From: noreply@civicplus.com

To: *RVCouncil; Rebecca Olson; Pat Trudgeon

Subject: Online Form Submittal: Contact City Council

Date: Thursday, April 6, 2023 2:28:24 PM

Caution: This email originated outside our organization; please use caution.

Contact City Council

Please complete this online form and submit.

Subject	massage ordinance			
Contact Information				
Name:	roger hess jr			
Address:	1906 wagener place			
City:	roseville			
State:	MN			
Zip:	55113			

This form goes to the Mayor, all Councilmembers and certain City Staff. Due to the volume of emails submitted, a personal reply is not always possible.

How would you prefer to be contacted? Remember to fill in the corresponding contact information. No Reply Necessary

Email Address:	
Phone Number:	

Please Share Your Comment, Question or Concern councilmember,

CMTs are part of my professional industry. they provide a valuable service that is so respected and necessary, that health insurance companies pay for their services!

why would a CMT need to obtain all of their required 600 hours at one institution? people change schools for various reasons. as long as they obtain the 600 hours at proper institutions, what difference does it make if the hours are from 1, 2 or 3 institutes?

no one expects a person to obtain a BA or BS by going to just one school, why require this for a CMT license? it is common to start professional training at a community college and then move onto a different institute to complete training, whether for massage or a BA.

the roseville market at the moment is large enough to support 24 massage establishments - where are these clients suppose to go if you reduce the number of locations to 10??? do you really expect clients in severe pain to travel a long distance for services, just because there may be a small number of bad apples in roseville? there are bad apples in all business sectors - even in government. you do not reduce an industry because of this, you enforce the bad apples.

i really find it hard to believe that Juut salon is a front for a brothel. i do remember in the late 70s/early 80s that there were dozens of massage parlors that were fronts for brothels in the twin cities, but i doubt that is the case now.

i asked the police chief for statistics as to how many arrests were made in 2022 in massage establishments for prostitution and/or human trafficking, but received no response. i hope these statistics will be presented at your meeting.

if the police dept. can regulate underage alcohol purchases at an off sale store for \$300 a year, then surely, if a massage establishment has 4 CMTs, and pays \$825 per year in fees, the police dept. can afford to stop in to see if all the CMTs working are properly licensed!

the best way to prevent human trafficking is to require CMTs to meet with the police CAT team, in private, to go over their license purchase and to inquire if anyone is forcing them to work, just like doctors now ask if you are being abused in your home. i'm sure there are people being forced by someone else to work at walmart and mcdonald's! human trafficking is not limited to the massage industry!

i feel this is like your limit of only 1 pawn shop license - a solution looking for a problem that does not exist. please give some statistics to show the problem, not just general observations.

have a great day!

roger roger hess jr government offices, including information submitted through electronic forms such as this one, may be public data subject to the Minnesota Data Practices Act and/or may be disclosed to third parties.

Email not displaying correctly? View it in your browser.

From: <u>Crain, Lisa</u>

To: <u>*RVCouncil</u>; <u>Pat Trudgeon</u>

Subject: Rosedale Center

Date: Friday, April 7, 2023 11:17:47 AM
Attachments: WH -Design Elements -2023.pdf

Message License.pdf

Caution: This email originated outside our organization; please use caution.

Good Morning Councilmembers – I was recently made aware of an ordinance change pertaining to the Massage Therapy Establishment licenses. We have a luxurious spa operator at the final lease stages at Rosedale Center and this change will terminate the deal. Pat and I had a discussion on the reasons for the ordinance's modification and understand the issues happening at other locations. However, this ordinance will never allow us to obtain an upscale spa operator at the center. I have attached the overview of the tenant's design guidelines and their business plan outlining their services. They are a highly desirable operator for their curated store designs, rigorous employment requirements for their licensed massage therapist, nail technicians, estheticians, and salon managers. They have two locations in Woodbury and Maple Grove and have references from both city mayors and their current Landlords.

The owners of the spa can meet or have discussions with any city council member prior to council's meeting on Monday. I am available to discuss the impact of the ordinance change on the continued success for Rosedale Center.

I have attached proposed language that would allow these type of salon operators to open in Roseville. We encourage other language that would strengthen requirements for regulating these types of services to successfully operate.

I appreciate your time and look forward to your responses.

Lisa Crain

Vice President, Retail Rosedale Center 1595 Highway 36 W #10 Roseville, MN 55113 Cell: 6912.790.1968 Direct: 651.746.5301

Direct: 651.746.5301 Main: 651.638.3553

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April 7, 2023

Mayor Dan Roe Councilmember Jason Etten Councilmember Wayne Groff Councilmember Robin Schroeder Councilmember Julie Strahan Patrick J. Trudgeon

Dear Councilmembers:

Thank you Pat for discussing with me about the City's proposed revisions to Title 3, Chapter 309 of the Roseville City Code regarding the requirements for massage establishments. As we discussed, Rosedale Center is currently working to locate a substantial new tenant within the mall. This retailer provides a variety of personal health and beauty services in a luxurious day spa setting. These services include skin treatment, waxing, manicures, pedicures and also massage therapy by licensed massage therapists.

We acknowledge that this business will likely require a City license as a "Massage Therapy Establishment." Our concern is that the proposed limitation on the number of total licenses will prohibit this business from getting a license, which will in turn make their proposed addition to Rosedale Center unviable under their business model. For this reason, we respectfully request that the City create an exception for retail spa services like those proposed.

Based on the draft Ordinance revisions that we have seen, we request language similar to this be considered in Paragraph H of the proposed ordinance revisions:

H. Total Licenses: After May 1, 2023, no new Massage Therapy Establishment licenses shall be issued and no Massage Therapy Establishment licenses shall be reinstated following denial, revocation, or non-renewal unless fewer than ten (10) total Massage Therapy Establishment licenses exist in the City. Thereafter, the total Massage Therapy Establishment licenses in the City shall not exceed ten (10) at any one time. Provided, however, that this limitation on the number of total Massage Establishment Therapy licenses will not apply to a Massage Therapy Establishment in which Massage Therapy is one component of wellness treatments given by a retail service provider which offers other beauty and health services including skin treatments, waxing, manicures, pedicures and similar day spa services. (Ord 1607, 11-08-2021) (Ord 1615, 07-25-2022)

ROSEDALE CENTER

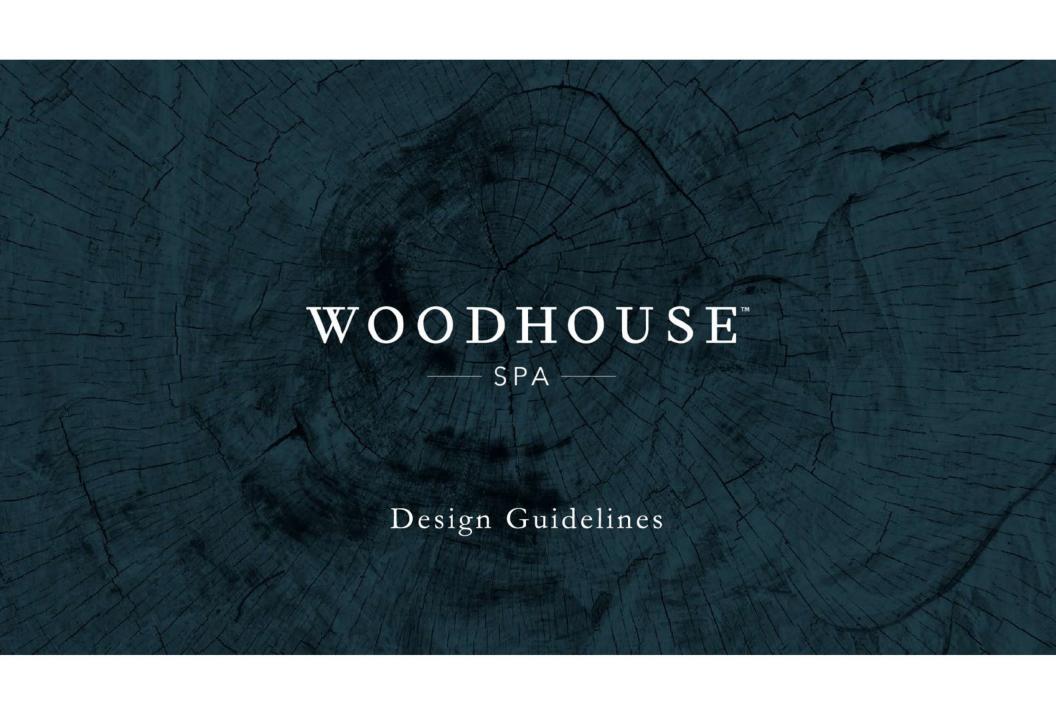
Thank you for your consideration.

Lisa Crain

Vice President/Senior General Manager

yx Clam

Rosedale Center





Woodhouse is a luxury wellness spa franchise elevating the industry with a mood care-driven approach to self-care. We find joy in creating for guests a holistic experience like no other—one that's effects last long beyond our treatments. Thoughtfully crafted and designed to indulge the senses while transforming the body and mindset, our exceptional services provide true renewal that contributes to a more joyful life for each and every one of our guests. And that's exactly what's kept us growing for nearly two decades and counting.

In the following pages you will find our approach to elevating the guest experience. You'll learn how to distinguish between Brand Standards and Signature Moments, see examples and discover how they're reflected throughout our spas. This is a great resource to share with the individuals who have a hand in designing your space, and those who are key to making Woodhouse superior, time and again.

Everything that we design is designing us back.

For questions regarding design intent and plans, please feel free to email design@woodhousespashq.com

For brand related questions, please email sarah.moore@woodhousespashq.com















Woodhouse Difference

With 75+ locations and more in development, we continue to be the gold standard of neighborhood spas. Powered by our commitment to providing an unparalleled experience that encompasses total wellbeing, our spas incorporate mood care into every touchpoint along the guest journey, allowing guests to enjoy the benefits even after they leave.

Creating a Memorable Experience

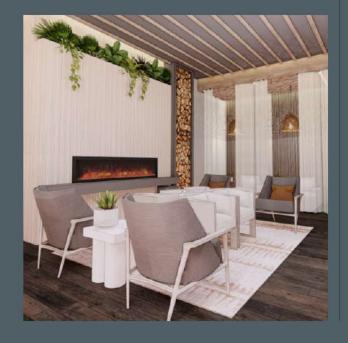
Brand Standard

Our Brand Standards are what we are known for, and ensure our guests have a luxurious, transformative and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of our spas.

| Signature Moment



Though optional, our Signature Moments are what elevates Woodhouse beyond your standard day spa experience and are what leave guests wanting to return again and again.





WH

7

EXTERIOR

Brand Standards

1. Building Exterior

- a. Wood Siding
- b. Paint

2. Lighting

3. Exterior Signage

- a. Building Sign
- b. Blade Signs
- c. Monument Signs
- d. Awnings

4. Entry Door

- a. Door
- b. Fiberglass Door Option
- c. Hardware
- 5. Hours & Website























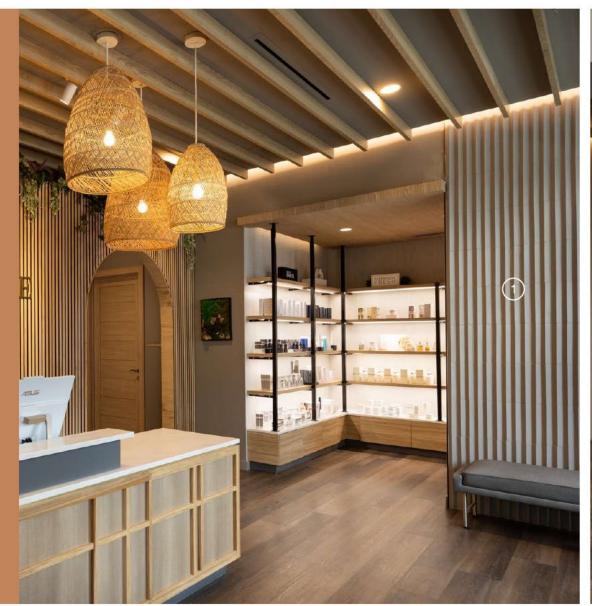






Signature Moments

- 1. Porcelain Wall Tile
- 2. Curtains







Brand Standards

- 1. Retail Shelving
- 2. Wall & Ceiling Materials
 - a. Textured stone-effect fabricbacked vinyl
 - b. Wood-look vinyl
- 3. Retail Display
 - a. Core & Skincare
 - b. Body & Home
 - c. Mood Care & Accessories













Core & Skincare

Body & Home

Mood Care & Accessories

Buckhead Hallway

0

1. Ceiling Beams

-

2. Drapery



3. Paint



Flooring

V

5. Lanterns





CHANGING LOUNGE

Brand Standards

- 1. Wall Tile
- 2. Lighting
- 3. Laundry Hamper Unit / ADA Bench
- 4. Vanity Unit
- 5. Entry Wall
- 6. Bathroom Amenities













Brand Standards

Continued

- 7. Women's Bathroom Tile
- 8. Men's Bathroom Tile
- 9. Bathroom Hardware





















Brand Standards

Continued

- 10. Lockers
- 11. Locker Signage
- 12. Robe placement







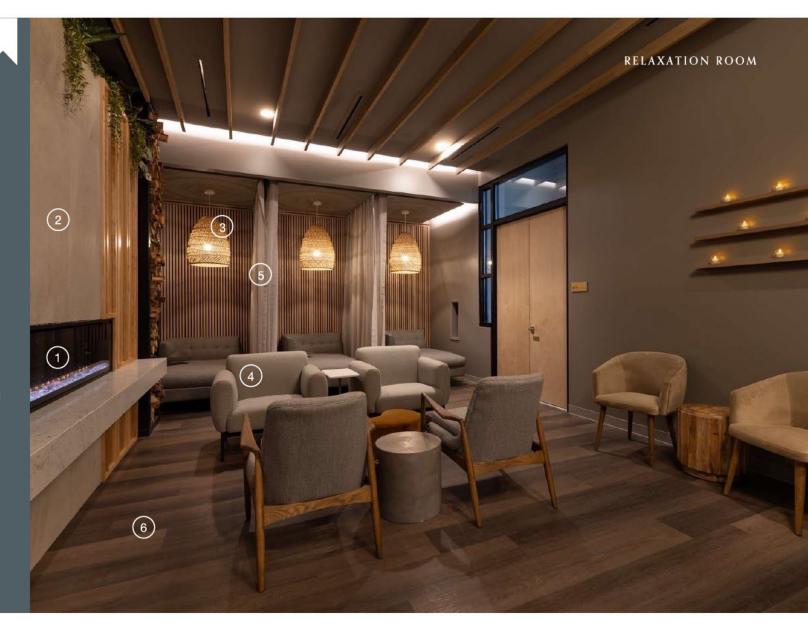
Relaxation Room

Design Guidelines



Brand Standar<u>ds</u>

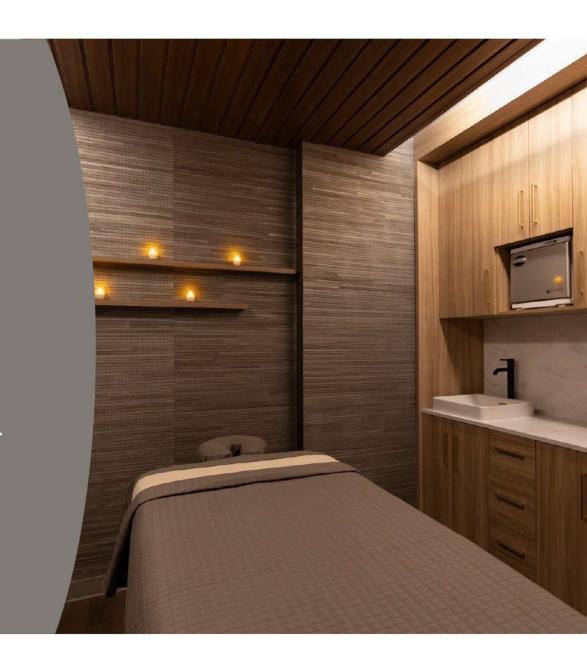
- 1. Fireplace
- 2. Wall Tile
- 3. Pendant Lights
- 4. Furniture & Rug
 - WH Signature Seating:
 - Chaise
 - Sofa
 - Chairs
 - Bench
 - Velvet Linen Wood & Metal
 - Approved Rug catalog with options (Surva)
- 5. Drapery
- 6. Floor





Treatment Rooms

Design Guidelines



TREATMENT ROOM

(5a)

Brand Standards

- - moment for massage rooms.

 Robes move to hook on wall

- 4. Wall Décor: shelves with candles
- 5. Tub Décor
- 6. Treatment Table and furniture











2





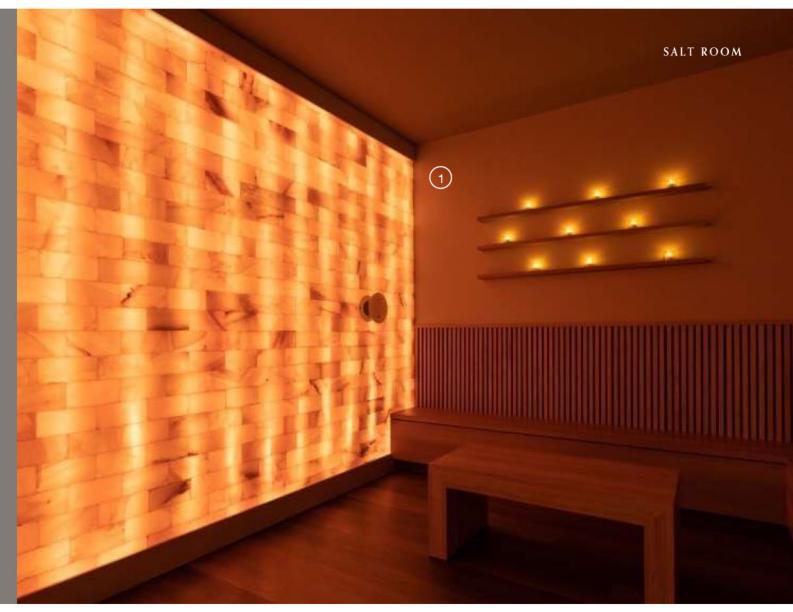


(5b)



Signature Moments

Salt Room





From: noreply@civicplus.com

To: *RVCouncil; Rebecca Olson; Pat Trudgeon

Subject: Online Form Submittal: Contact City Council

Date: Monday, April 10, 2023 8:17:16 AM

Caution: This email originated outside our organization; please use caution.

Contact City Council

Please complete this online form and submit.

Subject	Massage Business transfer of ownership concern			
Contact Information				
Name:	Tom Ketchmark			
Address:	2100 Snelling Ave N 66B Har Mar Mall			
City:	Inver Grove Heights			
State:	MN			
Zip:	55076			

This form goes to the Mayor, all Councilmembers and certain City Staff. Due to the volume of emails submitted, a personal reply is not always possible.

How would you prefer to be contacted? Remember to fill in the corresponding contact information. Email

Email Address: tomketchmark@elementsmassage.com

Phone Number:

Please Share Your Comment, Question or Concern Dear Mayor, Council Members, City Manager and others,

I have addressed the council on this matter in the past and have learned that the council is considering again to deny transfers of upstanding massage businesses starting in the year 2028. While, I understand it is the desire of the city to reduce the number of massages business from the current number down to just 10, I again must express my concern in the unfairness of this decision.

I run a good business with the intent to sell in the future. I

currently do not have a time frame as to when this may happen and am very concerned that there would not be a legitimate owner or brand that would be willing to take my business knowing that they would not be able to sell in the future. There are many good reasons as to why businesses change hands. I realize the bad seeds simply change ownership when they are shut down due to inappropriate businesses practices. Instead of making a blanket rule of no transferring perhaps there could be a process that allows business to petition the city for an exception when that business is operated within the city legal and licensing requirements. If a business is not operating under these laws and regulations then they lose the right to transfer.

In addition, I would like to suggest that you go after landlords who continuously allow shady businesses to lease space in their strip mall. I assure you they know what's going on. If these landlords are fined, they will stop renting to the bad massage businesses.

There may also be unintended consequences to your decision. In the future, the 10 remaining massage businesses will all be the bad massage businesses because no legit Massage Business like Elements Massage will come into this market. Something to consider.

In conclusion, If this new ordinance were to pass, I would be forced to immediately put my business up for sale so at the very least a new owner would have the opportunity to sell if in the short time remaining found themselves in a position to need to sell.

I hope you will strike down this current bill and vote in favor of allowing good businesses to sell whenever that may be.

Sincerely, Tom Ketchmark Owner Elements Massage- Roseville

Unless restricted by law, all correspondence to and from Roseville City government offices, including information submitted through electronic forms such as this one, may be public data subject to the Minnesota Data Practices Act and/or may be disclosed to third parties.

 From:
 Pat Trudgeon

 To:
 Katie Bruno

Subject: Fw: Comment on Proposed Ordinance Amending Chapter 309, Massage Therapy

Date: Monday, April 10, 2023 2:24:58 PM

Bench handout for tonight.

Patrick Trudgeon | City Manager

O: 651.792-7021 | F: 651.792.7020

pat.trudgeon@cityofroseville.com

RESEVILLE

2660 Civic Center Drive | Roseville, MN 55113

<u>Facebook</u> | <u>Twitter</u> | <u>YouTube</u>

From: Dan Roe <Dan.Roe@cityofroseville.com>

Sent: Monday, April 10, 2023 2:03 PM

To: Pat Trudgeon <Pat.Trudgeon@cityofroseville.com>

Subject: Fw: Comment on Proposed Ordinance Amending Chapter 309, Massage Therapy

FYI this was received this afternoon re: tonight's meeting.

I note it was not sent to the general council email so you may not have seen it.

Dan Roe | Roseville Mayor

H: 651.487.9654

E: dan.roe@cityofroseville.com

www.cityofroseville.com

City of Roseville: Facebook | Twitter | YouTube

Mayor Dan Roe: Facebook | Twitter

From: SchaOn Blodgett, CCP, BTAT

Sent: Monday, April 10, 2023 12:51 PM

To: Dan Roe <Dan.Roe@cityofroseville.com>; Jason Etten <jason.etten@gmail.com>; Wayne Groff <Wayne.Groff@cityofroseville.com>; Robin Schroeder <Robin.Schroeder@cityofroseville.com>; Julie Strahan <Julie.Strahan@cityofroseville.com>

Subject: Comment on Proposed Ordinance Amending Chapter 309, Massage Therapy

You don't often get email from schaon@psinergyhealth.com. Learn why this is important

Caution: This email originated outside our organization; please use caution.

Dear Mayor & City Council Members,

I saw that there is a Proposed Ordinance to Amend Chapter 309 and I must say I have many issues with this.

- 1. There is already a State Law governing Massage Therapy Practitioners in MN. Please see MN 146a: https://www.revisor.mn.gov/statutes/cite/146a
 - 1. The city ordinance **conflicts** with State Law in licensing Massage Therapist: https://www.house.mn.gov/hrd/pubs/ss/ssprempll.pdf
 - 2. The City Ordinance offers LESS consumer protections than currently under State Law:
 - Example: Clients MUST be given a Client Bill of Rights BEFORE treatment (example: https://www.psinergyhealth.com/wp-content/uploads/Client-Bill-of-Rights-20201227.pdf). The Client Bill of Rights includes many things including a list of education and training of the practitioner. The City Ordinance does not do this and assumes all practitioners have the same level of education and training. This is very bad for consumers as some practitioners have only done the "base" level of training, while others have taken hundreds of hours of advance training. This gives a false sense of actual skill of the practitioner.
 - 3. Brief History of 146a and overview of its

importance: https://www.edgemagazine.net/2021/07/mn-146a-a-piece-of-health-freedom-in-mn/

- 4. City Massage Therapist Licensure has created confusion within the profession and hence many practitioners are not following State Law.
- 2. Studies have also shown that occupational licensure creates undue burdens on low to moderate-income workers. Please see: https://ij.org/issues/economic-liberty/occupational-licensing/
- 3. Massage therapist have an expect career span of only 7 years: <a href="https://massage-academics.com/7-years-average-career-lifespan-in-massage-therapy/#:~:text=7%20Years%2D%20Average%20Career%20Lifespan%20Massage%20%7C%20Massage%20Academics. In reality, more only stay in it for 3-5 years due to burnout. While yes, there are some that stay in it for 20-30 years, that is not the norm.
 - 1. Does it make financial sense to require 600-hours of training plus the cost (\$6,000-\$30,000 depending on the school) for such a likely short length of time in that career?
 - 1. Anoka-Ramsey Community College's massage degree program looks like it is around \$7,220 (if in the career for only 5 years, that's over \$1,440/year to pay off that student debt!)
 - 2. University of Northwestern looks like it would be over \$26,000 for their program (if in the career for only 5 years, that's \$5,200/year to pay off that student debt!)
- 4. Your law actually treats males and females differently under 309.06.J.b. You are saying that a male-identified therapist may give a massage without a shirt.
- 5. Under 309.06.G Alcohol is a very common thing at Business open houses/celebrations, there should be an exception during an Open House like event for the Business and massages during that time would not be offered except for maybe chair.
- 6. What about just Reflexology practitioners? There are MANY people that <u>only</u> do foot reflexology. 600-hours of training for them is idiotic.
- 7. What about Ayurvedic practitioners? Ayurvedic Massage is completely different from Western, Asian, etc, and often taught to Ayurvedic Practitioners. For example, I'm training in Ayurvedic Face Massage using Marma Points.
- 8. What about traveling massage practitioners that go to people's homes?
- 9. Under 309.06.Q: Rates. Those should also be posted to their public website.
- 10. 309.03 License Exceptions. What about Naturopathic Doctors (they are registered), what about Traditional Naturopaths (unlicensed under MN 146a), what about CranioSacral Therapists (which is actually a form of energy work, NOT massage therapy, even though many massage therapist do blend it into their massage)?
- 11. Under 309.01.D. and E, Can you please cite some facts/reports on those? Massage techniques have been used within traditional forms of healing and have been passed down from generation to generation for well over 4,000 years.
 - 1. Here are a list of actions taken against practitioners since 2001 in the State of MN: https://www.health.state.mn.us/facilities/providers/compalt/dispactions.html
 - Human Trafficing happens way more via the internet: https://www.health.state.mn.us/communities/safeharbor/myths.html
- 12. Why limit the number of massage businesses within Roseville? I'm pretty sure there's well more than 10 massage businesses within Roseville city limits currently.

In closing, as a citizen in Roseville, I would say that I am against Massage <u>Therapist</u> licensing and should be scrapped. I'm not as much commenting on the Business License aspect (even though overall I think we have way too much licensing overall that restricts people's freedom and ability to make a living, though do agree that some modest licensure is understandable.)

Additionally, with the world being on the edge of financial collapse (we're hearing it all over with the banks preparing for a recession again), do we truly want to be limiting and increasing burdens with people's abilities to work and provide for their families?

Make it a GREAT Day,

SchaOn Blodgett, CCP, BTAT, he/him

Traditional Naturopath • Complementary & Alternative Medicine Professional under MN Statute 146a

Psinergy Natural Health & Holistic Wellness | Helping you access your Awesomeness... Naturally.

a branch of Psinergy LLC 93 West Little Canada Rd, Suite 100 Little Canada, MN 55117

Office: (612) 217-4325 Fax: (612) 217-4325 schaon@psinergyhealth.com https://www.psinergyhealth.com

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[&]quot;A man too busy to take care of his health is like a mechanic too busy to take care of his tools." Spanish Proverb