The Council discussed the National League of Cities rotation process.

#### 4. Presentations

A. CVB Strategic Plan by Teri Schmidt, Executive Director

Presentation: Approximately 15 minutes followed by discussion

Teri Schmidt, CVB Executive Director, provided a brief overview of key features of the plan noting that it has not yet been adopted by the CVB Executive Committee. She explained that it includes vision and mission statements which she read. In the upcoming months details about the final plan will be provided. There was no discussion.

B. Administration Goals by Erica Beck, Chief of Staff

Presentation: Approximately 30 minutes followed by discussion

Erica Beck, Chief of Staff, explained that last year Mayor TenHaken challenged Directors to identify their own department or cross-departmental BHAG's. "BHAG" stands for "Big Hairy Audacious Goals," a term coined by author Jim Collins, and they are meant to engage people. The Directors and Mayor developed a list of 30 BHAGs that align with the One Sioux Falls framework.

Within the "Safety and Health" focus area, the following BHAGs were identified:

\* Public Safety Training Center: The facility is on target for an opening in

2021;

- \* Triage Center: The goal with launching the Triage Center is to reduce emergency department utilization due to addiction and mental illness by 25 percent and get people in need of care on the right path to success;
- \* Mental Health Focus: The Police Department has identified the goal of adding two specially-trained Community Resource Officers to reduce the number of arrests and the use of force and SWAT in callout situations that are related to mental health and suicide subjects;
- \* Street Crimes Unit: The Police Department wants to increase focused human trafficking/prostitution stings by 200 percent, which will require dedicated full-time employees;
- \* Neighborhood Speed Reduction: In order to reduce speeding on neighborhood streets, Public Works developed a BHAG to implement three to four speed-reduction zones to reduce calls and citations in the identified zone by 50 percent;
- \* Enhance Community Risk Reduction: Fire Rescue will rebrand Fire Prevention to infuse the Community Risk Reduction model into all divisions of Fire Rescue and implement data analytics applications to drive department decisions by the end of 2019; and,
- \* Transitional Neighborhoods: Identify a documented transitional neighborhood with intentional focus on reduction in code enforcement complaints, maintenance of property values, and decreased police service calls.

Within the "Accessible Housing" focus area, the following BHAGs were identified:

- \* Citywide Housing Strategy: Develop a 2022 Accessible Housing Strategy that outlines the plan for working collaboratively with the private sector and non-profit community to construct 1,000 dwellings in four years;
- \* Housing Clinic: Multiple departments will be involved in an effort to establish a Housing Clinic. This clinic will triage the housing needs of Sioux Falls, serving as a one-stop shop for our residents; and,
- \* Rental Registry: Planning and Development Services' and Health's goal is to see voluntary rental registrations increase by 25 percent over the next four years.

Within the "Workforce" focus area, the following BHAGs were identified:

- \* Downtown Development: The Mayor's office will develop a 2022 Downtown Development Strategy by August 2019 to outline public investment into downtown for the next four years. This strategy will leverage public investment to target a private investment of \$250 million and a non-profit investment of \$50 million;
- \* Downtown River Greenway: Parks and Recreation identified a goal to complete Phase 3 of this project by 2022. Through this project's completion, it's anticipated the private sector will invest over \$250M alone with the completed redevelopment of the Sioux Steel property;

- \* Entertainment Venues: From the mayor's office, this BHAG is to develop a 20-year master plan for the events campus by Fall 2019. This kicked off with the formation of the Events Campus Study Group. This group has been tasked with developing a series of recommendations for the Mayor's office that will be used to formulate our master plan. A separate BHAG with "Entertainment Venues"

comes from Finance which seeks to achieve break-even combined net operating results for the City's six entertainment venues by 2022. Some work is already in motion here. The Events Campus master plan will play a key role in this as ways are sought to better use that campus to generate revenue. The City is also in the process of exploring how the Orpheum Theater could operate under the management of the Washington Pavilion, which has proven itself as a successful downtown performing arts operator;

- \* AARP Age-Friendly Community: The Health Department is the first department to have completed a BHAG. In February, Sioux Falls became part of the AARP Age-Friendly Community network. As a member, Sioux Falls gains access to global resources and information on age-friendly best practices, models of assessment

and implementation, and the experiences of towns and cities around the world;

- \* 5G Network Launch: a goal by February of 2021 is to deploy an active 5G network within Sioux Falls city limits. Providing better connectivity to residents as well as business with an ultra-low latency and high-speed network

equips Sioux Falls as a community ready to host tech companies and cyber-security companies. 5G also sets us up for a lot of smart city technologies;

- \* Early Literacy Skills: The Library's goal is to increase the early literacy skills of children entering school from 68 to 72 percent by 2022;

- \* Parks and Recreation Private Investment: Parks and Recreation identified a BHAG to continue growing their assets by facilitating \$10 million in private contributions into the Parks and Recreation system by 2022;

- \* Workforce Guidance Office: Working with the higher education institutions in Sioux Falls, the City will establish a Workforce Guidance office with an enhanced focus on diverse populations. The goal is to provide service to 2,500 people by May 2022;

- \* Bond Rating: The Finance Department has a goal to achieve a Moody's Aa1 rating (current Aa2) for sales tax revenue bonds by 2021. This is currently Aa2. They will also aim for a Moody's AAA underlying credit rating by 2023 for the City. This is currently at Aa1.

Within the "Engaging People" focus area the following BHAGs were identified:

- \* Community Dashboard: Innovation & Technology is leading the effort to identify measurable data that can be presented in a dashboard format on the public website. This data will provide an opportunity for citizens to connect with City government in an easily accessible and understandable way. The City is targeting the week of April 8th to launch the dashboard with nine key performance indicators, which will grow over time based on public, media and stakeholder feedback;
- \* Employee Engagement: A goal is to achieve an employee engagement score of 85

percent or better by 2021;

- \* Customer-centered Strategy: this BHAG is focused on customer service and creating a customer-centered government strategy. Our Planning & Development Services Department will be focused on maintaining a 90-percent satisfaction rating with their customer base;
- \* Centralized City Phone Number: Public Works will be working to implement a centralized phone number for the city that will track and analyze call volumes. It's expected that this effort could grow beyond Public Works based on the needs of each department as well;
- \* SFFR Recruitment: Fire and Rescue is looking to increase public engagement and expand the diversity and inclusion of recruitment efforts.

Discussion followed about: the centralized phone number; the neighborhood speed-reduction program; preserving existing housing stock; walkability; early childhood literacy; using TIFs in core neighborhoods; providing more access to citizens; other opportunities such as Project TRIM; private investment; and the permitting process.

#### C. Budget Discussion by City Council

Presentation: Approximately 10 minutes followed by discussion

Dave Bixler, Budget Analyst, explained the ranking process and results of a compilation of Council budget priorities. The following initiatives, ranked from highest to lowest, were identified by the Council: street repair; triage center; homeless, warming centers, Bishop Dudley; State Theatre; public transportation; addressing flood areas; affordable housing; the City's role in addiction, suicide issues; Discovery District; Neighborhood Associations funding; funding for long range strategic planning; walkability; renovate and repair Frank Olson Park; more solar speed signs; reduce permitting roadblocks; having a sandbag inventory on reserve; Glory House-continue to support; Downtown road diets; Project TRIM; Events complex; keep and maintain Kuehn Park; Multi-Cultural Center-expand involvement (LLS/SETI); return scoop-it program; Arrowhead Park (salvage the donated house); and, 3 Attendees to the NLC-Washington, DC.

Discussion followed about the ranking methodology and allowing more time for all Council Members to provide input.

#### D. City Council Leadership Election Ordinance by Council Member Janet Brekke

Presentation: Approximately 5 minutes followed by discussion

Council Member Janet Brekke provided an overview of the proposed ordinance, which amends Section 30.008 as it pertains to Council Chair and Vice Chair elections. She noted much of the proposed language is a reflection of current processes, but added is a change from the third Tuesday in May to the third Tuesday in June as well as provisions for identifying and Interim Chair and Vice Chair.

Discussion followed about the timing of election.

#### 5. Public Comment

Scott Ehrisman noted that the the Chair and Vice Chair election process is too political and provided a recommendation for an alternative process; he also

spoke about the lack of data regarding TIF effectiveness, workforce development needing to include a focus on higher wages, and the inclusion of the State Theater as a Council Budget priority.

#### 6. Executive Session

Consulting with legal counsel or reviewing communications from legal counsel  
A. about proposed or pending litigation or contractual matters pursuant to SDCL 1-25-2(3)

A motion was made by Council Member Kiley and seconded by Council Vice-Chair Selberg to enter Executive Session 5:40 p.m.

Roll call vote to enter Executive Session. 8 Yes: Brekke, Erickson, Kiley, Neitzert, Selberg, Soehl, Starr, Stehly; 0 No: (None). Motion Passed.

#### 7. Adjournment

A motion was made by Council Member Kiley and seconded by Council Member Soehl to exit Executive Session and adjourn the meeting at 6:14 p.m.

Voice vote to exit Executive Session and adjourn. Motion Passed.

Thomas M. Greco, City Clerk