



MINUTES
CITY COUNCIL WORK SESSION
July 21, 2009

CALL TO ORDER

The work session meeting was called to order at 5:37 pm.

Present: Mayor: Randy Gilbert; Council: Brian Carpenter, Sharon Henderson, and Liz Olson

Staff Present: City Administrator: Terrance Post

Absent: Sam Rettinger (excused)

APPROVE AGENDA

A motion was made by Henderson, seconded by Carpenter, to approve the Agenda as presented. Ayes: all.

BUSINESS ITEMS

Presentation by Ron Ridgeway and Branding Discussion

City Administrator Post introduced Ron Ridgeway. Mr. Ridgeway described some of his past public sector client experiences and explained that his concept of branding from a marketing perspective included value propositions, identity creation, creative balanced with cost, and the rebranding exercise not being done overnight. Mr. Ridgeway shared a few of his initial impressions of Long Lake and thought that a preliminary theme emphasizing "quality of life, lifestyle sustainability, a community center, and green initiatives" may be a successful story to tell. Council member Olson challenged Ridgeway to ask if Long Lake should try to become something that it has never been in the past. The Council asked Mr. Ridgeway to return for the August 4, 2009 council meeting with a specific proposal that identifies next steps, a timeline, and costs in the process he is recommending.

Discuss LMCC Fiber Optic Proposal/Plan

Post referred to handouts from the Lake Minnetonka Cable Commission (LMCC) that gave an overview of an application they will be making for Federal Stimulus money to create a fiber optic infrastructure network around Lake Minnetonka to compete with MediaCom for internet services. The LMCC will be coming before the Council at an August council meeting asking the Council to consider adopting a resolution of support for this endeavor.

OTHER BUSINESS

Post mentioned that prosecuting attorney Potts had proposed a service agreement extension through July 1, 2011 at a twenty percent reduction in retainer fees. Council directed Post to continue on the policy plan of soliciting RFP's for these legal services later in the year.

ADJOURN

Hearing no objection, Mayor Gilbert adjourned the work session meeting by general consent at 6:23 pm.

Respectfully submitted,
Terrance Post, City Administrator