

Regional Council of Mayors Meeting

November 11, 2013

PRESENTATIONS

Federal Reserve Bank

The Federal Reserve Bank was charged by Congress in 1977 with hiring a community affairs officer, a position that has evolved since then to be “very, very critical” to the Federal Reserve’s work, said Dorothy Bridges, senior vice president of the Federal Reserve Bank of Minneapolis <http://www.minneapolisfed.org>.

Although the community affairs office was listening to communities and mayors in 2007, “that message got lost,” Bridges said, “and that put the Federal Reserve behind in dealing with the economic crisis.”

“We’ve had a lot of experience in what good loans can do for a community,” she said. The community affairs office of the Federal Reserve Bank of Minneapolis has just gone through a strategic planning process to determine what it can do, with limited resources, that will have the greatest impact. There are three priorities:

Support Indian country economic development. The district of six states has 45 self-governing reservations, many of which rank as the poorest communities in the country. The Federal Reserve Bank is helping standardize the reservations’ commercial laws and trying to connect them to institutions that are interested in economic development on reservations.

Enhance knowledge and utilization of the Community Reinvestment Act. The Federal Reserve Bank has been developing partnerships with organizations and businesses to encourage investments, loans and services for lower and moderate income people and communities, mostly in affordable housing.

Expand utilization of data and current conditions analysis. “We have a whole floor of people who do nothing but research and we have a database of that research,” Bridges said. “Our value-added is bringing that data to our external partners.” For example, she said, Minneapolis came to those analysts to get a block-by-block analysis of North Minneapolis to find the best places to develop green housing.

Bridges said the Federal Reserve is currently in a project looking at 200,000 individuals in Minneapolis and St. Paul who are “unbanked” and trying to develop a program to bring in those people who end up paying fees and losing money because they keep their funds outside financial institutions.

For more information, [see PowerPoint](#).

Now is the time to make the case for the Minneapolis-St. Paul region, said Kathy Schmidkofer, executive vice president of Greater MSP <https://www.greatersp.org>: “We know we are competing in a global war.”

It’s a war for jobs, development and the hearts and minds of “talent”—that is, educated, skilled people who can fill the kinds of jobs that will grow the region’s economy. “Our job growth is going to outpace our population growth,” she said. “We need to be a region that is a talent magnet.”

Greater MSP is developing a regional economic development strategy that should:

- Build on the competitive advantages of the region.
- Align regional decision-makers, resources, investments and private and public sector policies.
- Target gaps and eliminate barriers to growth.
- Get long-term commitment from all stakeholders.
- Clarify the roles of partners in the strategy.

GREATER MSP is a public-private partnership encompassing hundreds of organizations and individuals from across the region (the 16 counties of the MSA). The strategic plan is expected to roll out over three to five years and has three key parts:

- Rally the region around a shared vision and strategy.
- Develop, retain and attract the quality and quantity of human capital needed.
- Build sectors of strength for global leadership.

Mayors agreed with Schmidkofer that the region has a great story to tell, but has not been good about sharing it effectively with people outside the region. “We have a good start on external communication,” she said, “but we also need to tell ourselves the story internally.”

Schmidkofer said there are a number of things that mayors and the Regional Council of Mayors can do to implement the economic development strategy, including:

- Tell the regional story.
- Help develop a set of indicators to measure and track regional success.
- Promote economic opportunities at the local level.
- Identify regional economic development public policy goals and connect with partners who can help advocate for those goals.

For more information, [see PowerPoint](#).

UPDATES

Move MN Campaign

People may be willing to pay higher taxes for transportation, including transit—but they want to see what the money will be going for, said Jim Erkel, land use and transportation director of the Minnesota Center for Environmental Advocacy. The Move MN campaign <http://www.transportationalliance.com> is bringing together a diverse group of organizations in hopes of pushing the 2014 Minnesota Legislature to fund the state's transportation needs.

Erkel said that just to maintain current performance standards for highways, roads, bridges and transit creates a \$5 billion hole for the Minnesota Department of Transportation.

Currently, Erkel said, the public is divided in both its level of interest in transportation needs and funding and its ideas about what should be accomplished. But focus groups in 30 swing districts of the state showed that solid evidence, like a map of problem bridges, “tended to galvanize interest.”

The goal is to have at least 200 organizations, from cities to nonprofits and others, as members of Move MN by early January, when the campaign will launch, just before the legislative session. But, Erkel said, that's not the end of the campaign; organizations will be able to join later, after there are more specifics about the goals for legislative action.

Mayors whose cities want to join the campaign can use what is informally called “[the Richfield letter](#)” and/or sign the [Move MN support form](#).

EXECUTIVE DIRECTOR'S REPORT

ULI Minnesota Executive Director Caren Dewar asked mayors to contact newly elected mayors to encourage them to join the Regional Council of Mayors. The organization has grown solely through the inclusion of colleagues; there is no election or nomination of members and there are no dues. “We didn't want any obstacles,” said Mayor Elizabeth Kautz of Burnsville. There is no formal legal structure to the organization; mayors attend and take part in committees and initiatives because they find it valuable.

But Dewar's request led to a discussion of doing better at reaching out to mayors, particularly in areas that are not well represented in the group. “I've been sort of miserably unsuccessful in bringing in northeast mayors,” said Mayor Sandy Martin of Shoreview. “We need more of our mayors to be represented here.”

Kautz pointed out that the big barrier for some mayors, whose city position is part time, is that they simply don't have the flexibility in their “day jobs” to be able to take off for a couple of hours for the meeting.

COMING UP

The next RCM meeting will be Monday, December 9. Minnesota Department of Health Commissioner Dr. Edward Ehlinger will discuss “Health in All Policies.”

Mayors are encouraged to email caren.dewar@uli.org with their suggestions for topics to add to the agenda.

ATTENDEES

The following individuals were in attendance on November 11, 2013:

Mayors

Jim Adams	City of Crystal
Jerry Faust	City of St. Anthony
Tom Furlong	City of Chanhassen
Mary Giuliani Stephens	City of Woodbury
Debbie Goettel	City of Richfield
Kathi Hemken	City of New Hope
Jim Hovland	City of Edina
Tim Hultmann	City of Long Lake
Marvin Johnson	City of Independence
Elizabeth Kautz	City of Burnsville
Sandra Krebsbach	City of Mendota Heights
Peter Lindstrom	City of Falcon Heights
Sandy Martin	City of Shoreview
Lili McMillan	City of Orono
Duane Poppe	City of Osseo
R.T. Rybak	City of Minneapolis
Terry Schneider	City of Minnetonka
Brad Tabke	City of Shakopee
Janet Williams	City of Savage

Guests

Dorothy Bridges, Federal Reserve Bank of Minneapolis; Rick Carter, LHB; Matt Clark, US Bank; Jim Erkel, MCEA; Kevin Frazell, League of Minnesota Cities; Peter Frosch, Greater MSP; Todd Klingel, Minneapolis Regional Chamber; Mike Logan, Comcast; Carolyn Olson, Greater Minnesota Housing Corporation; Cathy Polasky, City of Minneapolis; Kathy Schmidkofer, Greater MSP; Randy Stille, City of St. Anthony Village.

ULI Staff/Consultants

Caren Dewar, Cathy Bennett, Aubrey Austin, Linda Picone