

AGENDA
MAPLEWOOD CITY COUNCIL
MANAGER WORKSHOP
5:00 P.M. Monday, February 23, 2015
City Hall, Council Chambers

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. UNFINISHED BUSINESS

None

E. NEW BUSINESS

1. Katie Engman, Ramsey County Tobacco Coalition
2. MCC/YMCA Partnership Discussion
3. Presentation of Policing Plan – No Report

F. ADJOURNMENT

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MEMORANDUM

To: Melinda Coleman, City Manager
From: Karen Haag, Citizen Services Director
Date: February 18, 2015
Re: Katie Engman, Ramsey County Tobacco Coalition

Introduction/Background

Approximately fifteen years ago the City partnered with the North Suburban Tobacco Compliance Project (NSTCP) to work to reduce the cost, harm and burden tobacco plays in our community and to work towards reducing youth access to tobacco.

Over the years city staff has worked with Katie Engman, Program Director of NSTCP, to keep abreast of legislative changes and the varying types of tobacco related products that have recently flooded the market.

In 2012, former Police Chief Thomalla and I, with the assistance of Ms. Engman introduced Ordinance 920, repealing Chapter 14, Article XVIII of the City code that governs the regulation of tobacco and tobacco related products. Upon approval of Ordinance 920 the City was as restrictive and even more so in some areas than State Statute governing tobacco use and prevention and the Clean Indoor Act.

During the 2014 legislative session there were laws put into place with stronger regulations of some products, specifically electronic cigarettes, which should be considered in a future ordinance.

Mayor Slawik, along with City staff, has requested that Ms. Engman be present to explain to the council what the new law does and how it impact our city.

Attached you will find a list of current Cigarette-Tobacco license holders as of 2.18.2015. (See Attachment 1). Also, you will find a report from the North Suburban Tobacco Compliance Project showing compliance results from the City of Maplewood along with other participating cities. (See Attachment 2).

Recommendation

This report is for informational purposes. A revision to City code Chapter 14, governing the regulation of tobacco and tobacco related products will be brought to the City Council at a future meeting for consideration.

Business Name	Primary Address
A-1 LIQUOR	19 CENTURY AVE N
AMAROSE CONVENIENCE STORE	3001 WHITE BEAR AVE N
BIG DISCOUNT LIQUOR	2515 WHITE BEAR AVE N
CUB FOODS #30244	100 COUNTY ROAD B W
CUB FOODS #31264/1599	2390 WHITE BEAR AVE N
CVS/PHARMACY #1751	2196 WHITE BEAR AVE N
FAMILY DOLLAR STORE #2361	1700 RICE ST N
FLEMINGS AUTO SERVICE INC	2271 WHITE BEAR AVE N
FREEDOM VALU CENTER # 65	1535 BEAM AVE E
HERITAGE LIQUOR	1347 FROST AVE E
HOLIDAY STATIONSTORE #301	280 MCKNIGHT RD S
HOLIDAY STATIONSTORE #3519	1285 COPE AVE E
HOLIDAY STATIONSTORE #436	2729 STILLWATER RD E
IN "N" OUT MARKETS	743 CENTURY AVE N
KNOWLANS SUPERMARKET	2720 STILLWATER RD E
LES'S SUPERETTE	2665 WHITE BEAR AVE N
MAPLEWOOD KWIK MART	2150 MCMENEMY ST N
MAPLEWOOD TOBACCO OUTLET PLUS INC	2515 WHITE BEAR AVE N
MAPLEWOOD WINE CELLAR	1281 FROST AVE E
MCCARRONS PUB AND GRILL	1986 RICE ST N
MERWIN LIQUORS	1700 RICE ST N
MGM LIQUOR WAREHOUSE	2950 WHITE BEAR AVE N
NEW SMOKES INC	1700 RICE ST N
PARTY TIME LIQUOR	1835 LARPENTEUR AVE E
PRINCESS LIQUOR 'N TOBACCO	2728 STILLWATER RD E
SARRACKS INT'L WINE & SPIRITS INC	2305 STILLWATER RD E
SIMPLY VAPOUR	1703 COPE AVE E
STARGATE DANCE CLUB	1700 RICE ST N
STOKKES MEAT MARKET	1344 FROST AVE E
SUPERAMERICA #4022	1750 WHITE BEAR AVE N
SUPERAMERICA #4089	11 CENTURY AVE S
THE DOG HOUSE BAR & GRILL	2029 WOODLYNN AVE E
UPTOWN VAPOR SHOPPE	3035 WHITE BEAR AVE N
WALGREENS #10473	1700 RICE ST N
WALGREENS #1751	2920 WHITE BEAR AVE N
WHITE BEAR LIQUOR	2223 WHITE BEAR AVE N

North Suburban Tobacco Compliance Project

Dedicated to Preventing Youth Access to Tobacco in Ramsey County

First Check 2014

City	# of vendors	# of vendors checked	# of vendors passed
Arden Hills	6	6	6
Falcon Heights	3	3	3
Gem Lake	1	1	1
Little Canada	10	10	7
Maplewood	36	34	31
Mounds View	12	12	12
New Brighton	15	14	14
North Oaks	3	3	3
North Saint Paul	7	7	7
Shoreview	14	14	12
Vadnais Heights	10	10	10
White Bear Township	5	5	4
TOTALS	122	119	110

Percent of vendors who passed each check **92%**

Saint Paul	---	250	229
Roseville	29	27	23

**Saint Paul & Roseville are not included in the total because they do not participate in the programming offered by NSTCP*

Overall Compliance Rates:

2014	93.5%
2013	95%
2012	91.5%
2011	97%
2010	90%
2009	92%

Second Check 2014

# of vendors	# of vendors checked	# of vendors passed
7	7	7
3	3	3
1	1	1
9	8	8
34	32	31
11	10	9
16	15	13
3	3	3
6	6	5
14	12	11
10	10	10
5	5	5
119	112	106

95%

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29	24	24

MEMORANDUM

TO: Melinda Coleman, City Manager
FROM: DuWayne Konewko, Parks and Recreation Director
SUBJECT: MCC/YMCA Partnership Discussion
DATE: February 23, 2015

Introduction

The MCC is at a tipping point, and as a result, staff is exploring creative and collaborative partnership solutions to several long-term existing challenges. As discussed with council last spring, the largest obstacles facing the MCC are the facility's operating budget, the physical limitations of the building itself (primarily, a lack of programming space), the deferred maintenance costs addressed in the Asset Management Study, and the lack of a clear and purposeful direction for the MCC. Following last spring's conversation regarding these concerns, staff was driven to seek out partnerships that, when coupled with a long-term vision, would position the city to begin addressing these challenges.

To that end, staff has been working with the YMCA to explore partnership opportunities at the MCC. Staff from both entities have agreed on the framework for a contractual partnership agreement in which the YMCA will manage the Aquatic Center and related programming offerings. The draft agreement also includes a provision whereby the YMCA (through a YMCA Branch Manager) will work with staff in the day to day operations management of the MCC. The YMCA will also be working with staff on developing a marketing campaign for the MCC.

Staff feels that this partnership represents an exciting opportunity for the City of Maplewood on many levels, including:

1. The YMCA shares Maplewood Parks and Recreation's mission of creating strong families and communities through youth development, programming, and recreational opportunities;
2. The YMCA partnership will help support the City's initiatives regarding Integrated Youth Development;
3. The YMCA has an impressive track record of creating powerful collaborative partnerships with cities, schools, and other community organizations. By working with the YMCA, Maplewood Parks and Recreation will be able to leverage the YMCA's extensive community connection experience and their decades of expertise in recreational facility management and resources;
4. The City of Maplewood is working to better connect with the growing diversity of the community including area businesses. Active collaboration with the YMCA will help the City more effectively reach out to diverse community members and businesses.

5. A collaborative partnership with the YMCA is the most effective way to continue to offer and expand upon our recreational opportunities and continue to be mindful of the tax burden on Maplewood residents and businesses.

Staff will be discussing the elements of the City and YMCA partnership agreement with council. Mr. Shane Hoefler, Executive Director, White Bear Area YMCA and White Bear Lake Area Schools YMCA Aquatic Center will be present as well, to address the partnership agreement and answer any questions the council may have regarding the YMCA.

Staff is committed to addressing these challenges. In addition, staff is working to create a sustainable business model for the MCC that will allow the facility to remain open and operational in the coming years. We recognize that, in order to accomplish this, operational changes must be made. Each and every MCC program area will be thoroughly evaluated for purpose and effectiveness. Resulting changes will impact existing MCC jobs. Staff presented and discussed the proposed partnership agreement with the YMCA at the January Park Commission meeting.

Background

We recognize that the Maplewood Community Center has long been a key community asset. However, in recent years the cost of maintaining this asset has placed a troubling burden on Maplewood residents, council and staff. Our hope is that by partnering with other civic-minded organizations and renewing our organizational focus, we can create a more sustainable business model – one that will allow this asset to flourish in our community for years to come.

The framework for the partnership agreement between the City and the YMCA is as follows:

- YMCA will manage the MCC Aquatic Center;
- YMCA will manage the two City Beach contracts;
- YMCA will conduct swimming lessons;
- YMCA will support staff with the overall management of the MCC;
- YMCA will support staff with development of marketing strategies for the MCC.

Budget Impact

The proposed fees and revenue sharing components (per year) of the agreement are proposed as follows:

- YMCA base fee for managing and operating the MCC Aquatic Center is \$157,500 (first year fee is \$150,000) due to the aquatic center operating only eleven months;
- YMCA fee for managing the City of Maplewood's Beach Contracts is \$30,000;
- YMCA fee for marketing and management services is \$70,150 (first year fee is \$75,996 due to start date of April 1, 2015);
- YMCA fees are subject to a 2% increase for an inflation adjustment for years 2 and 3 of the contract;
- City retains all revenue from beach contracts and pool rentals, approximately \$46,000 and \$9,500 respectively;

- City shall be paid 25% of participant fee revenue collected from swimming lessons with a minimum guarantee of \$25,000 for each year of contract – first year goal is \$39,000;
- YMCA shall pay an annual maintenance fee of \$5,000 for first year of contract, \$6,000 for second year and \$7,000 for the third year.

The proposed agreement with the YMCA will hopefully be revenue neutral (-\$15k to +\$15k) However, it is anticipated that the City will benefit from this partnership in the coming years – strategic vision moving forward.

Recommendation

The discussion regarding the City/YMCA partnership agreement is informational only, and no formal action is requested.

Attachments

None