



TO: Honorable Mayor and City Council Members  
FROM: Brian C. Peterson AICP, Planning Director; 3-7-13  
Meeting Date: March 11, 2013

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**Agenda Item**

Item # 9C 2 – Mississippi National Golf Links Update: Public Process

**Action Requested**

Council provide direction regarding proposed public process

**Attachments**

- Schoenbauer Consulting, LLC Home Page
- Mind Mixer Online Engagement Tool

**Background**

At the February 25, 2013 meeting the City Council decided that the golf course should be closed for the 2013 season (except for the driving range) and move forward with a well-defined public process to determine what should be done in the future with the golf course property. This process should make a determination by this summer about the golfing operation and also consider other long term uses of the property. The golf decision needs to be made in July of this year so that the City has time to move forward with an operational modal that will allow golfing on the course in 2014. The process also needs to consider other uses of the property and/or additional uses of the property.

This is a highly charged community issue in which Red Wing citizens have many contrasting opinions on what the City should do with the golf course property. It is also a tremendous opportunity to involve the community in a process that will chart the course for the future development of this 401 acre publicly owned property. Kay Kuhlmann, Rick Moskwa and I have been working on the development of a public process to help the City Council make decisions by July of 2013. Once some basic decisions are made about the golf operations, a longer term process can be continued that helps the City determine some of the longer term uses of the property. We need to involve Red Wing citizens in a very public process that is focused on being open to as many creative ideas as possible; is completely transparent; helps the City Council identify the community issues and potential re-use alternatives; and provides great information that analyzes those alternatives in terms of the economic and community cost and benefits.

## 9C 1.

**Reuse Team Approach:** A traditional approach to an issue like this would be to establish a citizen committee, task force or commission to take on the project with the help of a facilitator. Since we have such a short time frame to work with and the issue is so highly charged, it seems like this traditional approach may have some real drawbacks. Instead, the City staff has been working on a process modeled after the Reuse Team approach that has been used successfully with the redevelopment of historic sites. The general idea is that the City hires a facilitator that puts together a Technical Assistance Team made up of outside experts in various disciplines. The goal of the Technical Assistance Team is not to make decisions for the City Council but rather to become a conduit for the collection of information and citizen ideas and to organize and analyze that information so that the Council has the best information possible in which to make a decision.

The first step is the gathering of background information and once the team is assembled, the on-site phase of the project is scheduled where the team spends several days in Red Wing interviewing the members of the community. Information can also be provided to the process through less formal channels such as online interactive tools. The Reuse Technical Assistance Team is charged with:

- Understanding the community issues
- Providing a conduit for generating ideas
- Developing Reuse alternatives
- Evaluating the economic and community merits of the reuse alternatives
- Defining viable options
- Recommending a plan or plans of action to consider

**Technical Team Make-up:** We are still working on the potential make-up of the Technical Assistance Team but in general it could be made up of leaders in the following fields:

- Planning process facilitation and land development
- Park, Recreation, and Open Space planning
- Golf Course Expertise (Management and Development of Golf Courses)
- Business Analysis or Economic Analysis

**Team Coordinator:** Kay Kuhlmann, Rick Moskwa and I met with Jeff Schoenbauer, Schoenbauer Consulting, LLC, and Breanne Rothstein AICP, with WSB & Associates, Inc. on March 7<sup>th</sup> to discuss possibility of their involvement in this process. Jeff has tremendous experience in park and open space planning and has authored a handbook on the collaborative approach to planning and development (See Home Page Excerpt for Schoenbauer Consulting, LLC). Breanne also has a background municipal planning, collaborative planning efforts and has strong communication and public engagement skills. We talked to them about developing an outline and budget for a Reuse Technical Team approach and should have a draft available early next week.

## 9C 1.

Schedule: Our general idea about schedule (tentative) is as follows:

Establish Technical Assistance Team and Contract	March/April
Information Gathering and Establish On-site schedule	April
On Site Sessions	May/June
Open House (Preliminary Results)	June
Final Report	July

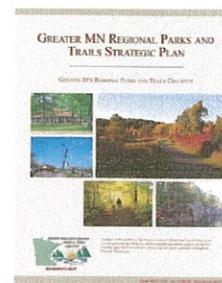
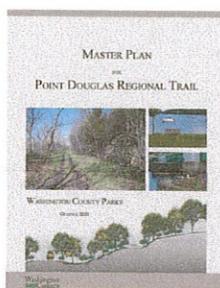
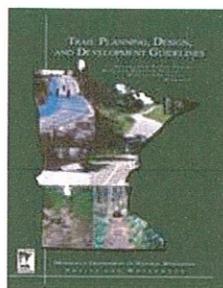
Online Engagement Tool: The internet and social media is being used more and more to provide another venue for citizens to contribute to community conversations. One example of an online engagement tool is called MindMixer and is a turn-key service that is particularly designed for communities that want to work to engage citizens in a community dialogue using current technology. I have been looking at using this tool with the Old West Main Street/Pottery District redevelopment planning effort and the City's cost would be underwritten by the EPA grant program. The tool allows the City to use the program for multiple community issues and I think that we may want to use this tool in a way to provide another way for citizens to engage in the Mississippi National conversation.

### **Staff Recommendation**

At this point we do not have a formal proposal and scope of work completed. What staff needs to know at this point is if the process that we have outlined is something that the Council would like to have us further develop and refine in terms of cost, schedule and scope of the work. Our goal would be to bring back details for the council meeting on March 25<sup>th</sup>. We would also intend to outline this general approach at the March 19<sup>th</sup> public forum sponsored by Red Wing 2020.

[Home](#)[Company Profile](#)[Professional Bios](#)[Project Experience](#)[Contact Us](#)

*Our extensive experience ensures that 100% of our focus is on finding solutions, not learning the ropes!*



## Project Experience

Over the past 30 years, Jeff and Kathy have completed a broad range of projects in our areas of practice.

The accompanying links highlight a cross-section of our past work experience. Additional information about past work and our approach to projects is available upon request.

- [Comprehensive plans for parks, open space and trail systems](#)
- [Organizational strategic planning](#)
- [Collaborative approach to community planning/development](#)
- [Outreach/public engagement](#)
- [Research initiatives](#)
- Planning guidelines for parks and open spaces
- [Planning, design, and development guidelines for trails](#)
- Natural resource and ecological planning

*Click on cover image to review a PDF of these plans!*

- [Regional parks and park reserves](#)
- [Paved trails](#)
- [Natural-surfaced trails](#)
- [Campgrounds](#)
- [Building organizational capacity](#)



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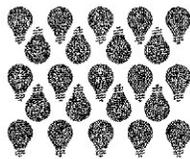
Designed by Jeff Schoenbauer © 2013 using [Homestead website templates](#). [Create a website today.](#)



**MindMixer is an online engagement tool that sparks community. Ideas, voices, and perspectives are shared to facilitate deeper conversations yielding actionable insights.**

## **ACTIVATE COMMUNITY CONTRIBUTORS**

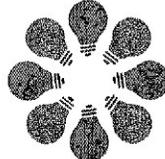
MindMixer's vision is to create connected and contributing communities by promoting community dialog online, ultimately leading to community action offline. Our simple process and easy-to-use tool creates a place for community members to share ideas, evolve ideas, and ultimately take action on those ideas.



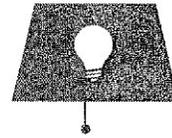
Survival of the  
Brightest



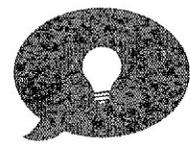
More Efficient  
Idea Generation



The Mixing  
of Minds



Convenient  
Participation



Everyone's  
Voice is Heard

## **HOW DOES IT WORK?**

MindMixer provides a turn-key service that includes web hosting, application maintenance, and regular calls with a dedicated Engagement Specialist. This service, combined with the best in class engagement technology, ensures you will meet and exceed your engagement goals.

MindMixer has developed best practices regarding site moderation, administration, and alerting. The application has several automated tools in place to both monitor and promote high quality activity and alert staff to necessary areas.

MindMixer services and support features were developed to minimize client resources required to administer the MindMixer site and to update and analyze input from participants. Our average client spends 8-10 hours per month administering the site. MindMixer will assign a dedicated account manager to the project who will work closely with the client to lead our proven six-phase process and identify tasks for the client needed to carry out the project.



# WHERE WE'RE WORKING

MindMixer is being utilized by organizations throughout the country. Every month, more than 25 new organizations launch MindMixer sites to better engage their respective communities. By the end of 2012, MindMixer will be working with more than 300 different organizations.



## SOME MINDMIXER CLIENTS INCLUDE:

Los Angeles, California  
Mountain View, California  
Oakland, California  
San Francisco, California  
Aurora, Colorado  
Orlando, Florida  
Tampa, Florida  
Wichita, Kansas  
Kansas City, Missouri  
Omaha, Nebraska

Raleigh, North Carolina  
Tulsa, Oklahoma  
El Paso, Texas  
Fort Worth, Texas  
Houston-Galveston Area Council  
Regional Planning Association of New York  
Washington D.C. Metro Transit Authority



# THERE ARE MANY WAYS TO ENGAGE

MindMixer has the largest suite of engagement functionality of any provider in the country. Our engagement functionality includes surveys, idea submission, idea refinement, idea voting, interactive budgeting, and community challenges. Each piece of functionality is appropriate for different areas within a project lifecycle and your dedicated account manager will make certain the right tools are being used in the right situations.



## PHOTO SHARE

Create a visual of the community by asking participants to submit their own photos.



## OPEN IDEA SUBMISSION

Frame the conversation and allow participants to submit ideas, 'second' the ones they support, and comment on one another's ideas.



## INSTANT POLL

Allow participants to select from a list of answers, similar to a closed-ended survey question.



## PARTICIPATORY BUDGETING

Ask participants to decide which initiatives they would fund using a set budget.



## IDEA REFINEMENT

Present alternatives and let participants voice their degree of support.



## CHALLENGE

Invite citizens to present a solution to a community challenge. The winning idea is selected by a judge or committee and implemented.



## IDEA PRIORITIZATION

Present alternatives and ask participants to prioritize by "seconding" the ideas they support.



## SURVEY

Offer a comprehensive list of questions that participants must answer in a prescribed sequence.