

**ENVIRONMENTAL POLICY BOARD
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

On Tuesday, May 3, 2011, the Environmental Policy Board (EPB) met in the Rum River Conference Room at the Ramsey Municipal Center, 7550 Sunwood Drive N.W., Ramsey, Minnesota.

Members Present: Chairperson Michael Max
 Board Member Trent Hassett
 Board Member Jennifer Carlson
 Board Member John Enstrom
 Board Member Kathleen Riley-Daniels
 Board Member Bob Bentz
 Board Member Thomas Stodola (arrived 6:02 p.m.)

Members Absent: None

Also Present: Associate Planner/Environmental Coordinator Chris Anderson

CALL TO ORDER

Chairperson Max called the meeting to order at 6:00 p.m.

CITIZEN INPUT

None.

APPROVAL OF AGENDA

Motion by Board Member Hassett and seconded by Board Member Riley-Daniels to approve the agenda as submitted.

Motion carried. Voting Yes: Chairperson Max, Board Members Carlson, Riley-Daniels, Bentz, Hassett and Enstrom. Voting No: None. Absent: Board Member Stodola.

APPROVAL OF ENVIRONMENTAL POLICY BOARD MINUTES

Motion by Board Member Riley-Daniels and seconded by Board Member Bentz to approve the regular meeting minutes dated April 4, 2011.

Motion carried. Voting Yes: Chairperson Max, Board Members Enstrom, Riley-Daniels, Bentz, Hassett and Carlson. Voting No: None. Absent: Board Member Stodola.

POLICY BOARD BUSINESS

Board Member Stodola arrived.

Case #1: Review 2011 Environmental Expo & Tree Sale Event

Associate Planner/Environmental Coordinator Anderson presented the staff report.

Chairperson Max stated that he thought the logistics of the event were good. He thought the front/main lobby setup and the use of the main corridor were good. He was surprised that the Alexander Ramsey Room was as quiet as it was. Typically that area is the most active in terms of attendees.

Board Member Hassett stated that Lonnie Dupre's presentation was great and had very good attendance. He suggested that maybe some form of mini presentations could be offered in the Alexander Ramsey Room in the future.

Board Member Riley-Daniels stated that maybe the Alexander Ramsey Room was less active this year because the 4-H area was in the main lobby. Maybe the kids/families never made it all the way down to the Alexander Ramsey Room.

Board Member Bentz stated that no matter the length of the presentation, if there is a keynote speaker at future events, it should be taped.

Board Member Hassett stated that he'd like to thank Mrs. Bentz for use of the television for the Board's booth.

Board Member Bentz stated that he staffed the Board's booth for the majority of the event and they had very few visitors. He stated the Board really needs to reconsider their booth and its contents to draw people in.

Board Member Enstrom stated that he was not at all happy with the attendance. He thought it was way too low. He suggested that a survey be sent out to all exhibitors asking how the event can be improved.

Associate Planner/Environmental Coordinator Anderson stated that last year he sent out a survey through Survey Monkey to all exhibitors and intends to do the same this year. He stated that the majority of the responses last year were very positive and where possible, he incorporated the suggestions from that survey into this year's event.

Board Member Riley-Daniels asked what the purpose of the event really was.

Associate Planner/Environmental Coordinator Anderson stated that in his opinion, the purpose of this event is to educate the citizenry about environmental concerns and issues and to promote awareness of these issues. At its core, he stated it is an educational event.

Board Member Enstrom stated that he thought more retailers should be involved in the event to try and draw people in.

Associate Planner/Environmental Coordinator Anderson stated that after one of the recent expo events when he solicited feedback from exhibitors, one response was that this event should not have a booth for Tupperware as that has no real connection to the purpose of the event. He stated that he can see both the pros and cons of bringing in more retailers but that space is still a limiting factor.

Associate Planner/Environmental Coordinator Anderson stated that he and some of his counterparts within the County have periodically tossed around the idea of a multi-community type of event which may allow for more exhibitors and a wider range of exhibitors. However, each community would have to 'give up' some control over the event.

Board Member Enstrom suggested that we solicit from exhibitors 'prizes' that could be used in a drawing towards the end of the event in which people would need to be present to win. That way, people may stick around longer.

Board Member Hassett stated that he thinks planning for the 2012 event should start next month.

Associate Planner/Environmental Coordinator Anderson stated that he did not want the Board's agenda to continue to be dominated by the expo. He also stated that with the reorganization of the Community Development Department, going forward he'll have even less time to focus on the expo event. While he has heard some good thoughts on ways to expand the event, anything beyond its current format would really need to be organized by the Board. He suggested that the Board consider forming an expo subcommittee that could continue to work on the event and report back to the Board monthly.

Chairperson Max stated that he thought a standing item on the agenda for the expo would be a good thing and he also supported the idea of forming an expo subcommittee.

Board Member Carlson stated that she would be happy to assist with lining up a speaker for next year's event.

BOARD/STAFF INPUT

Associate Planner/Environmental Coordinator Anderson stated that the Arbor Day planting in Rhinestone Commons Park probably wouldn't be until June, hopefully. He'll provide more details either as they become available or at the next meeting. Associate Planner/Environmental Coordinator Anderson also noted that he and Parks Supervisor Riverblood did a tree planting with the 3rd graders from PACT Charter School and took the opportunity to speak with them about the benefits of trees, Arbor Day, and proper planting techniques.

ADJOURNMENT

Motion by Board Member Riley-Daniels and seconded by Board Member Stodola to adjourn the meeting.

The meeting adjourned at 6:56 p.m.

Respectfully submitted,

Chris Anderson
Associate Planner/Environmental Coordinator