



CITY COUNCIL MEETING MINUTES

Richfield, Minnesota

City Council Work Session

November 14, 2023

CALL TO ORDER

Mayor Supple called the work session to order at 5:30 p.m. in the Bartholomew Room.

Council Members Present: Mary Supple, Mayor; Sean Hayford O'leary; Ben Whalen; and Sharon Christensen

Council Members Absent: Simon Trautmann

Staff Present: Katie Rodriguez, City Manager; Dustin Leslie, City Clerk; Chris Swanson, Management Analyst; Jennifer Anderson, Health Administrator; Mike Dobesh, Fire Chief; Joe Powers, City Engineer; Matt Hardegger, Transportation Engineer

Guests: Scott Barshun, Communications Strategist; Dr. Nick Kelley, Bloomington Public Health Administrator

ITEM #1	PRESENTATION AND DISCUSSION ON PUBLIC EDUCATION AND OUTREACH CAMPAIGN MATERIALS FOR PROPOSED CHANGES TO MUNICIPAL SPEED LIMITS.
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City Manager Rodriguez introduced Scott Barshun, Communications Strategist, who gave the presentation covering: the Richfield Drives 25 campaign vision, communication strategies, visual themes, process, and action steps.

Mayor Supple asked if the city had permission to use all photographs with residents. Communications Strategist Barshun confirmed that they did but he would double check with certain residents.

Council Member Hayford O'leary asked how much was budgeted for printing materials. City Engineer Powers stated there was about \$200,000 budgeted for the whole project.

Council Member Hayford O'leary stated that while the new images were an improvement, the pixelated colors still made the messages illegible and preferred simplified colors. Communications Strategist Barshun stated solid color signs would not stand out as much as the multi-colored signs.

Council Member Whalen spoke about the design aspects and that some appeared to be too busy and loud.

Mayor Supple stated she liked the vision statement and the focus on positive messaging. She also stated she preferred the pixelated colors over the blurred images. Mayor Supple asked if people who were colorblind would be able to read the signs. Communications Strategist Barshun confirmed that they would be able to read the signs.

Council Member Hayford Oleary stated he preferred a solid background for the Richfield Drives 25 against the pixelated colors so it was easier to read. He also talked about minimizing the appearance of the Richfield logo.

City Manager Rodriguez summarized the discussion and next steps.

ITEM #2	UPDATE ON REGIONAL OPIOID RESPONSE WORK FROM BLOOMINGTON PUBLIC HEALTH.
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Dr. Nick Kelley, Bloomington Public Health Administrator, gave the presentation covering: hospital visits due to opioids in Hennepin County, opioid-related deaths in Hennepin County, settlement funds overview, fund-use guidelines, communication strategies, the opioid workgroup, the opioid workplan, program areas, action steps, and upcoming milestones.

Mayor Supple spoke about the pilot project being done in Bloomington and asked if it would eventually be done in Richfield Dr. Kelley stated they would see how things worked out from the pilot and plan next steps afterwards.

There was a conversation between the Council and Dr. Kelley about how mental health issues figure into the opioid epidemic and how it is affecting different communities in the area.

The Council asked Dr. Kelley to keep them updated with any new developments.

ADJOURNMENT

Mayor Supple adjourned the work session at 6:32 pm.

Date Approved: November 28, 2023



Dustin Leslie
City Clerk



Mary B. Supple
Mayor



Katie Rodriguez
City Manager