



Regional Council of Mayors

November 14, 2011

Governor's Job Summit

The first Job Summit held by Gov. Mark Dayton was a “great, energizing day,” said Kathy Tunheim, a senior advisor to the governor, “but it was just a day.”

She wasn't underestimating the power of the day, simply reminding the mayors that it was a first step in a lot of work that needs to go forward. “The pressure is on all of us to figure out what comes after. Now we have to figure out how to build a machine.”

The objectives for the summit, which was held October 25, were:

- To share what the administration has learned in its first year.
- “To re-spark the collaborative spirit that has made Minnesota the force that it has been.” Tunheim said Minnesota used to be able to “compete above its weight class” because of the power and potential of collaboration, but that spirit of collaboration has dissipated over the last decade or more.

Some 800 to 1,000 attendees at the summit—all of them invited—helped set a list of priorities for increasing job creation in Minnesota. The seven priorities developed from the summit are:

- Improve access to capital for new, small and expanding medium-sized businesses.
- Align the state's education systems with the skills employers need, including technical training for displaced workers
- Streamline regulatory processes.
- Improve the physical and communication infrastructure.
- Provide better state services—at a lower cost. This involves redesigning and even transforming the state's service functions. “We believe there is opportunity for collaboration with some of our friends in philanthropy,” Tunheim said.
- Increase exports and foreign investments. “Minnesota has been asleep at the switch on this topic,” Tunheim said. “We are going to be very aggressive, and foreign direct investment will be part of it.”
- Close the achievement and employment gap for communities of color.

The governor will host a 2012 summit, Tunheim said, but work already has begun on the priorities. She said it is essential not just to name the priorities, but to determine what agencies and organizations need to be responsible to accomplish each of them. "We want to be clear about who has the baton."

The administration is also working on other things to create a better economic climate, Tunheim said, including tax reform. She said it's essential to answer the question "what kind of government do you want to have, and how are you going to pay for it?"

Energy Efficiency Building Retrofits

U.S. Senator Al Franken asked mayors to join him in encouraging public and private buildings to retrofit for energy savings. "I'm no expert on retrofitting," he said, "but I know it's the low-hanging fruit."

Although many communities are retrofitting public buildings for energy savings, "we're trying to overcome barriers to retrofitting commercial buildings and residential buildings.

The goal, he said, is to in effect use energy savings to finance the retrofitting, with no money up front. "There's no project too small and I think no project too big to do this," he said.

Franken distributed information on options for financing retrofits and contacts at organizations with energy efficiency financing resources, and encouraged the mayors to share the information not only with city staff, but with business owners and developers. The information is available at <http://minnesota.uli.org/~media/DC/Minnesota/Minnesota%20Docs/OptionsforFinancing.ashx>.

He offered as an example of creative thinking, the City of Royalton, MN, which put a solar roof on its city hall, but leased the building to a private organization that could take a tax credit for the retrofitting (unlike the city).

Mayor Terry Schneider of Minnetonka said that tax credits are often a good way to motivate businesses, but Franken said, "Frankly, we just have a different atmosphere in Washington right now. We're looking at ways to finance without money up front."

Energy Use by Cities

In three sample suburbs, commercial/industrial uses the majority of energy, but residential uses the majority of water, according to analysis done by Rick Carter of FHB for Minnesota GreenStep Cities.

Minnesota GreenStep Cities is a voluntary program of the Minnesota Pollution Control Agency to help cities reach their sustainability goals. The MPCA selected

ULI MN/RCM to implement the GreenStep Cities Demonstration Project. Bloomington, Edina, Falcon Heights, St. Louis Park and Victoria were chosen as the projects first participating communities.

Carter looked at data for Edina, Falcon Heights and St. Louis Park, to see if it's possible to assess the energy use by cities. "When we started this, I didn't know if it could be done," he said. He found that it is possible and, in fact, "cities might be the best scale at which to deal with this."

Energy and water usage was tallied in BTUs, gallons, miles and tons, Carter said, because those don't change and don't need interpretation. But those measurements can be translated to the carbon footprints of the cities.

Carter's PowerPoint presentation is available at <http://minnesota.uli.org/~media/DC/Minnesota/Minnesota%20Docs/RCMPPT11%2014.ashx>

He said he will be working with RCM to expand the pilot program. With help from some partners, the audit for additional cities would cost only about \$2,500.

One of the results of the audits, Carter said, is that what gets measured, tends to get watched. "I'm absolutely convinced that just by having this data, you'll use 10 percent less energy and water."

He said he would like to see a "friendly competition" among cities for developing energy-saving strategies to reduce their carbon footprints.

Jeremy de Fiebre of the Minnesota Department of Commerce, Division of Energy Resources, said that beginning early in 2012, the program will be able to provide more energy audits and to offer technical assistance to state agencies. He said they are developing a master contracting program for guaranteed energy savings. In the future, this kind of assistance will be available to cities as well and eventually to the commercial/industrial sector.

Mayor Kathi Hemken of New Hope said the city issued \$3.5 million in bonds to create a new surface for the city-owned ice rink, but the energy savings will amount to \$200,000 annually, enough to pay off the bonds.

Mayor Bill Droste of Rosemount said that IBM is developing an app that can help individual homes reduce water use by 6 percent.

EXECUTIVE DIRECTOR'S REPORT

Greater MSP has invited both the Regional Council of Mayors and ULI Minnesota to have representatives on its partnership advisory council. Caren Dewar, executive director of ULI Minnesota, and Jim Hovland, co-chair of the Regional Council of Mayors, will serve as the representatives.

METRO WATCH

New NLC Officers

Mayor Elizabeth Kautz of Burnsville announced that St. Paul Mayor Chris Coleman has been elected Second Vice President for the National League of Cities. With the normal progression of officers, this means that Coleman will become President of NLC in three years. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans.

Greater MSP Video

Caren Dewar played the Greater MSP Video, which promotes the Twin Cities as a good place to do business. Mayor Gene Winstead of Bloomington said he had used the video to speak to a group of visiting scientists and said most of them were astonished by the video. "It makes me proud of where I live," said Mayor Mary Hamann-Roland of Apple Valley. The video can be viewed on YouTube <http://www.youtube.com/watch?v=JDH5il6FFiM>.

Additional videos will be shot for Greater MSP, showing different aspects of the Twin Cities—and different seasons.

COMING UP

The next RCM meeting will be held on Monday, December 12, 2011 from 11:30 am to 1:30 pm. RCM meetings are held on the second Monday of every month at Dorsey & Whitney.

ATTENDEES

The following individuals were in attendance on November 14, 2011:

Mayors

Doug Anderson	City of Dayton
Bill Droste	City of Rosemount
Mary Giuliani Stephens	City of Woodbury
Mary Hamann-Roland	City of Apple Valley
Kathi Hemken	City of New Hope
Jim Hovland	City of Edina
Tim Hultmann	City of Long Lake

Marvin Johnson	City of Independence
Dean Johnston	City of Lake Elmo
Elizabeth Kautz	Burnsville
Sandra Krebsbach	City of Mendota Heights
Peter Lindstrom	City of Falcon Heights
Alan Lindquist	City of Osseo
Mike Maguire	City of Eagan
Lili McMillan	City of Orono
Terry Schneider	City of Minnetonka
John Sweeney	City of Maple Plain
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington

Guests

John Breitinger, Cushman & Wakefield/Northmarq; Rick Carter, LHB; Jeremy de Fiebre, Minnesota Department of Commerce; Michael Fischer, LHB; Jenna Fletcher, Trust for Public Land; Hector Garcia, Chicano Latino Affairs Council; Michael Huber, Blue Cross Blue Shield; Laura Malwitz, Compass Rose; Lee Munnich, Humphrey School; Burke Murphy, Regional Cluster Initiative; Bruce Nordquist, City of Apple Valley; Elizabeth Ryan, Family Housing Fund; Nancy Schultz, Compass Rose Inc.; John Shardlow, Bonestroo; Bill Sierks, MPCA and Edina Energy Commission; Brendon Slotterback, City of Minneapolis.

ULI Minnesota Staff

Caren Dewar, Cathy Capone Bennett, Katie Anderson, Linda Picone