



## Meeting Minutes

July 23, 2020

7:00 P.M.

via WebEx

1. Call to Order 7:03 PM
2. Pledge of Allegiance
3. Roll Call/ Establish Quorum
  - a. Counties: Anoka, Isanti, Kanabec
  - b. Cities: Blaine, Braham, Cambridge, East Bethel, Ham Lake, Oak Grove, Spring Lake Park
  - c. Townships: Athens, Brunswick, Cambridge, Comfort, Ford, Isanti, Knife Lake

*Per JPA Article VI Section 4: 40% of the membership constitutes a quorum  
(40% of 17 = 6.8)*

Members Present:

Julie Braastad, Anoka County  
Robyn West, Anoka County  
Jess Robertson, City of Blaine  
Robert Knowles, City of Braham  
Jim Godfrey, City of Cambridge  
Jack Davis, City of East Bethel  
Sheila Sellman, City of Isanti  
Terry Turnquist, Isanti County  
Gene Anderson, Kanabec County  
Barbara Goodboe-Bisschoff, City of Spring Lake Park

Others Present:

Joe MacPherson, Anoka County (Administrative Representative)  
Melissa Barnes, MnDOT Metro District  
Jennifer Wiltgen, MnDOT Metro District  
Luke Wehseler, MnDOT District 3  
Nolan West, Representative, District 37B, MN House of Representatives  
Emily Hyland, HDR Engineering  
Stephanie Roth, HDR Engineering  
Jill Kent, Anoka County (Administrative Assistant)

4. Approval of Minutes from the February 27, 2020 Meeting  
Motion: Jack Davis  
Second: Gene Anderson  
Motion: Passed



5. Treasurer's Report

Discussion: Last meeting balance \$25,614.46, since then we have collected \$4,000.00 in dues, received \$5.83 of interest, paid \$1,235.74 in bills, for a remaining balance of \$28,384.25. The bills paid include costs associated with webster annual fee, domain and host fee.

a. Approval of Treasurer's Report

Motion: Julie Braastad

Second: Robert Knowles

Motion: Passed

b. 2020 Membership Dues Status Report

Discussion: All members have been invoiced and paid, with the exception of Arthur Township who are no longer members, Isanti Township has not paid.

6. Administrative Representative Report

North TH 65 Promotional Video Discussion (e.g. RCIs, roundabouts, etc.): Emily Hyland and Stephanie Roth, from HDR, Inc.

Discussion: Last meeting we talked about bringing a consultant on board to talk about available tools and technology to help us tell a story about the TH 65 corridor. Emily Hyland ("EH") and Stephanie Roth ("SR") from HDR Engineering have joined us tonight to let us know what they can do for us regarding promotional videos and advertisements.

Talking with a lot of different communities and organizations, it's important to think about the important goals of your organization's communications to help identify the correct tools to use. From that point, a communications team can help you generate ideas, timelines, mobile friendly designs, consider multiple information sources, provide detailed instructions, and more. Some options that work well for sharing information with the public and public officials include:

- Drone flights, video interviews, animations, gifs.
- Drone images are easy to overlay with text to tell a story. Works well on social media.
- Online meetings – you can share more information online, a lot of effort to perfectly package and keep peoples' interest.
- Interactive images with imbedded information/surveys. Might be too robust, think about how to use messages.
- Push videos out to social media. GIFs do very well on social media. Could be expensive but might have some animation that would have good after-effects.

Things to consider as we think of our coalition's goals:

- Goal of video/engagement, who is audience, what action/outcome are we looking for?
- Develop a story that can be shared and told through a single video, or series of videos and push information out.
- Needs to tell a tale, why it's important.
- Next bonding cycle, if coalition has something to share with lobbyists, it would be worthwhile.



- Should be easily emailable. Consider something that they can look at within 30-60 seconds.

EH: anything longer than a minute you lose audience. Recently completed a series of three videos for 694, each were 60 seconds or less. Less than a minute is emailable. You only have approx. 8 seconds to catch a person's attention. Visuals need to be compelling in the first minute.

SR: Sending a link via email to your audience with pre-packaged information that guides the recipient through your story, along with videos to tell a story, is very beneficial.

EH: Consider your community members and leaders, what do you want to share with them? Create something easily communicable.

Julie B: Between now and the next meeting, we should think about our #1 or #2 message that we'd like to get out to the public and leadership.

Jess R: We need to shatter the stigma that areas south of I-694 are scary, and areas north are filled with hillbillies. Highlighting that this infrastructure is not just for the County, but for visitors from around the world. This is an awesome and innovative way to get the message out.

EH: HDR created materials for TH 65 public meetings in March, everything that we created has gotten a lot of positive mileage out of simple and easy to understand graphics. Your audience can be as wide as you can cast the net.

Jess R: One option would be simply sitting in traffic during rush hour and not going anywhere! Biggest challenge – the traffic volume on TH 65 is as high as the volume on I-35E. Time lapse during peak time would be beneficial to include.

EH: All of these ideas are not out of the question!

## 7. Programmed Projects

- a. MnDOT Metro District: Melissa Barnes - Update on TH 65 PEL Corridor Study in the cities of Blaine, Ham Lake and Spring Lake Park  
Discussion: Introduced Jennifer Wiltgen, new North Area Coordinator. Sheila took new position; Melissa Barnes("MB") took Sheila's position.



MB: On August 5 MnDOT will be hosting another TH 65 advisory committee meeting, talking about the TH 65 Study (from Co Road 10 to Bunker) and the final steps in the public involvement process. Coming back with suggested improvements, trying to make it digestible with the public involvement challenge during COVID-19. Information that we have is understandable. Study is ready to be wrapped up. City of Blaine has applied for federal construction funds through the Met Council Regional Solicitation for 99<sup>th</sup> Avenue.

Jess R – Correct, the city has submitted the request for funding for 99<sup>th</sup> Avenue.

Julie B: I look forward to August 5<sup>th</sup> TH 65 meeting. Comment on recent fatality at Viking Blvd and TH 65 – any information on that situation.

MB: There was a fatality at the signalized RCI at Viking and TH 65 yesterday. It was a motorcycle vs. truck crash, not all crash information has been released. Truck was making an EB right-turn off Viking and Motorcycle was heading SB. Another crash happened today between a NB vehicle and a WB vehicle. No information on injuries or other information has been released on this item as of the time of this meeting. MnDOT has been working with the City of East Bethel and the County to look at intersection characteristics, design, and signal timing changes to improve safety at this intersection. MnDOT staff are meeting internally tomorrow to discuss the issue and explore solutions to enhance safety at that intersection.

Julie B: serious situation there, and we are anxious to hear what discussions bring.

MB: We will push out communications as we learn more. We hear a lot of concerns from members of community and drivers along TH 65. Community is reaching out to MnDOT to do something, and we are definitely listening.

b. MnDOT District 3

Discussion: Luke – RCI in Isanti is open and operating, we are receiving good feedback. A programmed project in 2022 is a bridge replacement over Snake River south of Mora.

c. Other –

Representative Nolan West is in attendance. We are grateful for your support. Can you give insights on legislative sessions?

NW: Managed to include a bonding request for Highway 65 into draft bonding bill. A couple of hours before the bill was introduced, a ton of trunk highway requests were added, which raised the bonding request up to an amount of \$1.8 billion. The bill was not passed, but at least a request for TH 65 was added. Walz will hopefully be coming back in the next month, hope to get reasonably sized bill to fund 109<sup>th</sup> Avenue design. Hard to predict what will happen.



Julie B: Sounds like we have support from both Senate and House, they recognize the issues with Highway 65. If we get a decent bonding bill, we would have support.

Jess R: The local communities appreciate Nolan fighting the good fight. Really appreciate his work at the capital and fighting on behalf of us.

8. Community Updates

Discussion:

Barbara: Hy-Vee is changing format inside store, waiting to reissue permits. Won't open till early next year.

Jack: working with MnDOT to get service road project to connect 187<sup>th</sup> Lane to Viking Blvd, only two short segments to provide connection from Viking to Crosstown. Open up several hundred acres for economic development.

Jess R: No fans at 3M Open. Bizarre to not see anyone there due to COVID-19. Cancellation of USA Cup, sad that it is quieter than usual around the community this summer.

Julie B: Your homework includes thinking about coalition goals, what do we want to get across to our leadership? Next meeting, we will go over ideas, compile list, and go from there.

9. Other Business

Discussion: None

10. Adjourn – 7:55 PM