

MARCH/APRII 2022



Page 3 Honoring Women's Month and RPD's First Female Police Officer



Page 5 Q&A with Fire Chief David Brosnahan



# Triumphs and Opportunity Highlighted in the 2022 State of the City Address

In this year's State of the City Address, Mayor Dan Roe, City Council members, and City of Roseville staff co-created a video presentation that reviews the work of the City through our long-held community aspirations. Before getting into the details, Mayor Roe took time to note the impact that COVID-19 has had on our community in 2021. "As we enter this third full year of the pandemic, we should take a moment to remember and reflect on the nearly 4,000 additional cases and 30 additional deaths in Roseville over this past year."

### Community Aspirations | In Roseville, we aspire to be:



Welcoming and Inclusive



Physically & Mentally **Active and Healthy** 



Well-Connected Through **Transportation and Technology Infrastructure** 



Secure in our Diverse and Quality Housing and Neighborhoods



Safe and Law-Abiding



**Environmentally** Responsible, with Well-**Maintained Natural Assets** 



**Economically Prosperous,** with a Stable and Broad **Tax Base** 



**Engaged in our Community's** Success as Citizens, Neighbors, Volunteers, Leaders, & Businesspeople

More than just a summer job



Watch the 2022 State of the City Visit Youtube.com/ cityofroseville or

scan the QR Code.



We encourage you to view this year's State of the City Address and welcome your feedback. Your engagement will help make our wonderful community, that much better.

\*\*\*\*\*\*ECRWSS\*\*\*\*\*

# "I would not be where I am at today if it weren't for my first job at the City of Roseville," claims

Greg Hoag, a Roseville Parks and Recreation Commissioner and current manager of a neighboring parks and recreation department. Hoag started working for Roseville when he was 15 years old, after a family friend encouraged him to apply. Now, Hoag encourages young people to consider working for a parks and recreation department, not just for the paycheck, but also as the first step into a rewarding career.

**Now Hiring: Seasonal Summer Staff** 

According to Roseville Parks and Recreation Superintendent, Carrie Anderson, the department loves to hire and work with high school and college students who are back for summer break – but

these summer positions appeal to more than those looking to build their first official resume. "There's a growing interest amongst retirees who are looking for something they can do that will keep them active and put their wealth of experience to a good use in the community."



Apply for summer jobs today:

Visit GovernmentJobs.com/careers/roseville or scan the QR code to the left.









Mayor Dan Roe 651-487-9654 dan.roe@cityofroseville.com

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Patrick Trudgeon City Manager 651-792-7021 pat.trudgeon@cityofroseville.com

### **Contact Us**

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TDD (Deaf Only) 651-792-7399

Telephone 651-792-7673

### **Important Phone Numbers**

Code Enforcement 651-792-7014 **Development Authority** 651-792-7015 Fire Administration 651-792-7009 Job Line 651-792-7190 License Center 651-792-7010 Parks and Recreation 651-792-7006 Permits 651-792-7080 Police Administration 651-792-7008 Recycling 651-792-7004 Skating Center 651-792-7007 Street/Utility Maintenance 651-792-7004 Utility Billing 651-792-7196

Emergency 9-1-1

Police Non-

**Emergency** 651-767-0640

Utility Problems (after hrs) 651-767-0640

Non-emergency

651-767-0640

**Roseville** 651-792-7010

License 2737 Lexington Ave. N Center Roseville, MN 55113

> Open: Mon, Wed, Fri 7:30 a.m. to 4:30 p.m. Open: Tues, Thurs 7:30 a.m. to 6:30 p.m.

Services

Passport 2735 Lexington Ave.

Open: Monday through Friday

8 a.m. to 4 p.m.

# City Council Roundup

The City Council meets several times a month. Here are highlights of actions taken over the past two months.

### **Business Items**

- RECEIVED: Strategic Racial Equity Action Plan
- CONSIDERED: Commission Recruitment Recommendation
- APPROVED: Public Works 2022 Work Plan
- RECEIVED: Civic Campus pre-design project update
- ADOPTED: Resolution supporting creation of local sales tax in Roseville
- APPROVED: Requirement for all visitors to wear face covering when inside all City of Roseville facilities | Note: The City Council did NOT approve a citywide mask mandate
- PARTICIPATED: In a joint meeting with the Parks and Recreation Commission to discuss the renaming of Pocahontas Park
- PARTICIPATED: In joint meeting with planning commission to discuss next phase of the Zoning Code update
- ✓ APPROVED: Victoria Shores preliminary plat subdividing the development site into nine lots for single-family, detached homes and a conditional use to allow a shared access to Lake Owasso

Upcoming City Council Meetings: March 7, 14, 21 • April 11, 18, 25

# **Annual Salary Notification**

Minnesota State Statute 471.701 states "a city or county with a population of more than 15,000 must annually notify its residents of the positions and base salaries of its three highestpaid employees."

The City of Roseville annually meets this requirement by publishing this salary information in the March/April edition of the City newsletter.

For the City of Roseville, titles and salaries as of January 2022 are:

- City Manager \$176,716
- Public Works Director \$148,844
- Finance Director \$148,844

# TOP 5 REASONS TO JOIN A CITY COMMISSION

We asked our city commissioners why they love serving their city

- It's an opportunity to give back to the community.
- To have a seat and voice at the table.
- Constant learning and growth.
- To be an advocate and connector for neighbors and expand your
- 5. To help generate solutions for issues in the City.



Apply to join a City Commission today: Visit CityofRoseville.com or scan the QR code.



POCAHONTAS PARK



# **UK Coaes**

Open the camera app and scan these codes with your phone and follow the link.

Questions? Call 651-792-7027 or email info@cityofroseville.com





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RosevilleMN



CityofRosevilleMN







CityofRoseville.com/ReceiveUpdates

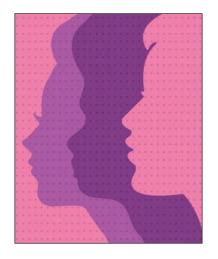


Roseville City News is published by the City of Roseville to keep residents and businesses informed about city programs,

The Roseville City News is printed on recycled paper. Please recycle with your other papers.

Your suggestions and comments are welcome! Contact Corey Yunke at 651-792-7027. The City of Roseville does not discriminate on the basis of race, creed, color, national origin, place of residence, disability, marital status, status with regard to public assistance, gender, sexual orientation, veteran status, pregnancy, age or any other class protected by local, state or federal law.

# CITY Proclamations

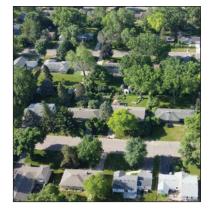


### March: Women's History Month

Throughout history, extraordinary women have made significant contributions to the growth and strength of the City of Roseville, the State of Minnesota, and the United States in countless ways.

Through leadership, innovation, and ingenuity, generations of women have made significant contributions in science, medicine, technology, business, politics, entrepreneurship, and arts and culture. Despite their contributions, the role of women in history has been consistently overlooked and undervalued in literature, education, and culture.

Therefore, the City Council declares March, 2022 as Women's History Month in the City of Roseville. This month, we celebrate countless pioneering women and their victories, and the City vows to continue the work to build a society where women and girls have the same possibilities as men and boys.



### **April: Fair Housing Month**

The month of April marks the anniversary of the passage of the Federal Fair Housing Law of 1968, recognizing that no American should have their right to purchase or rent shelter of choice abridged because of race, color, religion, sex, handicap, familial status or national origin, sexual orientation or gender identity. However, discriminatory housing practices create racial and economic segregation in communities that can lead to disparate outcomes in overall quality of life. The City of Roseville recognizes that economic stability, community health, and human relations in all communities are improved by diversity and integration and is committed to promoting housing choices and fostering inclusive communities, free from housing discrimination.

Therefore, the City Council declares April, 2022 to be Fair Housing Month in the City of Roseville.



# **Days of Remembrance:** Sunday, April 24-Sunday April 31, 2022

Between 1933 and 1945, more than six million Jews, along with millions of other disenfranchised people, prisoners of war, and political dissidents were persecuted and killed by Nazi Germany. The Days of Remembrance have been set aside as a time for all to remember the victims of the Holocaust as well as to reflect on the need for respect of all people to strive to overcome intolerance and indifference through learning and remembrance.

Therefore, the City Council declares Sunday April 24 through April 31 (the Sunday before Yom Hashoah to Sunday after) 2022 to be Days of Remembrance in the City of Roseville.

# **Looking Back: Roseville Police** Department's First "Policewoman"

In 1961, female police officers represented roughly 2% of all police officers nationwide. This is the year that Roseville Police Officer Audrey Trudeau Sutherland was promoted to the position of "Policewoman." Officer Sutherland started her career as a Police Clerk in 1957. At this time, the Roseville Police Department consisted of 8 part-time officers and the headquarters was located in a Roseville basement. Sadly, retired Officer Trudeau passed in 2021 at the age of 91.

Officer Sutherland was the department's first female officer and undoubtedly paved the way for future generations of female officers in Roseville. She retired after serving Roseville for 28 years and is remembered as someone who served with compassion. Since then, the Roseville Police Department has had two female Chiefs of Police.

"Roseville Police has a history of valuing the contribution from women in public safety for over 60 years," says Chief Erika Scheider. "We purposefully recruit female officers to join our team." Chief Scheider is the second female Chief of Police to serve the Roseville Community with Chief Carol Sletner serving as Chief from 2002 – 2009.

The City of Roseville Police Department is well on pace to meet the "30 x 30" initiative which aims for 30% representation of female officers and a 30% representation of leadership roles by females in the profession by the year 2030 (30x30initiative.org). "Our message is clear," says Chief Scheider, "we warmly welcome and support women in law enforcement at Roseville PD."



### Women's History Month Online Event

"Shoot Suffrage to Death:" A Short History of Race, Violence, and the Right to Vote

In this session, Dr. Yohuru Williams will explore the history of the use of violence to suppress voting in communities of color from the Reconstruction era to present. Dr. Williams is the Distinguished University Chair and Professor of History at the University of St. Thomas. He is the Founding Director of the Racial Justice Initiative at the university, and has often served as a political commentator on regional and national radio and television programs.



March 15th, 7:00 p.m. Register for the webinar: Visit LWV.org or scan the QR code.



# Roseville Receives Award for Innovative Drainage Ditch Improvement Project

Did you know that the City of Roseville had a large open stormwater ditch in the middle of the City until May of 2021?

In redeveloping the Twin Lakes area near the newly built Oasis apartment development (East of Snelling Avenue), the City wanted to improve the area aesthetically, environmentally, and for safety reasons. That's why they created an underground pipe for drainage, and added a multiuse trail on top. The area was formerly a 2.3 mile open channel, built in the late 1800's to drain water from the now Gluek Lane neighborhood, all the way to Little Lake Johanna.

The City of Roseville received honorable mention for Municipal Project of the Year at the annual City Engineers Association of Minnesota (CEAM) Conference.

Through development agreements with the Oasis Development property owners, the City secured \$1,622,092 to help fund the improvements.

### Multi-Use Trail, Multi-Purpose Development

This trail adds connectivity for residents and businesses in the area. It also will help reduce long-term maintenance due to erosion, sedimentation and vegetation management.

The new trail includes pedestrian level lighting, benches, trash receptacles, landscaping, and new trees. Six trail connections were made to the new adjacent redevelopments and the existing properties along the corridor. The City contribution to the funding for the project was only \$317,086 or approximately 17% of the entire project cost.

#### **Environmental Benefits**

The environmental impacts for the area will be felt for years to come. Rice Creek Watershed District (RCWD) estimates the new pipe will reduce the sediment loading into Oasis Pond, increasing its lifespan by about 50 years. This will reduce long term maintenance costs to the district by \$370,000 over 100 years. Additionally, the increased pipe flow reduced upstream floodplain flooding.



### Safety and Beauty

The elimination of the ditch created an overall safety benefit to adjacent properties. The elimination of the ditch removed the hazard of the 20-foot-deep ditch flash flooding next to newly developed apartments. The removal of vegetation and brush from the old ditch and replacing the corridor with a landscaped tree lined trail provides a more aesthetically pleasing view for new adjacent residents.

An extension of the trail into Oasis Park is planned for 2022 and will provide further connections for the neighborhood and recent developments.



Roseville parks superintendent Jim Taylor talks about the threat of Emerald Ash Borer and the City's response.

# Arbor Day: Combating Emerald Ash Borer

Emerald Ash Borer remains a significant ongoing threat to our natural resources. Mitigation costs on City property alone are estimated at \$1 million or more since EAB was first considered to be widespread.

In the past few years, the City has implemented the Roseville Tree Preservation and Replacement code for developments, and volunteers planted about 140 trees throughout the City.

This Spring, the City will begin an accelerated mitigation plan, first proposed by the Parks and Recreationg Commission this past Winter. The mitigation plan includes aggressive removal and replacement, with some targeted treatment as appropriate. The City reminds residents to keep an eye on their own ash trees, and consult qualified arborists if symptoms of EAB are observed.

# Are You Interested in Sustainability and Transportation Issues?

The Roseville Public Works, Environment and Transportation (PWET) Commission is currently accepting applications.

Apply at CityofRoseville.com



# Help Reduce the City's Energy Burden

Show your support for renewable energy by signing up for Windsource®

When logging into your Xcel Energy online account, you can subscribe to Windsource® and source some or all of your home electricity from wind energy!





Roseville uses single-sort recycling. Drop all recyclables, including cardboard boxes, mail, newspapers, magazines, plastic containers (#1, #2, #5), glass bottles and jars, aluminum and metal cans, beverage cartons, and juice boxes in your recycling cart. Have it at the curb by 7:00 a.m. on your recycling day.

Recycling is picked up every other week on the same day as your trash. Call Eureka Recycling at 612-669-2783 with recycling questions or to report a missed pick-up. Interpreters are available to respond to inquiries in Hmong, Karen, Somali and Spanish.

Call 612-669-2783 ext. 1 for assistance.



Chief David Brosnahan has been the head of Roseville Fire since June, 2021. We caught up with him to talk about his favorite part of being a fire fighter.

### City of Roseville: What made you want to become a firefighter?

Chief Brosnahan: I started with the Roseville fire department back in 2003 as a paid on-call firefighter. I was a sophomore in college at Hamline University and actually at the time, I wanted to be a journalist. I wanted to be the next Don Shelby. You know, high aspirations. My dad was a volunteer firefighter in a very small town in Southern Minnesota. I saw that Roseville was looking for paid on-call firefighters. I thought, "You know what, that'd be kind of a cool parttime job." I never thought of it as a career. But I got into it, and two weeks through the training I said, "this is what I want to do, this is it!" It was a calling. And so, I've been committed to it ever since. And then in 2006, I took a full-time promotion here at Roseville, a position called the shift commander. It's been history ever since.

### You started as fire chief, nine months ago, after Chief Tim O'Neil retired. How is it going?

**Chief Brosnahan:** So far, so good, I am really enjoying it. One of the best parts was getting to build out my leadership team. Developing them and bringing them on board has been a great experience.

Dealing with record level call volumes and how we maintain and tread through those waters is something we're going to be working on this year. [We'll also be looking at] how we make our response plan meet the needs of the community in the best way possible while also being ready for the day-to-day things that might

### What's been the most exciting thing that you've taken on so far?

**Chief Brosnahan:** One of the most exciting things that we've been able to do is the continuation of some of our programs. With the different spikes of COVID, we were unsure if we were going to be able to do it, but we were able to continue our summer events and outreach programs, like our 'Fridays with Firefighters.' It was fantastic to get several hundred people back in here to safely celebrate.

Read the full article at CityofRoseville.com

# SAFETY **SPOTLIGHT**

# Pathways to **Policing Program Diversifies RPD**

For many years, the Roseville Police Department has intentionally worked toward building a department that reflects the community it serves. The Pathways to Policing program, funded through a grant with the Minnesota Department of Public Safety, is one of several proactive measures that has helped the department to recruit law enforcement students from a variety of backgrounds, experiences, and cultures. In August of 2021, and again in November, RPD promoted two of the first Pathways to Policing participants to licensed Minnesota Peace Officers - Officer Liz Peterson and Officer Abdi Warsame.

The Pathways to Policing program aims to reduce financial barriers and looks to accommodate students who may not have the same opportunities as traditional students. Preferences are given to those candidates who are fluent speakers, readers, or writers of the top 5 non-English languages spoken in Roseville: Hmong, Karen, Somali, Spanish, or Thai.

"The Pathways to Policing program was a huge help to me with my journey to becoming an officer," says Ofc. Warsame. "I am grateful for the training and flexibility while earning my degree and I look forward to continuing to serve Roseville as an officer."



# Panhandling in the Twin Cities Metro

Roseville residents and businesses have a deep history of donating their time and money to good causes. However, giving money to a person who is panhandling can have unintended consequences and does not provide long-term solutions for those in need.

Panhandling is often referred to as begging and many express frustrations with the optics of panhandling at exit ramps, medians, and busy intersections. With few exceptions, the courts have ruled that those who panhandle are protected by the First Amendment and may stand passively and display their signs when on public property. Behaving aggressively or interfering with traffic flow are not permitted. If you notice aggressive behavior or interference with traffic, please call 911 so that an officer has the opportunity to assess and respond.

The Roseville Police Department takes a proactive and compassionate approach with panhandling. The Roseville Police Department's Community Action Team and the department's Housing Navigator work hard to connect those in need with local resources – to include, but not limited to food, housing, clothing, transportation, and health/mental health services.



"We understand why people give money to those who are panhandling in Roseville," says Sgt. Sean Johnson, who supervises the department's Community Action Team. "We also know that there are better and safer options for those looking to help and for those needing help in our community."

If you are approached by someone who is panhandling, we suggest that you politely say no or sorry. If you are looking for ways to help, then please consider donating your money, time, food, or clothing to one of the many non-profit organizations who support those in our community who are in need.

More information and registration for all events is available at

CityofRoseville.com

### **Open Mic Night**

March 24, 2022, 7:00 p.m.

**Cedarholm Community Building** 2323 Hamline Ave N, Roseville, MN 55113

Cedarholm has the mic for all musicians, comedians, poetry readers or entertainers of all ages! Open Mic Nights are free to perform or to enjoy from a cozy seat.

### Arts@theOval

Saturday, March 26, 10:00 a.m. – 4:00 p.m.

Olympic Room at Roseville Skating Center 2661 Civic Center Drive, Roseville, MN 55113

Join us for a fine arts exposition and sale of jewelry, pottery, photography, fiber art and paintings by more than 25 juried artists. The event is free for the public to attend.

# **Arts@theOval Preview**













Featured artists from left to right: RedHawk Designs by Sheila Bayle Very Bad Goods by Matthew Hankerson Fresh & Alive Fine Art by Christina Plichta

### Earth Day at HANC

Saturday, April 23, 10:00 a.m. - 2:00 p.m.

Harriet Alexander Nature Center (HANC), 2520 North Dale Street, Roseville, MN 55113

Step into spring with this annual celebration of the earth and the nature center's birthday! Enjoy free entertainment and learn what kinds of earth-friendly things are going on in our community. We need volunteers throughout the celebration to assist as trail guides, staff the front desk, and general set-up and clean up.

### Clean Up Day

Saturday, April 23, 2022, 8:00 a.m. – 3:00 p.m.

Dale Street Soccer Field Parking Lot, 2555 Dale Street, Roseville, MN 55113

Not all garbage can go in your trash cart. So, Roseville organizes an annual Clean Up Day to help residents get rid of items that require special handling or to get rid of an accumulation of stuff. Roseville Clean Up Day is the fourth Saturday of April each year. It is open from 8 a.m. to 3 p.m. for Roseville residents only. Plus, Roseville pays approximately one-third of the disposal costs. Money to pay for the Clean Up Day comes from the sale of your curbside recyclable material, as well as from funds received from the State of Minnesota and Ramsey County. For event details and pricing visit CityofRoseville.com/cleanupday.

### 2022 Roseville Ice Show

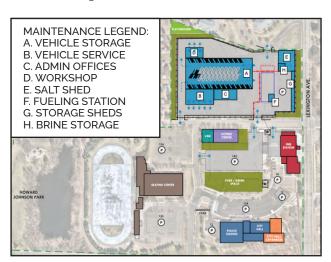
April 28 - 30, 2022

**Roseville Skating Center** 

We are hopeful to be able to provide skaters the opportunity to participate in an ice show this year. Once again, we expect this year's ice show will be different from year's past, but we are hoping to provide something to showcase the talents and skills of all of our skaters. NOTE: Specific details will continue to be adjusted and developed as the COVID situation continues to change. We ask that all skaters participating in this year's ice show remain flexible, as we continue to adapt with the ever changing situation.

# **Looking Ahead: Civic Campus Expansion**

Residents and businesses of Roseville will soon hear more of the upcoming development and design for the City of Roseville Civic Campus Expansion. Overall planning is in the very early stages and is expected to be published this spring and finalized by late summer 2022. Several opportunities for public review and comment will be hosted prior to the final consideration of the design. Stay tuned to future publications and opportunities to learn more as this project progresses. Visit www.cityofroseville.com/campusplan for recent updates and information.



For questions or concerns about the upcoming development of the Roseville Civic Campus Expansion, please contact Public Works Director Marc Culver at marc.culver@ CityofRoseville.com or by phone at (651) 792-7041.

## **Become a "Smart Driver" with AARP**



The City of Roseville and AARP offer Smart Driver Courses for seniors at City Hall in Roseville.

Register online at CityofRoseville.com/parks or call 651-792-7006 to register.



# Volunteer Spotlight: **Photographer Mark Connolly**

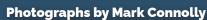
Volunteers enhance outreach to the community. In this issue, we thank Roseville resident and longtime volunteer Mark Connolly.

Chances are, if you have been to a City of Roseville event in the past six years, you've seen Mark Connolly. Or at least, he's probably seen you! Since 2015, Mark has averaged close to 400 service hours per year with the City.

But his dedication goes beyond that as well. He also helps out the City of Roseville Police Department by maintaining speed boards to help people know their speed, and (hopefully) reminding drivers to slow down in residential and business areas.

Mark and his family have lived in Roseville for more than 45 years, and loves it here. "I enjoy living here and wanted to give back to the community I love," he says. "I feel good when I can make people happy."

If you see Mark at your next event, feel free to stop by and say hi, crack a smile, and YOU could be featured in the next newsletter.









# 2021 Volunteer Statistics

280

**VOLUNTEERS** 

626 **TOTAL NUMBER OF VOLUNTEERS**  6469 **HOURS** 

\$184,629 **OR 3 FULL-TIME** 

# **New State Redistricting Plan Could Lead** to New Precincts for City of Roseville

On February 15, the State of Minnesota Supreme Court Special Redistricting Panel released the 2022 redistricting plan for the state of Minnesota that includes both congressional and legislative district boundaries.

City governments must reestablish all precincts after State redistricting. Roseville City Council will approve new precincts and polling places by March 29. More information will be posted at CityofRoseville.com as it becomes available.



Find these resources and more at:

gis.lcc.mn.gov/html/redistricting.html or scan the QR code to the left.





### Natural Resource Event

Saturday, March 19, 9:30 a.m. - 11:30 a.m.

Central Park North Bennett Lake

Brush/Wood stacking Staff will cut/thin invasive trees and volunteers will help to stack firewood/ tops. Please dress for the weather and sturdy boots or shoes and recommended. Please bring your own water bottle.

### It's Tapping Time!

Saturday, March 26, 10:00 a.m. - 4:00 p.m. Sunday, March 27, 12:00 p.m. – 4:00 p.m.

Harriet Alexander Nature Center 2520 North Dale Street, Roseville, MN 55113

Come along as volunteers tap maple trees, collect sap and boil it to make delicious maple syrup. Learn about traditional syruping methods, listen to Native American stories and taste maple treats. Saturday volunteer shifts: 9:00 a.m. to 1:00 p.m. or 1:00 p.m. to 5:00 p.m. Sunday volunteer shifts: 11:30 a.m. – 2:30 p.m. or 2:30 p.m. – 5:00 p.m. All activities will be outside; volunteers and participants must wear a mask.

### Arts@TheOVAL: Calling All Artists!

Saturday, March 26, 9:45 a.m. - 1:00 p.m. & 1:00 p.m. - 4:00 p.m.

Olympic Room at Roseville Skating Center 2661 Civic Center Drive, Roseville, MN 55113

Volunteers are needed to staff the welcome table and welcome the public to the event. Two shifts available. Tasks include answering questions about hours, location of restrooms or other housekeeping items, and providing a list of participating vendors.

### Natural Resource Event

Saturday, April 16, 9:30 a.m. – 11:30 a.m.

Ladyslipper Park

299 Owasso Blvd South, Roseville, MN 55113

Brush/wood stack and raingarden maintenance: Staff will cut and treat invasive brush cut/treat work and volunteers will help to drag and stack brush. In addition to the stacking volunteers will maintain Ladyslipper Rain Gardens, on south side of S Owasso Blvd. Please dress for the weather and sturdy boots or shoes and recommended. Please bring your own water bottle.

### Earth Day at HANC

Saturday, April 23, 10:00 a.m. - 2:00 p.m.

Harriet Alexander Nature Center (HANC), 2520 North Dale Street, Roseville, MN 55113

We need volunteers throughout the Harriet Alexander Nature Center's 32nd birthday and Earth Day celebration. You can to assist as a trail guide, staff the front desk, and help with general set-up and clean up. Volunteer shifts are 9:00 a.m. to noon or noon to 3:00 p.m.

### **Events for Roseville Businesses**

### **Business Council Meetings**

McGough Headquarters - 7:30 a.m. 2737 Fairview Avenue, Roseville, MN

### March 23, 2022

The City, County and State will preview roadway construction and transportation plans for 2022.

#### April 27, 2022

Roseville Police and Fire Departments will discuss public safety in Roseville and their newer programs and initiatives.

In partnership with





Sponsored by









### **Business Education Series**

Metropolitan State University -Ecolab Community Room

700 7th Street East St Paul, MN 55106

### April 7, 2022 · 8:00 a.m. - 9:00 a.m. Cyber Security in the Modern Age

Computer and IT threats are growing for both business and personal sectors. Cyber security is the application of technologies, processes and controls to protect systems, networks, programs, devices and data from cyber-attacks. It aims to reduce the risk of cyber-attacks and protect against the unauthorized exploitation of systems, networks and technologies. This meeting will provide information and tools to better equip us to recognize threats on both business and personal levels.

\$20 discount for Roseville business owners

In partnership with







Sponsored by



LAND O'LAKES, INC. SUNRISE





Send your contact information to eda@cityofroseville.com to receive email notifications or visit **GrowRoseville.com/events** for registration information.

Get Social!



@GrowRoseville



GrowRoseville



Roseville, MN Economic **Development Authority** 

### Choose Roseville Campaign Helps Businesses with **Free Marketing Support and Resources**

As businesses struggle to recover during the ongoing COVID 19 pandemic, the City's Economic Development Authority (EDA) made a renewed commitment to support local small businesses. In the past four months, the Choose Roseville campaign has helped 19 local businesses with advertising, social media, and hiring support, with 10 of the businesses being owned or operated by persons of color.

The Choose Roseville support services are 100% free of charge to the businesses, with no strings attached.

'Choose Local' campaigns can spur economic activity and support jobs," says Bethany Quinn, Vice President of Strategy & Content Development for Golden Shovel Agency. "According to the Small Business Economic Impact Study from American Express, each dollar spent at a small business creates an additional 50 cents in local business activity." —



GrowRoseville.com

that make campaigns such as these a valuable use of funding dollars." The Choose Roseville campaign is supported by Federal COVID relief funds (ARPA).

The business owners who participate say the experience is invaluable.

"We are grateful for the experienced marketing help that we have received. It has really helped us with our social media and benefited our business," says Dr. Deborah Fung, owner of Designing Smiles in Roseville.



"The disability field is facing an unprecedented workforce crisis; says Jennifer Freeburg with Northeast Community Services (NCSI). "Thanks to the campaign, NCSI is able to promote our job openings to residents free of charge."

An important team member of the Choose Roseville Campaign is Ruben Dominguez, City of Roseville Economic

Development Intern. Ruben's role, simply put, is to make connections with small business owners. According to Dominguez, the most important part is to listen to the owners and staff. "I get to learn about their business, find their needs, and figure out how we can best help them. It's a really rewarding experience."

The Choose Roseville campaign made it a priority to engage with business owners and operators from the Black, Indigenous, Persons of Color (BIPOC) community. For many of the minority-owned businesses, this was the first substantial contact they had ever had with the City of Roseville.

"To my surprise, there was a lot of hesitancy," says Dominguez. "Who wouldn't appreciate free help with finding employees and marketing their business?" Dominguez learned

through several of his conversations with business owners that there is a significant level of distrust—not with the City of Roseville, but of government in general. "Business owners expected there to be some kind of catch and were worried that we would request some form of compensation at the end of the campaign."

With this skepticism in mind, Ruben offered that his engagement methods have evolved. "I now overemphasize that it won't cost businesses anything to participate and I spend more time explaining how this program shows a genuine interest and care for every owner in Roseville."

