

Regional Council of Mayors

May 12, 2014

PRESENTATIONS

American Red Cross

It's been a tough few years for Minnesota, from the collapse of the I-35W Bridge to last summer's major storm to tornados, floods and, always, house fires. In the Twin Cities Metro alone, there are two to three "disasters" every day, mainly house fires, said Phil Hansen, CEO of the American Red Cross Northern Minnesota Region <http://www.redcross.org/mn/minneapolis>.

There are 1,200 disaster teams in Minnesota, and 90,000 across the United States that can be brought in if needed. The Red Cross operates across the globe: "There are 300 people in the Metro who will get on a plane and go anywhere in the world for up to three weeks," Hansen said.

The Red Cross is always there to respond to disasters and to help with recovery, Hansen said. "We used to spend most of our time in the response time, but now preparedness is more and more important."

Although the number of disasters the Red Cross has dealt with since 1975 has increased dramatically—from 100 to 407, the number of deaths has decreased just as dramatically—from 125,000 to 35,000. That decline in deaths is due to better preparedness across the globe, Hansen said, including such things as better tsunami warnings.

"Preparedness is not rocket science," Hansen said:

- Make a plan.
- Build a kit.
- Get involved.

He urged every individual to put together an emergency kit, with flashlight, food, first-aid, etc. <http://www.redcross.org/prepare/location/home-family/get-kit>. But he also urged mayors to take a lead in emergency preparedness in their cities. Although part of that is making sure training for disasters is available and identifying sites for emergency shelters, etc., a big part is bringing different groups in a community together, Hansen said. "A more unified community tends to recover from a disaster more quickly."

The Red Cross can come into cities to offer preparedness information, Hansen said, but even better is to train people in the cities to do that themselves. The work of the Red Cross is predicated on volunteers; there are 40 volunteers for every paid staff person in this region.

For more information about how to prepare for and cope with disasters:

- Tornado app for mobile devices: <http://www.redcross.org/mobile-apps/tornado-app>
- Employee training: <http://www.redcross.org/prepare/location/workplace/train-employees>
- Be Ready preparation: <http://arcbrcr.org>
- Ready Rating assessment tool: <http://www.readyrating.org>
- FEMA online course for leaders, including city and county officials: <https://training.fema.gov/EMIWeb/IS/courseOverview.aspx?code=IS-800.b>
- RCM presentation: [see PowerPoint](#)

Regional Dashboard

As part of its work, the Partnership for Regional Opportunity is establishing a “dashboard” that can be used to benchmark the status of the region on important measures. Mary Kay Bailey of the St. Paul Foundation said that places where best practices tend to be established are places that routinely benchmark themselves.

There are a number of different measurement projects in the Twin Cities, Bailey said; the task now is to take the best from those measures and to create a shared dashboard.

Mayors at the meeting were asked to list up to five important categories that they would include on a dashboard. The dashboard would be used for continuous regional improvement, Bailey said, rather than as a marketing tool—but others pointed out that easy-to-understand, objective dashboards on important aspects of the region’s health and economy *are* marketing tools.

Mayors chose from possible categories that included: workforce, talent, civic vitality, education, equity, government, children and youth, quality of life, public safety, health, culture and arts, environment, innovation, infrastructure, community, sustainability, business climate, technology, mobility, energy and housing. Ultimately, the Partnership for Regional Opportunity plans a dashboard that would include no more than 20-25 measures that can be quantified, Bailey said.

Dashboard lists filled out by mayors will help as a dashboard for the Twin Cities region is created.

For more information, including several dashboard examples from other cities: [see PowerPoint](#).

World's Fair 2023

There hasn't been a World's Fair in the United States since 1984, but Expos or World's Fairs are a big operation almost everywhere else in the world. Secretary of State Mark Ritchie is leading an effort to bring the World's Fair back to the United States—specifically, to Minnesota.

Ritchie is chair of Expo Minnesota/2023 World's Fair <http://expo2023.info>. He said having a World's Fair in Minnesota would be a great way to “change the perception of the region.” Every five years, the World's Fair is a large one. The last large one, in 2010, was in Shanghai, China. The next one, in 2015, will be in Milan, Italy. In-between each large one is a smaller event. But “smaller” is still large. Expo 2010 in Shanghai was attended by 70 million people. Ritchie said Expo Minnesota could expect 10 to 15 million visitors. “It's the equivalent of one Super Bowl a day for four months,” he said.”

Expo 2023 would run from May to August. Ritchie said there is no theme for a World's Fair in Minnesota yet, but many of them focus on science and technology. “There are a dozen really good sites and a dozen really good themes that I've heard,” he said.

A number of companies and organizations are leading the effort to create a successful bid for the 2023 World's Fair in Minnesota, including HGA Architects, FedEx and the St. Paul Riverfront Corporation. Ritchie said the Minneapolis Airport Commission has a “a lot of land and a lot of ideas.” He pointed to the Mall of America's plans to double in size—and to attract visitors from all over the world—and to the Mayo Clinic's plans to expand.

A World's Fair can be the impetus for permanent infrastructure investment, Ritchie said, pointing to the Space Needle in Seattle, which was built as part of the 1962 World's Fair there. “Is this the way to get high-speed rail to Rochester?” he said.

Currently, Expo Minnesota has a monthly speaker series to build support for the bid. In the next year, the organization must do an economic feasibility study, which must be paid for by private contributions. Ritchie said the next two years are crucial to making a successful bid; the location for the 2023 World's Fair will be decided in November 2016. “Just saying you're going to do a World's Fair and meaning it puts you on a track to be great,” Ritchie said.

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

COMING UP

There will be no regular meeting of the Regional Council of Mayors in June, but mayors—and their staff—are encouraged to attend the ULI Minnesota/RCM Housing Summit, 7:30–11am, June 5 at the Hopkins Center for the Arts. The keynote speaker is Julie Campoli, author of *Made for Walking and Visualizing Density*. Her topic is “Designing Great Neighborhoods.” Mayors can attend for free. For more information and to register, go to <http://minnesota.uli.org/event/6th-annual-housing-initiative-summit/>.

The next meeting of the Regional Council of Mayors will be July 14, 11:30am–1:30pm. It will include a look at the plans and construction of the new Vikings Stadium. Details coming soon.

ATTENDEES

The following individuals were in attendance on May 12, 2014:

Mayors

Jerry Faust	City of St. Anthony
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
Sandra Krebsbach	City of Mendota Heights
Sandy Martin	City of Shoreview
Gene Maxwell	City of Hopkins
Tim McNeil	City of Dayton
Duane Poppe	City of Osseo
Terry Schneider	City of Minnetonka
Brad Tabke	City of Shakopee
Ken Willcox	City of Wayzata

Guests

Mary Kay Bailey, St. Paul Foundation; Karen Barton, City of Richfield; Mark Casey, City of St. Anthony; Peter Frosch, Greater MSP; Phil Hansen, American Red Cross; Todd Klingel, Minneapolis Regional Chamber of Commerce; Nick Koch, HGA; Mike Logan, Comcast; Terry Menge, American Red Cross; Cathy Polasky, City of Minneapolis; Ken Prillaman, City of Brooklyn Park; Mark Ritchie, Secretary of State; Elizabeth Ryan, Family Housing Fund; Julia Silvis, Itasca Project/McKinsey; D'Angelos Svenkeson, Met Council.

ULI Staff/Consultants

Cathy Bennett, Caren Dewar, Linda Picone