



Regional Council of Mayors

October 10, 2011

Building on Innovations

There can be a great future for cities, even distressed cities, but it won't come without public investment, according to Tom Murphy, former mayor of Pittsburgh, who presided over an economic renaissance of that city.

"If you don't give public money to private businesses," he said, "you just won't be in the game."

Murphy, now senior resident fellow and ULI/Klingbell Chair for Urban Development, used his experience in Pittsburgh as the example of how wise public investment spurred successful development. During his time as mayor (he served three terms over 12 years), the city invested public money in several key development projects, including:

- Southside Works, a mixed-use live-work play development. Public investment was \$130 million, from nine different sources; private investment was \$580 million.
- The Collaborative Innovation Center at Carnegie Mellon, a state-of-the-art facility that should attract private technology firms to the area. Public investment was \$55 million.
- Summerset, a development on what was once a former slag dump ("It was just a little bit toxic"). Today, Summerset is a market-rate residential community. Public investment was just under \$89 million; private investment just under \$152 million.

The city also invested in public spaces, including parks and trails.

Murphy said the Twin Cities starts from a much more positive situation. Although the area has lost 20 percent of its manufacturing jobs, jobs in education, healthcare and technology have increased. The state has a relatively high percentage of people who graduate from high school, meaning a more educated workforce.

In short, he said, the Twin Cities is in a great position to move successfully into what will be a challenging and rapidly changing economic future.

See Murphy's PowerPoint presentation at <http://minnesota.uli.org/Events/Event%20Recaps.aspx>

Reality Check: A Way to Talk about the Future

Building on Murphy's presentation, Merilee Utter, ULI Executive Vice President District Councils, gave a brief description of ULI's Reality Check regional visioning exercise, a program ULI has hosted in 11 communities so far.

In the Reality Check process, a diverse group of regional leaders—not all elected officials—are brought together for a one-day, hands-on event of creating ideas for transportation, housing and economic development for the region. As many as 600 people may be involved in the day-long event, but it's the education and thinking that goes on before the event that helps create new ideas about the future of the region.

Caren Dewar said Mike Langley of Greater MSP had asked if the Regional Council of Mayors would partner with the organization to plan a Reality Check program in the Twin Cities. She said the Itasca Project and the Metropolitan Council are also interested in being part of it. "We have the partnerships and we have the platform," she said. "The Metropolitan Council is interested because it would lead into the Framework planning."

Dewar said the planning for Reality Check would begin in the second quarter of 2012, with the day-long event sometime in early 2013.

Find out more about Reality Check

<http://www.uli.org/CommunityBuilding/RegionalLeadershipandCooperation/Reality%20Check.aspx>.

INITIATIVES UPDATES

Regional Cluster Initiative

Mayor Gene Winstead said the Regional Cluster Initiative is at the point where action plans are needed. He asked for reactions from the mayors to the draft plan written after mayors had conversations with CEOs of businesses in their cities.

He said that there had been 25 meetings of mayors and CEOs, "and many of the CEOs said it was the first time they had a meeting with the CEO of the city, the mayor."

One of the key learning moments, Winstead said, was "business leaders would say, 'Sure, Minnesota is on the high side of taxes,' but they also said there was a benefit to that in terms of quality of life, infrastructure, education, etc."

Several said that thinking of themselves as the CEO of their city was a new—and useful—concept. "This notion that mayors are CEOs of their enterprises, that's a game changer," said Caren Dewar.

Mayor Mike Maguire of Eagan said it wasn't clear what the "aha" is in the report. "What is the news?" he asked. Mayor Jim Hovland said the report might need conclusions, but Winstead said they had deliberately steered away from conclusions "because that closes the book."

Winstead will bring a revised version of the report to the November meeting of the Regional Council of Mayors.

EXECUTIVE DIRECTOR'S REPORT

Caren Dewar said that St. Paul's Rice Park was named one of the nation's 2011 Great Public Spaces by the American Planning Association. The Twin Cities also was recently named Number 1 on Bankers Life and Casualty's list of the Best U.S. Cities for seniors in 2011. And Minneapolis was one of the Top Ten cities to walk in, according to Walk Score. Dewar said the metro area should make sure to promote these kinds of rankings for the Twin Cities.

METRO WATCH

Lessons from Portland

A 90-person team from the Twin Cities, including Mayor Jim Hovland, Edina; Mayor Gene Winstead, Bloomington; and Caren Dewar, visited Portland OR to look at how the city maximized its transit system.

"Portland is quite vital," said Hovland. "We used the transit system exclusively while we were there—streetcar, light rail and buses."

Winstead said trips like this are beneficial because the mayors are able to talk to their counterparts face-to-face. "You learn how—and how not—to do things," he said.

Bahrain Delegation

The Regional Council of Mayors hosted several events with a trade delegation from Bahrain. Mayor Elizabeth Kautz of Burnsville emphasized the particular importance for the Twin Cities of making connections like this. "Most people don't see our metro region as a place of economic opportunity; they visit other cities," she said. "Not only did we have a breakfast, there were many other events to get together. Connections are being made."

Mayor Sandra Krebsbach of Mendota Heights gave credit to Mayor Kautz for making this connection happen. She said she talked to several members of the Bahrain delegation and asked how they were introduced to the Twin Cities as a possible economic relationship and they said they had met Mayor Kautz through the U.S. Conference of Mayors.

MAYORS' UPDATES

Mayors shared their property tax levies and tax rates. Most had minimal levy increases and some were down or flat.

Several mayors said they are giving raises (in the range of 1 percent) to city employees for the first time in a few years.

Other updates included:

- Eagan: On November 15, the second bridge over 35E will open. It was constructed solely with city money, Mayor Mike Maguire said.
- Bloomington: Mayor Gene Winstead said the city put its health care coverage out for bid “and it was refreshing to see companies scrambling to reduce premiums.”

COMING UP

The next RCM meeting will be held on Monday, November 14, 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 September 12, 2011:

Mayors

Doug Anderson	City of Dayton
Ardell Brede	City of Rochester
Mary Giuliani Stephens	City of Woodbury
Kathi Hemken	City of New Hope
Mary Hershberger Thun	City of Victoria
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
Mike Maguire	City of Eagan

Sandy Martin	City of Shoreview
Lili McMillan	City of Orono
Terry Schneider	City of Minnetonka
Mark Steffenson	City of Maple Grove
John Sweeney	City of Maple Plain
Ken Willcox	City of Wayzata
Janet Williams	City of Savage
Gene Winstead	City of Bloomington

Local RCM Guests

Beth Elliott, MN ULI Young Leaders Group; Matt Fulton, City of Coon Rapids; Kevin Frazell, League of Minnesota Cities; Hector Garcia, Chicano Latino Affairs Council; Michael Huber, Blue Cross Blue Shield; Jay Lindgren, Dorsey & Whitney; Kevin Locke, City of St. Louis Park; Rachel MacCleery, ULI Infrastructure Initiative; Burke Murphy, Regional Cluster Initiative; Elizabeth Ryan, Family Housing Fund; John Shardlow, Bonestroo; Luke Weisberg, Lukeworks, U.C.

Visiting ULI Members

Phylis Alzamora, ULI Orange County; Carolyn Clark, ULI North Florida; Sean Davis, ULI Baltimore; Brenna Durden, ULI North Florida; Dan Eernisse, City of Shoreline, WA; Rose Faeges-Easton, ULI Nashville; Heather Foley, ULI South Carolina; Gail Goldberg, ULI Los Angeles; Chris Kirles, ULI Indiana; Kelly Mann, ULI Seattle; Kirk McKinley, City of Shoreline, WA; Cindy McSherry, ULI; Julie Paul, ULI Triangle; Wes Podell, ULI Indiana; Frank Ricks, ULI Memphis; Lisa Rother, ULI Washington; Caroline Sullivan, ULI; Heidi Sweetnam, ULI; Andrew Trippel, ULI Memphis; Stephanie Wasser, ULI Boston

ULI MN Staff

Caren Dewar, ULI Minnesota; Cathy Capone Bennett, ULI Minnesota; Katie Anderson, ULI Minnesota; Linda Picone, ULI Minnesota