

**City of Falcon Heights
2025 Goal Setting Session
Tuesday, March 4, 2025
12:30 PM – 6:30 PM
Falcon Heights City Hall – Council Chambers**

Agenda

- **Welcome, Introductions, How & Why We Are Here** (12:30 – 12:40) – Mayor, Jack, Bart, Liza
- **Let's start with a little fun!** (12:40 – 1:00) – Bart
- **City Council Presentations** on their Top 3 Visions/Strategic Initiatives for the future of Falcon Heights - No more than 5-10 minutes each. This is an opportunity for each elected official to express to the group their desires and goals for Falcon Heights. (1:00 – 1:45)
- **City Administrator Presentation** on his Top 3 Visions/Strategic Initiatives for the future of Falcon Heights as well as an update on 2024 accomplishments and a “state of the city” update. (1:45 – 2:00)
- **Break** (2:00 – 2:15)
- **Overview and Summary of Findings, Themes and Goals** – from individual calls/meetings and presentations. (2:15 – 2:30) – Bart & Liza
- **Group Discussion on and Prioritization of Findings, Themes, Goals and Strategies** (2:30 – 3:45)
- **Break** (3:45 – 4:00)
- **Group Discussion on and Prioritization of Findings, Themes, Goals and Strategies** (4:00 – 5:15)
- **Break** (5:15 – 5:30)
- **Additional Discussion as Needed and Wrap Up** (5:30-6:30) – Bart, Liza, Jack



REQUEST FOR COUNCIL ACTION (RCA)

Meeting Date	March 4, 2025
Agenda Item	
Attachment(s)	2019 Strategic Plan, SP At a Glance
Submitted By	Jack Linehan, City Administrator

Item	Review of 2019 Strategic Plan & Progress Update for 2025 Goal Setting
Description	As we begin the 2025 City Council Goal Setting session, it is an opportunity to reflect on the 2019 Strategic Plan's accomplishments and areas where work remains. This RCA provides an overview of the strategic directions set in 2019 and a review of progress made toward those goals. Review of 2019 Strategic Plan & Progress Update The 2019 Strategic Plan identified five key strategic directions with corresponding initiatives and success indicators. Below is a summary of the major areas of focus and the progress made: 1. Leveraging Community Involvement Key Goals: • Integrate businesses into the community. • Empower residents and increase civic engagement. • Reassess and redirect commission activities. • Implement the Community Engagement Commission (CEC) strategic plan. Progress: • Community Empowerment Campaign: Not yet started – not a lot of info internally on what this was. • CEC Plan Completion: In progress, but not fully integrated. • Strategic Plan for Commissions: In progress, but needs further alignment with city goals. • Business Engagement Plan: Not completed; further work is needed to establish stronger relationships with local businesses. 2. Showcasing Our City Key Goals: • Beautify streetscapes. • Create a unique Falcon Heights festival/event. • Improve community facilities. Progress:

- Streetscape Plan: In progress; the updates to the Snelling monument signs and improvements of our medians / boulevard trees definitely is work towards this.
- City Logo Development: Completed with the new logo in 2020.
- Expansion of Community Events: In progress, but requires further development to transition into a full-scale festival. The Fall Festival and strengthening of the Spring Together event come to mind.

3. Creating Common Spaces

Key Goals:

- Identify spaces for community use.
- Improve and fix community parks.

Progress:

- State Bonding Funding for Park Improvements: The city applied for State Bonding in 2020 and made the Governor's list, but a bill was not approved. In 2023, no local bonding projects went through.
- Finalization of City Park Construction Plans: In progress and near completion.
- Identification of Alternative Locations for Gathering Spaces: Still in progress and something to consider carrying forward for gathering spaces

4. Enhancing Public Safety

Key Goals:

- Improve communication and collaboration between law enforcement and the community.
- Implement proactive policing measures to enhance safety.

Progress:

- Quarterly Police Activity Reports: Being received regularly, and will continue with SAPD.
- Community Risk Assessment by Sheriff's Office: Not relevant beyond the RCSO contract, but something to reevaluate with SAPD.
- Police Learning Sessions: Implemented but need broader community participation.
- Evaluation of Lauderdale Fire Contract: Completed. Lauderdale subsequently went with SPFD.

5. Improving Communication

Key Goals:

- Enhance direct and two-way communication with residents.

Progress:

- New City Website: Launched successfully. 2025 RFP going out this Spring for a redo of the city website to be more accessible and easier to navigate.
- Regular Town Hall Meetings: Implemented and used for key topics, but not an ongoing item.
- Development of a Communications Roadmap: N/A
- Elected Official Video Updates: One was done in 2021, but it didn't continue.

Key Takeaways for 2025 Goal Setting

	While significant progress has been made in several areas, particularly in branding, safety, and engagement initiatives, some strategic goals remain unfinished. The best course of action will be to start anew in 2025, but it's important that we shared past efforts of strategic planning and visioning to give us an idea of where we are at.
Budget Impact	N/A
Attachment(s)	• 2019 Strategic Plan • Strategic Plan At a Glance
Action(s) Requested	Staff recommends that City Council review the past Strategic Plan for reference before we begin our goal setting exercise.

City of Falcon Heights

STRATEGIC PLAN 2019

MINNESOTA STATE FAIR



SUMMARY OF STRATEGIC OBJECTIVES

The City of Falcon Heights has identified eight visionary outcome areas looking ahead to 2025. These visionary outcomes are expanded into five strategic directions, 22 2-year success markers and one-year priorities.



CITY OF FALCON HEIGHTS VISION FOR 2025



**Falcon Heights is a
Multi-model,
accessible city
with aesthetic
streetscapes**



**Falcon Heights' Residents are
informed, engaged and con-
nected through multifaceted,
accessible and interactive
communication**



**Falcon Heights has a
welcoming and
inclusive
environment**



**Falcon Heights has City and
resident led dynamic
community engagement
activities that engender
community participation**



**Falcon Heights has
community led
service initiatives**



**Falcon Heights safety needs
are met in a trustworthy
and transparent
fashion for all**



**Falcon Heights is
engaged with local
business and
organizations**



**Falcon Heights has spaces/
buildings to facilitate gathering of
our community (within and be-
yond borders)**



STRATEGIC DIRECTION ONE

Leveraging Community Involvement

There is strong desire in the City to be in unison with the public as to the direction and community feel of the City and to engage with businesses more.

GOALS

- **INTEGRATE BUSINESS WITHIN OUR COMMUNITY**
- **REASSESS AND REDIRECT OUR COMMISSION ACTIVITIES**
- **EMPOWER RESIDENTS**
- **IMPLEMENT CEC STRATEGIC PLAN AND INTEGRATE WITH LARGER PLAN**



First Year Priorities	2-Year Success
1. Initiate Empowerment campaign (Quarter 2) 2. Complete Community Engagement Commission (CEC) plan (Quarter 1) 3. Develop Strategic Plan for each commission (Quarter 3) 4. Develop business engagement plan (Quarter 4)	1. Dedicated business ambassadors 2. Each commission plan has integrated into our communication plan 3. Community survey shows and increase in engagement 4. Number of resident initiated projects 5. Increase in the percentage of public participation in activities 6. Increased volunteerism by _____% 7. Empowerment campaign launched



STRATEGIC DIRECTION TWO



Showcasing our City

It is hoped that Falcon Heights will be known as a beautiful city with a unique feel that goes beyond the University and State Fair

Goals

- BEAUTIFY STREET SCAPES
- CREATE “UNIQUE TO FALCON HEIGHTS” FESTIVAL/EVENT
- IMPROVE FACILITIES



First Year Priorities

1. Develop a streetscape plan (Quarter 3)
2. Decide on City logo and implement (Quarter 2)
3. Analyze potential for expanding existing annual events to annual festival (Quarter 4)

2-Year Success

1. Decide on festival idea
2. Implement streetscape plan
3. LOMC (LOC) League of City Membership
4. Strengthen relationships with surrounding neighbors.



STRATEGIC DIRECTION THREE



Creating Common Spaces

The City desires to have places where the community can gather in large and small numbers to engage, recreate, and have a sense of community. Hanging in the air is the passage of the bonding bill that has the park elements.

Goals

- IDENTIFY SPACES FOR COMMUNITY USE
- FIX COMMUNITY PARK



First Year Priorities

1. Yes/No on state bonding money (Quarter 1)
2. Finalize construction plans for City park (Quarter 4)
 - 2.1. If no bonding then gain consensus on alternative solutions (Quarter 4)
1. Yes/no on alternative locations (Quarter 4)

2-Year Success

1. Ground breaking Spring 2022 on City Park enhancement and new building
2. Ground breaking 2023 on no-bonding/no-building option



STRATEGIC DIRECTION FOUR

Enhancing Public Safety



Keeping the City and public informed on incidents that are occurring in the community as well as tips on how to reduce crime, and engage with the police and neighbors to improve safety and community.

Goals

- **ENHANCE PUBLIC SAFETY THROUGH INTERACTIVE AND PRO-ACTIVE POLICING**

First Year Priorities

2-Year Success

1. Reports received on police activity *every quarter*
2. Risk identification activity in contract (Quarter 1)
3. Plan from Sheriff to conduct risk assessment (Quarter 2)
4. Learning sessions from police (Quarter 3)
5. Decide Lauderdale fire contract (Quarter 2)

1. Sheriff is conducting risk identification
2. Report from sheriff on policing activities
3. Learning topics are regular police activity



Falcon Heights



Weekly Newsletter

2077 Larpentour Avenue West, Falcon Heights, Minnesota 55113 | 651-792-6000 | <https://www.falconheights.org/>

Falcon Heights Recognized for Environmental Sustainability Efforts

GreenStep City recognized for work to conserve resources & reduce waste

Monday, July 1, 2019, Falcon Heights, MN – The City of Falcon Heights has been recognized for its commitment to sustainability.



STRATEGIC DIRECTION FIVE

Improving Communication

The City sees the need to have two-way communication with the residents. Often times the efforts to reach people are missing people who have busy lives or using different media types to get their information.

Goals

- IMPROVE DIRECT, INDIRECT AND 2-WAY COMMUNICAITON WITH THE CITY



First Year Priorities

1. Launching new website (Quarter 1)
2. First town hall meetings (Quarter 2)
3. Establish communication roadmap/systems (Quarter 3)
4. Create short videos (Sit down with each elected official (Quarter 2)

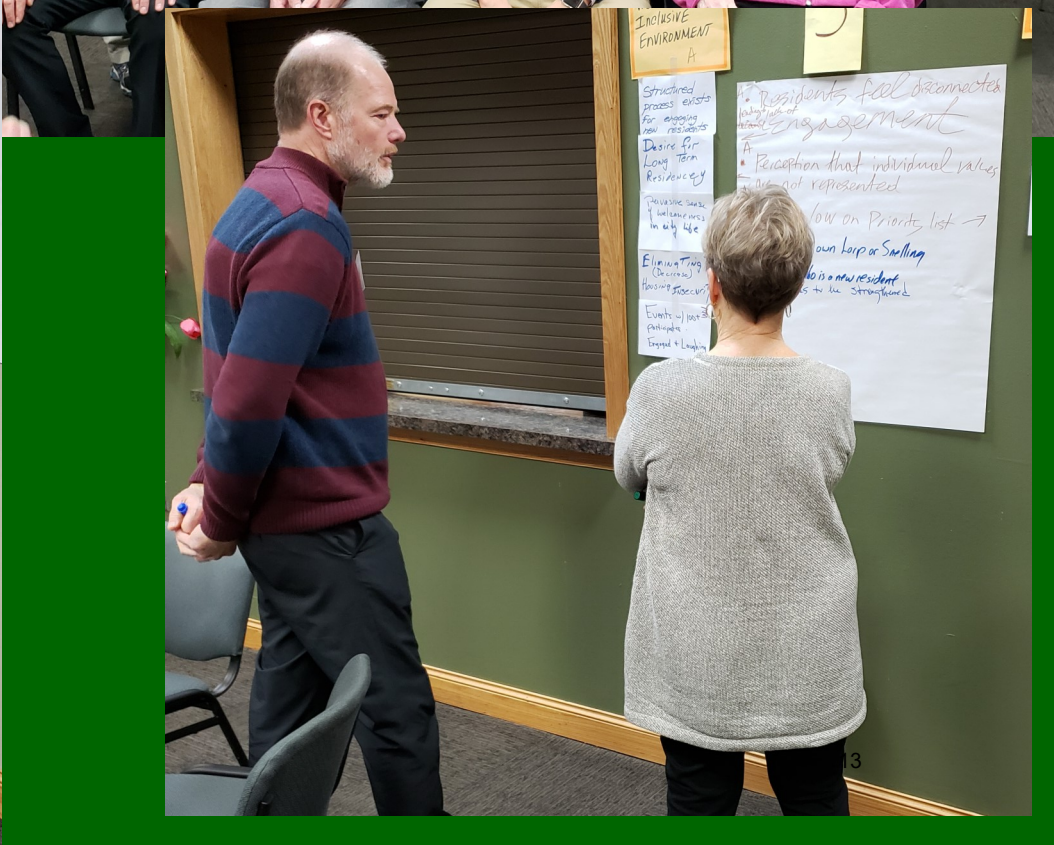
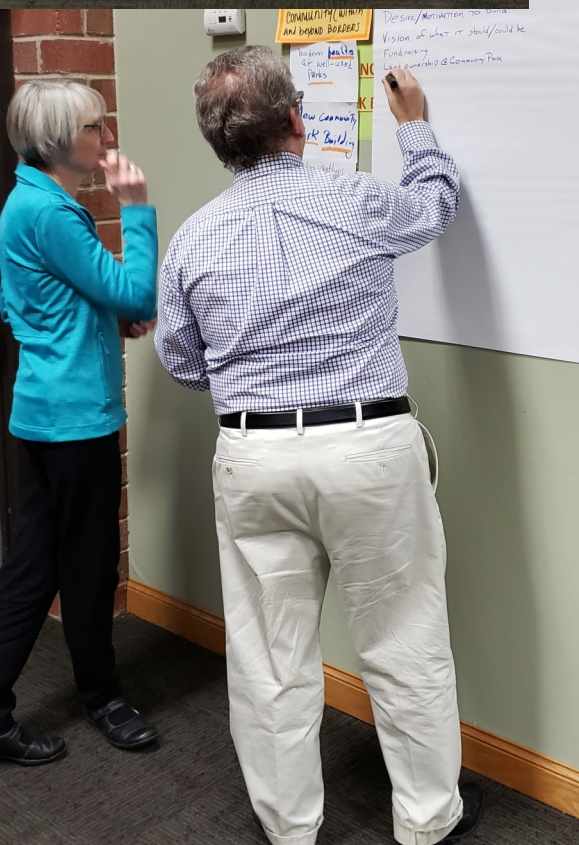
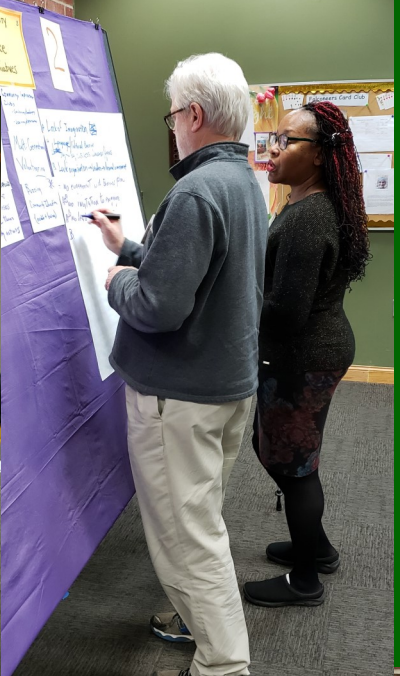
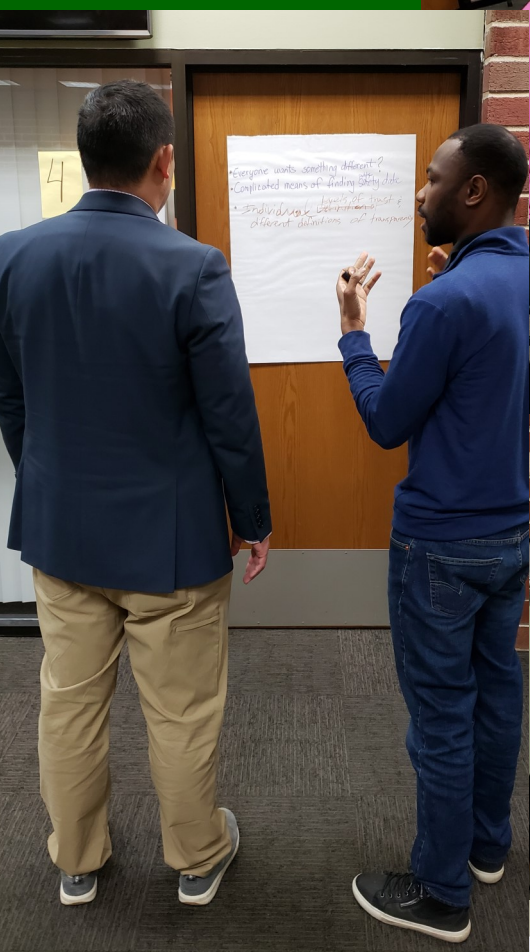
2-Year Success

1. Interactive website
2. Increased subscriptions to e-news
3. Roadmap to systems established
4. Regular town hall meetings held
5. Clear engagement plan is developed
6. Launched monthly neighborhood newsletter

First Year Priorities 2020

Strategy	Jan-Mar	Apr-Jun	Jul-Sep	Oct- Dec
Leveraging Community Involvement	Complete CEC plan	Initiate Empowerment campaign	Develop Strategic Plan for each commission	Develop business engagement plan
Showcasing our City		Decide on City logo and implement	Develop a streetscape plan	Analyze potential for expanding existing annual events to annual festival
Creating Common Spaces	Yes/No on state bonding money			Finalize construction plans for City park If no bonding then gain consensus on alternative solutions Yes/no on alternative locations
Enhancing Public Safety	Reports received on police activity Risk identification activity in contract	Reports received on police activity Plan from Sheriff to conduct risk assessment Decide Lauderdale fire contract	Reports received on police activity Learning sessions from police	Reports received on police activity
Improving Communication	Launching new website	First town hall meetings	Establish communication roadmap/systems	Create short videos (Sit down with each elected official)

WHAT NEEDS TO HAPPEN IN 5 YEARS FOR FALCON HEIGHTS TO BE CITY THAT SOARS?





Retreat Participants:

- Mayor: Randy Gustafson
- Council Members: Yakasah Wehyee , Pamela Harris, Mark Miazga, Melanie Leehy, Kay Andrews
- City Administrator Sack Thongvanh
- Environmental Commission: James Wassenberg
- Community Engagement Commission: Kim Johnson
- Planning Commission: John Larkin

We want you involved and heard!

"Please let us know if you would like to get more involved with the City, more informed, or both. We are happy to hear from you and to partner to make Falcon Heights the City that Soars!" Come to our meetings, We look forward to hearing from you!"

Falcon Heights City Council

Ways to keep informed:



<https://www.falconheights.org/>

Call: 651-792-7600

Visit: 2077 Larpenteur Avenue West

City of Falcon Heights, Minnesota 55113-5594

Facilitation Team: Dr. Richard Fursman and Irina Fursman CTF

Vision Statements



Falcon Heights is a Multi-model, accessible city with aesthetic streetscapes



Falcon Heights has a welcoming and inclusive environment



Falcon Heights has community led service initiatives



Falcon Heights is engaged with local business and organizations



Falcon Heights' Residents are informed, engaged and connected through multifaceted, accessible and interactive communication



Falcon Heights has City and resident led dynamic community engagement activities that engender community participation



Falcon Heights safety needs are met in a trustworthy and transparent fashion for all



Falcon Heights has spaces/buildings to facilitate gathering of our community (within and beyond borders)

CITY OF FALCON HEIGHTS VISION FOR 2025

Strategic Directions

Leveraging Community Involvement

Showcasing our City

Creating Common Spaces

Enhancing Public Safety

Improving Communication

Goals

- INTEGRATE BUSINESS WITHIN OUR COMMUNITY
- REASSESS AND REDIRECT OUR COMMISSION ACTIVITIES
- EMPOWER RESIDENTS
- IMPLEMENT CEC STRATEGIC PLAN AND INTEGRATE WITH LARGER PLAN
- BEAUTIFY STREET SCAPES
- CREATE “UNIQUE TO FALCON HEIGHTS” FESTIVAL/EVENT
- IMPROVE FACILITIES
- IDENTIFY SPACES FOR COMMUNITY USE
- FIX COMMUNITY PARK
- ENHANCE PUBLIC SAFETY THROUGH INTERACTIVE AND PRO-ACTIVE POLICING
- IMPROVE DIRECT, INDIRECT AND 2-WAY COMMUNICAITON WITH THE CITY

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