



**City of Inver Grove Heights
City Council Chambers**

**City Council Work Session
Monday, August 3, 2020 at 6:00 p.m.**

NOTICE TO RESIDENTS: If you are interested in participating, please contact Rebecca Kiernan prior to this meeting via telephone (651) 450-2513 or email (rkiernan@invergroveheights.org) to inform her - your name, address and to what you wish to speak on. Individuals may submit written public comments in advance of the meeting by emailing comments to Rebecca Kiernan (rkiernan@invergroveheights.org). Comments received prior to 4:00 p.m. on Monday, August 3, 2020, will be provided to the Council at or before the August 3, 2020 Work Session.

A G E N D A

A. Call to Order - Mayor Tourville

1. City Logo
2. Discuss Inver Wood Golf Course Membership Program
3. Pavement Management Plan

B. Adjourn



CITY OF INVER GROVE HEIGHTS

8150 Barbara Avenue, Inver Grove Heights, MN 55077
651-450-2500
www.invergroveheights.org



Ethics, Excellence, Engagement

DEPARTMENT OF ADMINISTRATIVE SERVICES, COMMUNICATIONS

Presented by: Amy Looze, Communications Manager

Proposed City Logo Refresh

Need for small changes

- Different versions of our city logo are in use currently
- As part of our adopted communications plan, one of our goals is to standardize our communications and our branding
- In using one logo, we convey reliability, consistency and **excellence** - one of our core values



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Proposed City Logo Refresh

Good timing

- Coincides with a redesign of our website (Fall 2020-2021)
- Coincides with a domain name change from invergroveheights.org to ighmn.gov
- Incorporate new logo into our newly printed letterhead and business cards, which will need to be updated anyway due to domain name change



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Proposed City Logo Refresh

Current logo



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Proposed City Logo Refresh

Problems that can be resolved by a logo update

1. When our current logo is resized or applied to different formats, the scalloped edge on the bottom of the logo, meant to signify water, can get distorted and look like a jagged edge instead. The logo used in this PowerPoint template is an example of this.
2. Because multiple versions exist, the colors we use in our logo aren't always consistent.



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Proposed City Logo Refresh

Proposed new logo, with updates to bottom edge and colors



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Proposed City Logo Refresh

Proposed new logo, versions with city name included



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Proposed City Logo Refresh

Proposed standardized logo colors



PMS 349



PMS 458

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Proposed City Logo Refresh



Benefits of a logo update

- Achieve our goal of standardization of our city logo, which conveys consistency, reliability and attention to detail to our customers and residents when they interact with the city.
- When the new logo is resized, the bottom edge does not get distorted like the current one.
- Continued use of a design element that clearly conveys proximity to water. This will be important for the future if we continue to highlight our eastern border on the Mississippi River.
- Use of a wave element that aligns with our physical signage at the VMCC .
- Small, gradual change. Still very recognizable as our city logo.
- Optional use of our city name in our logo, so that "Inver Grove Heights" becomes more recognizable outside of our immediate area as we attract new businesses



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Proposed City Logo Refresh

Few costs involved with change

- We will need to update our city stationery anyway because of domain name change
- We will roll out the change gradually, and apply the new logo as items such as signs, flags or vehicles need to be replaced
- We avoid a four-color printing process



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Proposed City Logo Refresh

Asking City Council to consider approving a logo refresh



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Proposed City Logo Refresh

Thank you for your time and attention this evening.

Questions?



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CITY OF INVER GROVE HEIGHTS

REQUEST FOR COUNCIL ACTION

Discuss Inver Wood Golf Course Membership Program

Meeting Date: August 3, 2020
 Item Type: Work Study Session
 Contact: Eric Carlson – 651.450.2587
 Prepared by: Eric Carlson
 Reviewed by: Matt Moynihan
 Joel Metz

☐	Fiscal/FTE Impact:
☐	None
☐	Amount included in current budget
☐	Budget amendment requested
☐	FTE included in current complement
☐	New FTE requested – N/A
☒	Other

PURPOSE/ACTION REQUESTED

Discuss the proposed 2021-2023 Inver Wood Golf Course membership program.

SUMMARY

As the Council may recall we promoted a 3-year membership drive at Inver Wood in 2018. The campaign has been a tremendous success for the golf course in creating good will from golfers, filling un-used tee times, and generating the revenue necessary to cover the operational and capital needs of the course.

We have been working with the same firm (MMC) that helped us develop the first campaign on how we can introduce a successful second campaign (outline attached). We have negotiated the compensation with MCC from 20% down to 10% of the gross receipts of what is sold during the campaign.

Here are the highlights of how they compare:

	2018 - 2020 Campaign	Proposed 2021 – 2023 Campaign
Price	\$177	\$349
Length of membership	3 years	3 years
Marketing Firm Compensation	20% of gross	10% of gross
Advanced access to tee times	3 days	5 days

Given the feedback we received from residents during the first campaign who felt like they didn't get a chance to purchase a membership we proposed the following:

- City residents receive direct mail a post card the week of August 17 announcing the membership drive and inviting them to join/sign up between August 31 – September 11
- Email sent to existing membership holders the week of August 17 to show our appreciation for their loyalty to Inver Wood and inviting them to join/sign up between August 31 – September 11
- Membership opens to the general public on September 12, 2020
- Marketed on city/golf course web and social media site(s)

We experienced long lines and technology(telephone call volume) issues during the original campaign. We have worked with our IT staff to trouble shoot these issues and will be encouraging people to register/pay for their memberships “on-line”.

We plan to have a contract on your Monday, August 10 City Council Agenda for your review/approval.

Inver Wood Golf Course Marketing Membership Program

Membership Drive Aimed to Use Tee Times That Will Typically Go Unused

- \$349 membership paid to Inver Wood good for 3 years (2021, 2022, 2023 golf seasons)
- Enables the membership holder to all the golf they want for 3 years with no additional green fees, does not include leagues, events, tournaments, etc.
- Cannot make a tee time before 12:00 noon on Saturday's, Sunday's
- Cannot be used on Holiday's
- Can make and play in tee times made up to 5 days in advance
- Does not include, driving range, golf cars, pro shop, or food & beverage purchases
- Has taken our tee sheet utilization from 30% to 60%+

MMC Marketing

- Receives 10% of gross revenues generated from this specific membership drive
- Administrative Fee charged to golfers covers 100% of payment to MMC and our direct mail post card so there is no cost to the City
- Only gets paid for the memberships that get sold; City collects membership fees
- Provides marketing advice/ideas/concepts year-round for no extra charge

Anticipated Membership Revenue

- 2,500 memberships@ \$349 = \$872,500
- Revenue deferred and split by 1/3 in 2021, 2022, 2023

Marketing Campaign

- Marketed to City Residents via direct mail post card to all addresses in the City
- Email sent to existing membership holders,
- Marketed on Twitter, Facebook, city/golf course web and social media site(s)
- Residents and existing members get first chance between August 31 – September 11
- Membership opens to anyone else on September 12, 2020
- Develop FAQ to reduce questions coming via phone/email

Registration Process is On-Line

- All registrations will be taken on-line to reduce foot traffic and phone traffic
- All registrations captured automatically in our system, so registration information is accurate
- Payment processed immediately on-line

Key Points

- Growing the game, increasing rounds by adding new customers and targeting un-used tee times
- No increased staff expenses to generate additional revenue
- Members will bring non-member friends who will pay the full rate(s)
- Membership program has been a tremendous program for Inver Wood and has done everything it said it would

Tentative Schedule:

July 23	Membership information sent to Council, follow up individual phone calls to respond to questions
August 3	City Council Work Study Session
August 10	City Council Meeting – Membership program on Council Agenda for approval
August 17	Post card mailed to all City residents Marketed on website, Twitter, Facebook Email sent out to residents, existing members
August 31 – September 11	Membership registration available to residents and current members
September 12	Membership drive opens to the public

CITY OF INVER GROVE HEIGHTS

REQUEST FOR COUNCIL ACTION

Discuss Pavement Management Program (PMP) Challenges and Provide Direction to Staff with Regard to Programmatic Changes

Meeting Date: August 3, 2020
 Item Type: Worksession
 Contact: Scott D. Thureen, 651.450.2571
 Prepared by: Scott D. Thureen, Public Works Director
 Reviewed by:

Fiscal/FTE Impact:

☐	None
☐	Amount included in current budget
☐	Budget amendment requested
☐	FTE included in current complement
☐	New FTE requested – N/A
☐	Other:

PURPOSE/ACTION REQUESTED

Discuss Pavement Management Program (PMP) challenges and provide direction to staff with regard to programmatic changes.

SUMMARY

Over the past nine years, staff have brought updates to the City Council concerning the street system needs, the estimated cost and the funding challenges. As a result of those discussions, numerous changes were implemented:

- The broad area patching program was initiated to extend the useful life of streets constructed using a rural cross section at low cost.
- A number of additional options were added to the list of pavement treatments to allow more flexibility in addressing pavement management needs, again, at reduced cost.
- The assessment policy was updated to include these new pavement treatments.
- A number of geotechnical studies were completed to more accurately define the type of pavement treatment needed for those streets in the City's system that had a Pavement Condition Index (PCI) of 35 or less.
- Additional funding sources were considered resulting in adoption of the franchise fee which was implemented in 2018. To date, the revenue has been dedicated solely to the PMP.
- In 2018, the General Fund transfer to the PMP was increased by \$250,000. In 2020, the General Fund transfer was increased an additional \$500,000.
- The current annual fixed funding sources consist of \$1,750,000 from the General Fund; about \$1,065,000 from franchise fees; and \$453,670 from the Municipal State Aid maintenance allocation for a total of \$3,268,670.
- The draft 2021 budget would increase the City contribution by an additional \$500,000, to \$2,250,000. This would be collected via a separate levy instead of a transfer from the General Fund.

While these recent funding increases have allowed the project scope for the PMP to expand, the global pavement condition index continues to decline. Additional actions must be taken to stop the decline and improve the condition of the City's street system.

This presentation will provide:

- A brief overview of the PMP history.
- A comparison of the different types of treatment used in the program.
- A summary of the results of the geotechnical analyses that were completed in 2013, 2018 and 2020.
- A review of a draft ten-year PMP CIP and its estimated cost.
- Options for program acceleration.

Our objective is to come away from the meeting with Council direction concerning the various staff recommendations.

SDT/kf