

**COUNCIL CHAMBERS
1670 STIEGER LAKE LANE
VICTORIA, MINNESOTA**

WORKSHOP MINUTES

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CALL TO ORDER/PLEDGE OF ALLEGIANCE

Mayor Funk called the Workshop to order at 7:00 p.m.

Roll Call:

Council Members Present: Mayor Tom Funk; Council members Judy Black, Tom Gregory, Deb McMillan, and Tom Vogt.

Absent: None

Planning Commission Members Present: Chair Scott Stensland, Members Laura Moore, John Iverson, Jerret Coon, Alternates: Shane Blazer

Staff Present: City Manager Dana Hardie, City Clerk Cindy Patnode, Park & Recreation/Public Works Director Ann Mahnke, and Engineer Cara Geheren.

Others present: Urban Land Institute representatives Tammy Omdal, Gordon Hughes, Cathy Bennett, Randy Schold, Sean Sweeny, and Tom Strohm.

There were no audience members in attendance.

WORKSHOP ITEMS

Urban Land Institute (ULI) Presentation

ULI members introduced themselves to the Council and audience.

The data comes from the 2010 census and updated annually to show trends.

Mr. Hughes stated that ULI's mission is to provide leadership in the use of land to sustain thriving communities worldwide. Regional Council of Mayors (RCM) provides a nonpartisan platform focused on building civic trust and ULI benefits from this partnership. RCM meets monthly to discuss regional issues. ULI focuses on helping cities contend with the challenges of redevelopment and development brought about the Great Recession and demographic changes to our society. Tonight will focus on "Navigating your Competitive Future" for Victoria.

Noted that Baby Boomers comprise the biggest portion of the population, but the Millennials and Gen Xer's are catching up. Once the Baby Boomers are surpassed, that will have an impact on communities in a variety of ways. The trend in choosing communities to live in is now based on:

- Housing - The trend is to rent rather than own; affordability and availability is a concern. Provide many different options and work with developers on what drives the market. May need to reconsider vision and implement changes (multi-generational dwellings) and how to guide land use to have those opportunities.
- Proximity – Close to opportunities that are important to the person (work/recreation/farmers markets)
- Mobility - Options to get around, be aware of the change in automotive industry (uber/lift/driverless cars); use of Southwest Prime, WeCAB and bike paths (Three Rivers Park system).
- Connectivity – meeting friends/family, social gatherings, build for inclusion (coffee shops/events like Classic Car night, Concerts in the Park, Lions Activities)
- Parks & green space – enjoy the outdoors, trails and bike paths are very important

Changes are occurring in the retail industry with the growth of e-commerce. Automation is affecting jobs and creating challenges and opportunities which impact physical space, mobility and parking. There is a need for resilient infrastructure for the changing needs, such as incorporating alternative uses for buildings and the need for a collaborative approach to keep the community thriving. There is also a need to address the aging infrastructure (water/sewer/stormwater) and overloads on stormwater with weather events.

Specific to Victoria - The elderly will stay in their community if there is housing for them. Pay attention to the needs and wants of the 25 to 34-year old age group. Housing is 7% affordable and there is a lack of housing for first time homeowners. Rent is affordable but only 2% available and the vacancy rate is low. 2.7% population below the poverty level. People that work in Victoria have a tougher time to live in Victoria due to lack of wages. Affordable apartments would serve a need in Victoria.

School districts, space and a variety of housing are important things to consider to keep Victoria thriving. It's advisable to work with regional transportation for commuting (possible bus lines). Once here, people like to stay here. Victoria is on the right path for attracting people and as it grows, don't ignore what draws the people. Walking to downtown is a bonus and you should stay open with developers on the walkability aspect.

Requiring developers to have an affordability component is difficult since housing is expensive to build due to material costs, labor shortages and financing projects. There is a need to work with developers on the financial component to obtain affordability. There has been no good alternative for building material that would be reliable and reduce the cost of building. The trend is for studio apartments or single rooms and due to the labor shortage, apartment buildings take about double the time to complete. Creating "small or tiny homes" would require different zoning and seems likely be frowned upon.

When working to promote Victoria, it's important to speak with a common voice/same vision (Council/Planning Commission/ EDA/staff). Time is money and when investing in Victoria, a well-defined and predictable process is important to developers along with current information (market studies).


The current project before the Council on the 13.5 acres was discussed. It is a strong plan with many positives that create a wonderful unique vision. It extends the downtown, the lake, the trails and has the street for linear flow. Infrastructure will need to be discussed. The suggestion is to be open and flexible to what the market is for retail as there is a challenge to get a grocery store tenant due to lack of rooftops and proximity to neighboring cities grocery stores. The proposal includes transitional buildings (housing/office) to accommodate the market. The City can wait for the right project and can decide if Tax Increment Financing (TIF) is a tool that they will use and how the city views the project as a public benefit. Be patient for the right developer and keep the remaining land in one piece as breaking into smaller pieces will create problems. The Council is trying to diversify the tax base in Victoria.


ULI will leave information that provides a different perspective of thinking.

ADJOURNMENT

On a motion by Vogt, seconded by Black, to adjourn at 9:06 p.m.
Motion carried unanimously.

ATTEST:


Cindy Patnode, City Clerk


Thomas C. Funk, Mayor