City of Minot

TO: Mayor Shaun Sipma
    Members of the City Council

FROM: Harold Stewart, City Manager

DATE: November 1, 2021

City Manager:

Presidential Executive Order
Staff recently received a communication from the U.S. General Services Administration (GSA) requesting an amendment to the contract between the Federal Government and the City regarding the lease of space to TSA at the airport. The amendment requires all contractors, including the City, to require COVID vaccinations of employees to protect Federal employees. Management is currently reviewing the potential impacts of compliance and non-compliance. Initial research indicates compliance may be required for some City employees in the very near future, and compliance of all employees is likely necessary in the foreseeable future.

MI-5 Public Information Meeting
A public information meeting regarding the MREFPP Phase MI-5 project is scheduled for Wednesday November 3rd by the Souris River Joint Board. The meeting begins with an open house at 6:30pm, with a presentation starting at 7pm. The meeting will be held at the Roosevelt Elementary, located at 715 8th St. NE, Minot.

Minot Vet Clinic Contract
Staff has been meeting with the Minot Vet Clinic regarding a contract for services for the Minot Pound. Significant progress has been made but it was not ready in time for the agenda deadline for this meeting. This will item will be ready for the November 15th Council meeting.

Annual Employee Awards Program
On Oct. 20th 72 employees were recognized for 5 years, 10 years, 15 years, 20 years, 25 years, 30 years, and 40 years of service to the City of Minot. A list of all the employees recognized was included in the October 20th City Manager memo to the Council under the HR Director’s report.

Upcoming Council Agenda Items:
2022 Budget Community Funding Agreements
Proposed Ordinance Change for Staff Administrative Approvals
Organizational Mission and Values Presentation
Community Survey Results Presentation
Retail Coach Analysis and Progress Presentation

Meetings attended include: CDBG/NDR meetings; speaker/presenter at the Community Leadership Institute by MACEDC; speaker at Minot Noon Lions Club; City Hall Building Committee meeting; and the bi-monthly WGO radio interview.
HUD Resilience
Harold Stewart

- Blu on Broadway had their ribbon cutting October 15, as well as X Golf who is a commercial tenant in the main level of the building. All 42 housing units are currently under contract for lease.
- The sale of the CTE building from Trinity Hospital to the MSU Foundation was completed. Staff is now working on a sub-recipient agreement which is necessary to allocate the Federal grant funds budgeted for this project.

Finance
Director, David Lakefield

The Finance Director submits this report to provide additional information to update you on the financial condition of the City. This report is intended to supplement the monthly/quarterly reports that are published on the City’s website.

Budget

The 2022 Budget is complete and is being bound. It has been delivered to Ward County. We will review the levy certificates once they have been prepared.

Attached you will see the latest update on sales tax collections. The results are 12.03% better than last year at this time and 34.97% ahead of budget for the year. Hub City funding has remained stable since the beginning of the year and is tracking 35.26% ahead of budget for the year. We will continue to closely monitor sales tax and other revenues as we continue through the budget cycle.

Sales Tax Collections

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>Septemb er</th>
<th>October</th>
<th>Novemb er</th>
<th>Decemb er</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1,073,4</td>
<td>982,501</td>
<td>708,597</td>
<td>790,569</td>
<td>960,563</td>
<td>845,164</td>
<td>743,207</td>
<td>1,112,7</td>
<td>924,022</td>
<td>921,549</td>
<td>891,184</td>
<td>733,998</td>
</tr>
<tr>
<td>2017</td>
<td>1,092,1</td>
<td>711,861</td>
<td>705,525</td>
<td>640,082</td>
<td>933,474</td>
<td>865,945</td>
<td>945,977</td>
<td>792,535</td>
<td>748,469</td>
<td>1,078,4</td>
<td>757,235</td>
<td>685,831</td>
</tr>
<tr>
<td>2018</td>
<td>1,202,9</td>
<td>753,896</td>
<td>524,286</td>
<td>924,895</td>
<td>760,100</td>
<td>713,433</td>
<td>1,152,0</td>
<td>916,349</td>
<td>762,096</td>
<td>1,101,6</td>
<td>872,289</td>
<td>906,973</td>
</tr>
<tr>
<td>2019</td>
<td>1,043,2</td>
<td>903,257</td>
<td>565,591</td>
<td>1,000,8</td>
<td>859,680</td>
<td>637,916</td>
<td>1,302,8</td>
<td>843,498</td>
<td>1,041,7</td>
<td>1,074,1</td>
<td>663,787</td>
<td>1,143,5</td>
</tr>
<tr>
<td>2020</td>
<td>1,120,9</td>
<td>615,653</td>
<td>914,086</td>
<td>642,955</td>
<td>501,580</td>
<td>1,074,5</td>
<td>974,267</td>
<td>936,920</td>
<td>899,404</td>
<td>841,510</td>
<td>910,224</td>
<td>895,515</td>
</tr>
<tr>
<td>2021</td>
<td>760,382</td>
<td>844,018</td>
<td>961,695</td>
<td>1,047,1</td>
<td>690,651</td>
<td>1,167,3</td>
<td>1,014,3</td>
<td>1,112,4</td>
<td>1,006,0</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Third Quarter Results

The third quarter report has been published to the website and is available for review. As we approach the end of the year, we will be focused on monitoring the budget and preparing for year end.

Special Assessments

Nuisance abatements and special assessments are in the process of being finalized and will soon be certified to the County for collections.

ERP

The ERP project continues to take up a great deal of staff time. The Utility Billing/Special Assessment and Human Capital Management/Payroll portions of the project are still underway.

We are currently working with Tyler Technologies to identify the best path forward with the HR/Payroll portion of the project.

Engineering
City Engineer, Lance Meyer

Department Updates

- In October, the Department issued 24 right of way permits, reviewed four site plans, and attended one DRT meeting.
- Cityworks software configuration continues. We are working through Water and Sewer, Inspections, and Planning Divisions. This includes integration with Utility Billing and our payment software.
- Other ongoing projects include City Hall Relocation (going out for bid), City Hall Retaining Wall (awarding bid), Quiet Zone Study, and subdivision ordinance rewrite.
- 2022 Standard Details and Specification updates are underway and will likely be brought to Council in December or January, as will updates to Chapter 28 of the Code of Ordinances.
- Lance, Emily, and Jesse attended the ND Water & Pollution Control Conference in Fargo. There were many great sessions to fulfill their continuing education requirements and excellent networking opportunities with other municipal staff from across the state to discuss common challenges, best practices, etc.
- Stephen participated the North Dakota Traffic Operations Roundtable Fall virtual meeting. This group consists of traffic engineers throughout the state and is a great resource of mentorship, learning and sharing information.
2021 Construction Project Updates

- Current active construction: Paving District 499 (Day Use Park), 2021 Street Improvement (20th Ave NW and 31st Ave SW),
- Substantially completed: Paving & Utility District 2021-1 (1st St NW Reconstruction near Magic City Discovery Center), 2021 Street Seal, 2021 Street Patching, 2021 Sidewalk, Curb, & Gutter, 2021 Concrete Rehab, and Burdick ADA Improvements (from 16th St SW to 27th St SE)
- www.minotnd.org/projects for more project information
- www.minotnd.org/traffic-impact-map for more information on current road construction

2022 Project Planning/Design Updates

- 16th Street SW and 37th Avenue SW Mill & Overlay is in final design (Moore Engineering consultant) for a February bid opening.
- Edison Safe Routes to School is in design and the public outreach meeting was held 10/21/21. The City is designing this project in-house and it is also scheduled for a February bid opening.
- Planning for the annual maintenance projects is well underway. Roadway network condition analysis, coordination with other projects, available budget, and other factors are taken into consideration.
- Annual solicitations from NDDOT for future federal aid projects. Recommendation coming to council in December.

Airport
Director, Jennifer Eckman

Passenger numbers and load factors continue to trend downward, as is expected during this time of the year. Operations are still in recovery mode from the pandemic and have not yet exceeded 2019 numbers.

The most notable report from September was with the parking operations. September resulted in just over $198,000 in revenues, which marks the highest recorded monthly parking revenue to date. LAZ Parking is running a successful operation of the paid parking lots, as is evident with the increased parking revenues.

To round out the month, the Minot International Airport participated in FLY-ND’s Career Expo hosted at the Dakota Territory Air Museum. The event focused on careers within the aviation industry and was targeted towards high school and early college-aged individuals. There is so much more to aviation than being a pilot, and this event provided the opportunity for students to network, job hunt, and learn more about the endless opportunities.
Public Information
Derek Hackett

City Manager Report – Public Information

**Highlights and Takeaways**

⇒ We’re starting to look towards 2022. Developing content plans and adjusting some of our tactics based off our analytics.
⇒ We’re also starting the goal setting process this month which will cause some changes in 2022 as well
⇒ Twitter had an intense month thanks in part to the Tank of the Year competition. We had some large engagement numbers from that effort (which helped put us in the top five.)
⇒ Facebook had a lower-than-average engagement and reach despite us hitting our 11 post per week goal each week in Oct. This could be content based or a change in algorithm. (Likely both)

**Social Media Metrics**

<table>
<thead>
<tr>
<th>Column1</th>
<th>Column2</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Facebook Followers</td>
<td>14,449</td>
<td>15,090</td>
<td>15,352</td>
<td>15,293</td>
<td>15,504</td>
<td>15,275</td>
<td>15,618</td>
<td>15,505</td>
<td>15,522</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instagram Followers</td>
<td>9,888</td>
<td>9,049</td>
<td>9,096</td>
<td>9,126</td>
<td>9,153</td>
<td>9,178</td>
<td>9,181</td>
<td>9,202</td>
<td>9,219</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter Followers</td>
<td>780</td>
<td>789</td>
<td>790</td>
<td>791</td>
<td>795</td>
<td>797</td>
<td>806</td>
<td>808</td>
<td>817</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Youtube Subscribers</td>
<td>531</td>
<td>459</td>
<td>592</td>
<td>600</td>
<td>609</td>
<td>613</td>
<td>619</td>
<td>626</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engagement</td>
<td>Facebook</td>
<td>68,304</td>
<td>2,700,000</td>
<td>555,716</td>
<td>53,280</td>
<td>74,275</td>
<td>20,201</td>
<td>20,828</td>
<td>27,818</td>
<td>22,604</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>452</td>
<td>18,164</td>
<td>25,555</td>
<td>21,214</td>
<td>28,060</td>
<td>14,632</td>
<td>11,286</td>
<td>12,058</td>
<td>12,403</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>3,100</td>
<td>3,196</td>
<td>2,520</td>
<td>2,526</td>
<td>2,088</td>
<td>2,942</td>
<td>23,545</td>
<td>3,181</td>
<td>15,560</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Youtube (Views)</td>
<td>3,900</td>
<td>3,900</td>
<td>2,900</td>
<td>2,300</td>
<td>2,300</td>
<td>2,702</td>
<td>2,100</td>
<td>2,100</td>
<td>1,900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newsletters (Emails Opened)</td>
<td>10,888</td>
<td>10,488</td>
<td>10,793</td>
<td>10,342</td>
<td>3,876</td>
<td>6,792</td>
<td>2,790</td>
<td>2,416</td>
<td>2,430</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach</td>
<td>Facebook</td>
<td>141,200</td>
<td>1,510,000</td>
<td>554,000</td>
<td>53,500</td>
<td>181,473</td>
<td>75,294</td>
<td>72,051</td>
<td>175,528</td>
<td>50,700</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instagram</td>
<td>2,071</td>
<td>1,877</td>
<td>2,474</td>
<td>1,890</td>
<td>2,385</td>
<td>2,001</td>
<td>1,872</td>
<td>4,120</td>
<td>2,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
<td>3,100</td>
<td>3,200</td>
<td>2,320</td>
<td>2,526</td>
<td>2,100</td>
<td>3,103</td>
<td>49,609</td>
<td>3,521</td>
<td>97,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Youtube (Hours Watched)</td>
<td>160</td>
<td>564</td>
<td>516</td>
<td>469</td>
<td>528</td>
<td>394,8</td>
<td>377,5</td>
<td>350,9</td>
<td>282,4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newsletters (Emails Sent)</td>
<td>21,542</td>
<td>22,377</td>
<td>22,088</td>
<td>23,543</td>
<td>9,998</td>
<td>16,629</td>
<td>13,202</td>
<td>9,807</td>
<td>9,838</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Audience**
February March April May June July August September October November December

Reach (Without Facebook)

<table>
<thead>
<tr>
<th></th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletters</td>
<td>21,542</td>
<td>22,377</td>
<td>23,088</td>
<td>23,064</td>
<td>5,690</td>
<td>26,625</td>
<td>37,268</td>
<td>87,300</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>3,100</td>
<td>3,100</td>
<td>2,520</td>
<td>2,324</td>
<td>2,200</td>
<td>3,105</td>
<td>40,619</td>
<td>3,523</td>
<td>97,120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>2,071</td>
<td>2,877</td>
<td>2,874</td>
<td>3,950</td>
<td>2,865</td>
<td>1,072</td>
<td>6,109</td>
<td>2,500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>