



**MINUTES
CITY COUNCIL MEETING
April 6, 2010**

CALL TO ORDER

The meeting was called to order at 7:10 pm.

Present: Mayor: Randy Gilbert; Council: Sam Rettinger, Sharon Henderson, Liz Olson

Staff Present: City Administrator: Terrance Post; Public Works Director: Marv Wurzer

Absent: Council: Brian Carpenter

PLEDGE OF ALLEGIANCE

Mayor Gilbert invited former Long Lake Mayor Tod Olson to lead the Pledge of Allegiance.

APPROVE AGENDA

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

CONSENT AGENDA

The Consent Agenda consisted of:

- A. Approve Minutes of March 16, 2010 City Council Meeting
- B. Approve Vendor Claims and Payroll

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

OPEN CORRESPONDENCE

Keith Miller, 535 Virginia Avenue

As Mr. Miller spoke it became evident he was disoriented. Mayor Gilbert paused the meeting so that Mr. Miller could be offered further assistance and escorted from the Council Chambers.

BUSINESS ITEMS

Approval of Agreement with CEL for Rebranding Consultant Services

Post reported this agenda item had been discussed at length during a work session prior to the regular meeting. The action before the Council is to ratify a recommendation the EDA put forth to approve a contract with CEL for rebranding consultant services. The proposal the EDA reviewed consisted of two phases to start, with no pricing for a third phase until the first two phases are completed and the scope of a third phase outlined for further consideration. Post pointed out he had made some adjustments to the proposed contract clarifying the EDA as the agency CEL would be contracting with; requiring copies of insurance documentation; and that payment will only be made after services are rendered. The consultant was in agreement with these changes, and with that, staff recommends approval of the agreement with CEL for rebranding consultant services, Phase 1 and Phase 2.

For the benefit of the viewing audience, Mayor Gilbert stated that the Chamber of Commerce had brought forth the subject contract to the EDA asking that the City participate with the Chamber of Commerce in an effort to rebrand and remessage the vitality of Long Lake and its business district. The project would be funded by EDA funds already in reserve, not through taxpayer funds.

Council member Rettinger stated there wasn't enough information for him to make a decision on the proposal, and he would like to see more information about CEL's past performance.

Council member Henderson indicated she was in support of moving the contract forward as she believes Long Lake has been suffering, but would not want a final phase of the contract to be lost for any future lack of funding. She said she would expect the EDA to be open to using EDA funds to implement plans that come forward from the first two phases in order to bring back the vitality of the town. However, she was not in favor of voting for the first two phases without some assurance the third phase would be undertaken.

Council member Olson also supported entering into the contract with CEL for phase one and phase two, but said it needs to be clear that the client will be the EDA and the EDA must participate in the work and have an active role, rather than be passive observers. Regarding a future phase three, Council member Olson could not see the City bearing the full funding of implementation and would expect financial participation from the Chamber of Commerce and all interested parties at that point.

Mayor Gilbert noted that all communities were struggling right now with much greater forces than they can control involved, and gave the Chamber of Commerce and EDA as well as Council members credit for taking a more proactive approach than complaining about the status quo. It would be a positive to try to distinguish Long Lake to become a choice and not just an afterthought.

Council member Henderson emphasized that without guaranteed financial support for a phase three implementation she could not support entering into the contract.

Council member Olson said she did not understand why it would be unreasonable to expect the other involved agencies to help financially support any future phase three.

Council member Rettinger pointed out that EDA funds can only be appropriated by the EDA and motioned that the item be tabled until further EDA discussion could take place.

A motion was made by Rettinger to table action on the CEL rebranding proposal for phase one and phase two to allow further discussion by the EDA. Motion failed for lack of a second.

A motion was made by Olson to accept the Proposal and approve a Contract for Services Agreement with C.E.L. Public Relations for delivery of Phase I Rebranding and Phase II Strategic Plan development services for a fee not to exceed \$15,430.00. Motion failed for lack of a second.

Action on the agenda item failed for lack of a successful motion.

OTHER BUSINESS

No Other Business was discussed.

ADJOURN

Hearing no objection, Mayor Gilbert adjourned the meeting by general consent at 7:34 pm.

Respectfully submitted,

Jeanette Moeller
City Clerk

MEETING MINUTES TRANSCRIBED FROM AUDIOVISUAL RECORDING