



AGENDA

City Council Work Session

Monday, November 6, 2023

5:00 PM

City Hall - Council Chambers

1. CALL TO ORDER

a. FOLLOWING THE CITY COUNCIL REGULAR MEETING:

The Council may choose to reconvene the work session after the adjournment of the regular meeting if the business of the work session is unable to be completed in the allotted time.

2. DISCUSSION

a. Community Engagement Efforts

3. UPDATES

a. Project Updates

b. Staff Reports

4. ADJOURNMENT

City Council Work Session: November 6, 2023

AGENDA ITEM: Community Engagement Efforts	AGENDA SECTION: DISCUSSION
PREPARED BY: Lee Stoffel, Communications Manager	AGENDA NO. 2.a.
ATTACHMENTS: Engagement Strategy Worksheet	APPROVED BY: LJM
RECOMMENDED ACTION: Receive update and provide staff feedback	

BACKGROUND

In August of this year, an Administrative Services Department was created through a reorganization to prepare for the growth taking place in Rosemount. As part of the reorg, the City Communications department will grow to accommodate increased efforts in Engagement, along with a continued commitment to provide residents with clear, timely, and relevant information.

Strategic engagement will be a new endeavor for Rosemount, and as such staff would like to strategize with the Council on a clear and focused set of goals and direction of efforts in order to properly work plan prior to the addition of another staff member in July of 2024. Attached is a discussion guide that will be used during the meeting to generate feedback, and staff will be prepared to discuss further at the work session.

RECOMMENDATION

Receive update and provide staff feedback

Engagement Strategy – City Council/Staff discussion, November 2023

Strategic Priorities	Main Issues Facing Rosemount in 1, 5, 10 years...
Grow Rosemount (housing, retail, employment)	
Connect & Engage (engage, inform, physical)	
Enhance Quality of Life (hometown feel, downtown, recreation facilities)	
High Performing Org (teamwork, customer service)	

Why Engagement:

1. Build & strengthen trust
2. Welcome new residents, diversity
3. Collaborate & inform decision making
4. Facilitate early and ongoing participation and understanding
5. Communicate vision and related benefits
6. Fill in the blanks....what is Rosemount's WHY _____
7. _____
8. _____

How to inform Engagement strategy:

1. Issue based – use Strategy Worksheet
2. GIS data – block party example
3. Citizen feedback – community surveys, stories, participation, etc.
4. _____
5. _____

Leadership participation:

1. Determine strategy and stand behind it
2. We all do better when we all do better
3. “Just show up”

January – 24’

DCRC Annual Meeting

TBD

February – 24’

DCRC Legislative Reception

TBD

CC Goal Setting Session

TBD

March – 24’

Commissioner Interviews

TBD

State of City

TBD

Home & Business Expo

March 2 9:30-1:30

NLC Congressional City Conference

March 11-13, 2024 -Washington D.C

April – 24’

**Volunteer & Commissioner
Recognition Event**

TBD

May – 24’

Public Service Recognition Event

TBD

June– 24’

Public Safety in the Park –

TBD

LMC Annual Conference -

June 26-28, 2024 - Rochester

July – 24’

**Lep Days Booth – Council Out &
About**

July 26th – 28th

August - 24’

**Nat’l Night Out – Council Out &
About**

August 6th starting at 6pm

September - 24’

2024 Dig In – Open House

TBD

Food Truck Festival

September 21st

October – 24’

Fire Department Open House

TBD

**Haunted Woods Trail – Central
Park**

TBD

November– 23’

Night on the Town-

Nov. 9th 5 – 9p.m.

NLC City Summit –

Nov. 15-18 in Atlanta, GA

Steeple Center Tree Lighting –

Nov. 25th

December– 23’

DCR Holiday Luncheon

RCC Dec. 5 10:30-1

“Santa Tour of Rosemount” –

TBD

Staff Holiday Luncheon

TBD