

MARCH/APRIL 2024



Page 6
City unveils new community aspirations



Page 7 Lilacs flourish at Central Park thanks to Master Gardeners





Homeowners are required to check their water service lines in 2024

The City of Roseville is **required** by the Minnesota Department of Health to document whether water service lines are made from brass, copper, galvanized iron, or lead.

All properties must be inspected by October 2024 to determine the pipe material. Property owners can either do a self-inspection or contact the city to perform the inspection.

Here's how to submit your report online:

- Locate the water service line entering your home. (It's usually in the basement near the water heater.)
- Identify the pipe material.
- Snap a photo of the pipe (optional) and submit with your report on the city website.

Learn more at CityofRoseville.com/Lead-Free or call Roseville Public Works at 651-792-7004.

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Dates set for Rosefest 2024!

Our city's signature celebration will run from **June 24-30** and will include the Rose Parade, Run for the Roses, Taste of Rosefest, theatrical and musical entertainment, and much more!

This year's Party in the Park and fireworks finale, which has historically been held on July 4, will be held on Saturday, June 29. This better accommodates the public safety needs of the large-scale event and encourages more Roseville residents to attend.

"Rosefest is a great opportunity for Roseville residents of all ages to come out and enjoy some great summer fun and celebrate our community," said Parks and Recreation Director Matthew Johnson. "Staff are hard at work to make this year's Rosefest special, including a few new events."

Check out the full Rosefest schedule on page 6.









City website gets a fresh look

You may notice some changes the next time you visit CityofRoseville.com.

"We're pleased with the new look and the enhanced functionality from the website redesign," notes Community Relations Manager Corey Yunke. The notable improvements include a more robust meetings and events calendar, a news flash section where newsletter articles and videos will be housed, and an upgraded Parks and Recreation home page. The redesign efforts also improve accessibility through increased color contrast between text and backgrounds, and improved keyboard navigation for those who cannot use a mouse or trackpad.

There are more than 3,500 web pages across the city's website that link to nearly 23,000 documents.

"The next phase of improvements to the website will be to clean up the most visited pages, and to continue to improve accessibility, page-by-page," adds Yunke.

Visit the website at CityofRoseville.com



In 2023, the city's website received 1.3 million views from nearly 500,000 users.



City Council



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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 & Recreation 651-792-7006 Permits 651-792-7080 Police Administration 651-792-7008 Recycling 651-792-7004 651-792-7007 **Skating Center** Street/Utility Maintenance 651-792-7004 Utility Billing 651-792-7196 Utility Problems (after hours)

Emergency 9-1-1

Police and Fire

Non- Emergency 651-767-0640

License Center

Roseville 651-792-7010 2737 Lexington Ave N Roseville, MN 55113

Open: Monday through Friday 7:30 a.m. to 5 p.m.

Passport 2735 Lexington Ave N Services

Open: Monday through Friday

8 a.m. to 5 p.m.



CityofRosevilleMN



RosevilleMN



CityofRosevilleMN



City Council Roundup

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

Business Items

- **Approved:** Roseville's 2024 Legislative Priorities
- **Appointed:** Councilmember Groff as Acting Mayor for 2024
- ✓ **Approved:** Public Works 2024 Work Plan
- ✓ **Approved:** Annual contracts with Northeast Youth and Family Services
- Approved: Joint Powers Agreement and partnership with the State of Minnesota BCA Violent Crime Reduction Unit
- Approved: Premises Permit for Roseville Youth Hockey Association to conduct lawful gambling activities at Buffalo Wild Wings located at 1777 County Road B2 West #215A
- **Approved:** Submission of the city's pay equity report
- **Approved:** Animal services contract with the Animal Humane Society
- Approved: City support for the Rice Creek Watershed District State bonding request for the Jones Lake
- **Approved:** Purchase of an electric vehicle fire engine

Upcoming City Council Meetings: March 4, 11, 18 • April 8, 15, 22



City preps for "Less Mow May"

Roseville is getting ready to celebrate "Less Mow May" for the third year running! Less Mow May (or No Mow May) is a growing international movement to reduce lawn mowing in the month of May to allow plants like clover and dandelions to bloom. This provides a crucial food source for early season pollinators. As a reminder, this is a voluntary activity.

City of Roseville officials will suspend enforcement of our lawn mowing ordinance during May to give residents who wish to participate an opportunity to do so without fines or warnings. Enforcement will resume on June 1.

While mowing less during the month of May can benefit pollinators, there are many other benefits for you and your yard. Mowing less frequently uses less fuel and emits fewer emissions. Native plants grow deeper root systems which help with soil water retention. Letting turf grass grow a little longer than usual helps to grow deeper roots and become more resistant to drought.

Minnesota is home to more than 500 species of bees that emerge from hibernation in the spring. Other pollinators include butterflies, moths, wasps, and hornets. Even some songbirds, which eat coneflower seeds, can help with the pollination

Learn more at CityofRoseville.com/LessMowMay





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 highest-paid 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 2024 are:

- City Manager \$189,883.20
- Police Chief \$173,201.60
- Assistant City Manager \$167,336.00

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

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

Your suggestions and comments are welcome! Contact info@cityofroseville.com. The city 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 Natural Resource Management Plan shows results, enters new phase

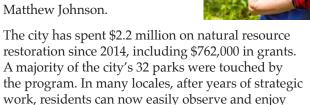
Parks are more than just a place to play. For many communities, they're a centerpiece of conservation and environmental stewardship.

The City of Roseville has 679 acres of parks and has made preserving and restoring public natural areas including lakes, wetlands, savanna, and woodlands, a top priority.

City staff, with the help of hired consultant Stantec and hundreds of volunteers, substantially completed projects laid out in the 2013 Natural Resources Management Plan. Parks leaders are now working on the blueprint for the next phase of the city's natural resources management plan that will build on ongoing successes and strategies.

"Natural Resources is a high priority for the city and residents. We're so proud of the fantastic work that we've done together to transform our parks system. We really want to keep that momentum going," said Parks and Recreation Director Matthew Johnson.

those efforts.



Some examples of activities completed by city staff and volunteers include:

- Invasive, non-native brush removed at Central Park and replaced with native grasses and flowers including butterfly milkweed, blackeyed Susan, and golden Alexander. These plants attract colorful butterflies, bees, and birds.
- Oak woodland restoration and prairie plantings at Acorn Park.
- Establishment of diverse native plants along the north shoreline at Willow Pond.

The most dramatic transformation occurred at the 115-acre Reservoir Woods. Dense invasive,

non-native brush was removed and invasive trees are being selectively managed to restore prairie and oak savanna. Before European settlement, significant portions of what is now the Twin Cities was comprised of these native grasslands dotted with majestic oak trees. Today, oak savanna is one of the rarest habitats in Minnesota and considered imperiled, globally.

Aerial photos from the 1940s show Reservoir Woods was oak savanna before buckthorn and other invasive trees squeezed out that landscape. Today, visitors can observe reestablished savanna blooming with a variety of plants include bergamot, purple prairie clover, and sky blue aster.

"The volunteers really are the lifeblood of the program and will have an important seat at the table as we develop the next phase."

– Matthew Johnson, Parks and Recreation Director



Public Works, Environment and Transportation Commissioners are trusted advisors to staff and council

When city leaders consider updating the streetlight policy, expanding a public pathway, or making any substantial change, they run it by some of their most trusted advisors: the Public Works Environment and Transportation Commission.

The commission, referred to by the acronym PWET, is one of seven citizen advisory commissions organized around city departments.

"I use the commission as a sounding board for projects or vetting contracts. Any proposed changes to ordinances or policies, we usually go to them first," said Roseville Public Works Director Jesse Freihammer. "It's a good way to get feedback from seven non-elected community members. They give us ideas and thoughtful feedback."

A commissioner's role is to develop a deeper understanding of the functions of local government and to use that knowledge to advise both the City Council and city staff. Commissions are a way to improve transparency in city government and to ensure residents have a seat at the table.

In addition to monthly meetings, PWET commissioners occasionally take tours of public works infrastructure and facilities to gain a better understanding of city's expansive operations. Roseville Public Works maintain 123 miles of roads, 85 miles of pathways, and more than 400 combined miles of watermains, storm water pipes, and sanitary sewer lines.

"We really appreciate their feedback. It is valuable input," Freihammer said. "It makes it easier to go to council with issues. We have a better sense of the general public's sentiment."

Bryant Ficek serves at the chair of the PWET Commission. Ficek, who works as a civil engineer for the Minnesota Department of Transportation, joined the commission in 2021 when the pandemic created some room in his schedule.

"We are a diverse group. We all bring our different points of view," Bryant said. "Our meetings are packed full of good information and followed by open discussion."

He said commissioners do have the ears and trust of staff and City Council members, who are eager for community feedback.



"The City Council is just a handful of people and they can't be everywhere at once. They rely on their conversations with others. By having these commissions, it expands that network and widens the amount of information that goes to the City Council for decision making."

Bryant said being a commissioner has made him more observant of how the city functions including the placement of streetlights or the systems in place to handle storm water.

"I really appreciate the opportunity to serve on a commission," Ficek said. "It's a great way to get involved in the community and have a voice in local government."

Learn more about Roseville Commissions and apply at CityofRoseville.com/Commissions

"The volunteers really are the lifeblood of the program and will have an important seat at the table as we develop the next phase," Johnson said.



Stantec Ecologist Paul Bockenstedt said the restored habitat serves as a lattice for the returning wildlife. Visitors can see and hear the native wildlife return to these areas including American goldfinches, indigo buntings, gray tree frogs, monarchs, and great spangled fritillaries.

"This community is so enthusiastic, interested, and passionate about our shared natural resources and investing in them," Bockenstedt said. "Volunteers made a huge difference and helped us complete labor-intensive restoration projects."

The City Council has authorized parks leaders to continue its collaboration with Stantec. The next phase will include a natural resources field assessment of existing parkland and the development of a new project list.

Parks leaders have formed a technical advisory committee, which will include residents. There will also be continued volunteer opportunities.

"Volunteers aren't just nice to have when it comes to the city's natural resources management. They are an essential component, and the success of the work depends upon this engagement to expand staff capacity and build awareness and support for this important work," said Roseville Volunteer Manager Rachel Boggs.

Roseville Parks Superintendent Jim Taylor praised the community's devotion to this work.

"The community has been unbelievable. We couldn't do this work without volunteers. We are able to stretch our dollars so much further with our volunteers," Taylor said.

Taylor stressed that while the planning is occurring, restoration work in the field continues.

Learn more at CityofRoseville.com/Volunteer

Clean Up Day

Saturday, April 27, 8:00 a.m. – 1:00 p.m.

Dale Street Soccer Field Parking Lot, 2555 Dale St N

Not all garbage can go in your trash cart. Clean Up Day helps residents get rid of items that require special handling. Roseville pays approximately one-third of the disposal costs.

Shredding Day

Saturday, May 18, 9:00 a.m. – noon Roseville City Hall, 2660 Civic Center Dr

Protect yourself from identity theft with a free solution from the city. Roseville residents (no businesses) can bring up to 3 banker boxes or grocery bags of documents for shredding.

For event details visit CityofRoseville.com/pw-events





Open Mic Night

Thursday, March 21, 7:00 p.m.

Cedarholm Community Building, 2323 Hamline Ave N

Cedarholm has the mic for all musicians, comedians, poetry readers, or entertainers. Call 651-792-7154 to sign up for a time slot starting the Monday before the show or sign up at the event. All ages are welcome.

Tapping Time at HANC

Saturday, March 23, noon to 4:00 p.m. Sunday, March 24, noon to 4:00 p.m.

Harriet Alexander Nature Center 2520 Dale St N

Drop in any time and stay as long as you like! Learn how to tap a tree, how sap is collected, and what it takes to turn sap into syrup. Learn about traditional and modern syruping methods, go on our Maple Tree Hike, and taste some delicious maple treats.

Arts @ the Oval

Saturday, March 23, 10:00 a.m. – 4:00 p.m.

Olympic Room at Roseville Skating Center 2661 Civic Center Dr

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.

A Busy Person's Guide to Sustainable Living

Sunday, April 7, 1:30 p.m. – 2:30 p.m.

Ramsey County Library 2180 N Hamline Ave

The Six R's-"Reduce, Reuse, Recycle, Refuse, Repair, and Repurpose" with Gregory Goodwine, Ramsey County Environmental Committee Outreach and Engagement Intern.

Earth Day at HANC

Saturday, April 20, 10:00 a.m. - 2:00 p.m.

Harriet Alexander Nature Center 2520 Dale St N

Step into spring with this annual celebration of the earth and the nature center's birthday! Enjoy free entertainment and learn what kinds of earthfriendly things are going on in our community.

Clean Up Day

Saturday, April 27, 8:00 a.m. – 1:00 p.m.

Dale Street Soccer Field Parking Lot, 2555 Dale St N

Not all garbage can go in your trash cart. 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 pays approximately one-third of the disposal costs. For event details and pricing visit CityofRoseville.com/cleanupday.

2024 Roseville Ice Show

Thursday, April 18 - Saturday, April 20

Roseville Skating Center 2661 Civic Center Dr

The Roseville Ice Show is an exciting event in which thousands of skaters have participated over the past 50+ years! This annual show is a great way for skaters to showcase their learned talents & new skills for family and friends!

VIEW MORE:

For a full calendar of events, please visit CityofRoseville.com

Arts @ the Oval Preview











Featured artists in particular order:

- a. Raju Lamichhane, Raju's Arts
- b. Aryn & Courtney Kern, Longshadow Woodworks
- c. Madeline Allen, Meadow & Mae
- d. Cristine Basina, Native Spirit Jewelry
- e. Sharon Cadja, Art By Cadja
- f. Greg Just, Just Turned

Sustainability in the Kitchen

There are many ways to ty to reduce your environmental impact in the kitchen. The goal is to aim for better than before, not perfection. Even imperfect efforts make a difference!

Compost food scraps

My biggest recommendation to anyone looking to get started is to begin separating your compostable waste and taking it to our compost drop site in Roseville. Up to about 20% of household waste is made up of food scraps and 30-40% of our entire food supply is wasted each year in the United

By composting, we turn food waste into something useful that helps improve soil and water quality, rather than sending it to a landfill or incinerator.

Ramsey and Washington County are rolling out their food scraps pickup program (Roseville should start getting it in 2024 or 2025), which will make separating food scraps easier for residents.



Add a few vegetarian entrees to your weekly meal planning

Meat, and especially beef, is extremely resourceintensive to produce. Giving up beef once a week for beans over the course of a year saves the equivalent emission of burning 38 gallons of

Eat produce in season and locally

Produce is less expensive and more delicious (and nutritious) when in season, and when you purchase food produced locally, there are fewer emissions from food travel. Plus, supporting local growers keeps money flowing within our local economy. Check Minnesota Grown for producers located in and around the Twin Cities!

Learn how to store produce and other food, and understand what "best by," "sell by," and other dates on perishable items mean. Learning how to store food properly and how long it is safe to eat will help cut down on food waste in the kitchen. When in doubt, use your senses – sight, touch, smell – to judge if something has gone bad.

by Noelle Bakken Sustainability Specialist

Limit or stop the use of gas stoves

Burning natural gas releases nitrogen dioxide, which can cause or worsen respiratory illness, including asthma in children. Consider a countertop induction element, or take advantage of upcoming IRA rebates to replace your gas stove with an electric or induction model.

Avoid "single purpose" cooking accessories

Food Network Host Alton Brown calls them "unitaskers." These are the trendy gadgets, that despite our best intentions, add clutter and encourages overconsumption.

Use a smaller appliance to heat smaller dishes use a toaster oven, microwave, or air fryer when heating or reheating small dishes rather than heating up your entire oven.

Use your dishwasher if you have one, and run full loads

Modern dishwashers are designed to use water very efficiently compared to handwashing, so load it up! Make sure you run a full dishwasher to make the most of the water being used.



Scrape dishes but don't rinse them before loading into the dishwasher. Again, modern dishwashers are built to remove stuck-on food, so scrape what you can into the compost and avoid temptation to rinse. It saves water needed to run a garbage disposal too!

Upgrade your faucet nozzle to a high efficiency flow model

A simple screw-on aerator can be found for just a few dollars, or if you're updating your whole faucet, look for the WaterSense logo when shopping around.

Learn more about Roseville sustainability at CityofRoseville.com/sustainability



Residents may have noticed an influx of new development on County Road C, between Fairview Avenue and Snelling Avenue. The redevelopment of Twin Lakes, a 300-acre site in the northwestern corner of the city, has seen a flurry of progress over the last five years after two decades of environmental remediation and re-imagination

While the redevelopment is not fully complete, Twin Lakes now hosts a plethora of new places to work, shop, dine, play, and live!



Twin Lakes once consisted of multiple trucking terminals in the northwestern corner of the city With the shuttering of those trucking terminals, the former industrial uses left behind contamination that threatened our natural resources and resulted in under-utilization of prime real estate conveniently located to both St. Paul and Minneapolis downtowns.

City leaders recognized the value and potential of this 300-acre area. City leaders also understood that as a fully developed community, building new homes and retaining and attracting new businesses often required public and private partnerships to realize redevelopment and environmental cleanup.

To that end, the city worked with developers, Ramsey County, and the state, to pool financial resources. Tax increment financing was used to build public improvements and to provide financial support towards the environmental remediation of most of the area. These efforts helped attract and secure private investment, resulting in the creation of new tax base.

What was once vacant and polluted has become nearly 300 acres of new development. Over the last ten years, many new uses have been added to the area, including new hotels, a transit station, retail shopping, medical offices, a headquarters for a major construction company, light industrial businesses, rental and ownership senior housing, and market-rate and affordable apartment homes.

Recreation amenities have also been added including a multi-use and multi-modal trail that connects its users to existing parks.

Most recently, Smash Park, a restaurant, sports and entertainment complex, Bank of America, and a Taco Bell opened on the site with additional businesses poised to open this year.

The Twin Lakes redevelopment area has added more than \$150 million to the city's overall tax base. It's helped to clean up and revitalize a corner of our city that was once contaminated and underutilized. It now serves our residents, businesses, and visitors and will ensure Roseville continues to be a community where people want to live, work, shop, dine, and play.



While it's important to celebrate our successes, we can't lose sight of the remaining opportunities in Twin Lakes. A 10-acre site remains and the city is eager to partner with the landowner and developers on this final piece of the Twin Lakes puzzle.

Redevelopment is never easy. Being able to bring new businesses, jobs, shopping, dining, and housing to land that was formerly occupied by industrial uses requires commitment of time and resources. Elected leaders deserve credit for their foresight to improve Twin Lakes so that it better serves our community and our environment.

Learn more at CityofRoseville.com/Comm-Dev

Roseville Fire Department welcomes three new cadets

A U.S. Marine, a certified nursing assistant, and a massage therapist have all joined the Roseville Fire Department as part of an innovative program to recruit new and diverse talent to the profession.

Oursam Ali, Paige Schultz, and Alissa Rousso have been hired as fire cadets, a hands-on training initiative launched in 2021. Cadets in both Roseville Fire and Police Departments are paid, part-time positions that can lead to full-time job offers.

Paige and Alissa both recently earned their emergency medical technician certifications in Minnesota and will start firefighter I and II training. Oursam Ali, who served as a firefighter in suburban Atlanta, will work on transferring his Georgia first responder certifications and obtaining his firefighter licensure here in Minnesota.

"All three will have the opportunity to shadow our firefighters while on-duty and, when ready, participate with the firefighters on emergency calls, "said Assistant Fire Chief Neil Sjostrom. "The program helps them gain valuable real-world experience while pursuing their careers in fire service."

Oursam Ali, who goes by Ali, grew up in the Atlanta area and joined the U.S. Marines after high school. After leaving the military, he worked as a firefighter in DeKalb County, Georgia for 19 months.

"When I was younger, I knew I wanted to do something that was strenuous and high tempo," Ali said. "After the Marine Corps, I wanted camaraderie. I wanted a team working toward the same goal or mission. Firefighting is really suited for that."

Ali's wife Hanan grew up in St. Paul and urged him to apply in Minnesota. He said he's excited to continue his career as a first responder.

"I really enjoy it. I like going on calls and helping people in distress. It's fulfilling," Ali said.

In his free time, he enjoys powerlifting.

Paige Schultz grew up in New Prague. Early on, she aspired go into the medical profession.

"I earned my CNA in high school and started working in nursing homes. I thought about nursing for a while but decided the bedside wasn't really my thin Paige explained.

She completed her EMT certification at Mdewakanton Fire Department and was inspired by what she saw.



"I really liked the environment. I like the camaraderie and everyone working together. I saw the Roseville fire cadet position open up when I finished my EMT certification and thought, 'This is perfect!""

Paige was a high school athlete playing both lacrosse and volleyball. In her free time, she likes being outdoors enjoying nature and spending time with her rescue cat.

Alissa Rousso grew up in Chippewa Falls, Wisconsin. She studied massage therapy at the Aveda Institute in Minneapolis and worked in that field for six years. The pandemic prompted her to switch careers.



"My dad was a volunteer firefighter, so that's something that's always been in the back of my mind," she said. "In March, I did a ride-along with St. Paul Fire Department Frogtown Station and I knew this was something I wanted to pursue."

She completed her EMT certification in 2023.

"I have always been a helper. That's what fills my cup, helping people," Alissa explained. "Also, I am not a sit-behind-the-desk person. I like to be active, going out and doing things, and being part of a team."



Alissa was also a high school athlete playing basketball, softball, and volleyball. She and her husband Joe have two rescue dogs. She said she knows Roseville because her two sisters live here.

Welcome to Roseville, Ali, Paige, and Alissa!

ROSEFEST 2024 A CELEBRATION OF ROSEVILLE

- MONDAY, JUNE 24 -

32nd Annual Rose Parade

6:15pm A Roseville tradition like no other!

- TUESDAY, JUNE 25 -

Touch-A-Truck & Kids Garage Sale 5-7pm Performance by Wiggle, Jiggle, and Jam! Central Park Dale Street Athletic Fields

> **Golden Rose Medallion Hunt** 5pm First clue released online

– WEDNESDAY, JUNE 26 -

Superhero Carnival 6-8pm Acorn Park

THURSDAY, JUNE 27 ——

Taste of Rosefest

5-8pm Tickets at TasteofRosefest.org (21+)

Arts Garden Community Theater 7pm Frank Rog Amphitheatre

- FRIDAY, JUNE 28 -

Rosefest Flex Disc Golf Tournament Register by May 17 at DiscGolfScene.com

Rosefest Pickleball Tournament Learn more at CityofRoseville.com/parks

9 & Dine at Cedarholm

1-6pm Play nine holes, compete in on-course contests, and enjoy a Tio's burger meal. Reservations begin June 21.

Music on the Patio at Cedarholm

6-8pm Enjoy Tio's food specials and LIVE music!

Free Family Skate

6:30-8pm Indoor skating free of charge! Roseville Skating Center

SATURDAY, JUNE 29

Run for the Roses

8am 5k and Kids Fun Run ½ mile Info and registration at cityofroseville.com/run Roseville Skating Center

Porsche Car Show

10am-1pm The largest Porsche show in the Midwest!

Rosefest Golf Tournament

10am 9 holes, on-course contests, scramble format, prizes, and lunch served by Tio's. Pre-register begins May 7.

Party in the Park

3-8pm Inflatables, food trucks, and more!

3:15pm Will Hale and the Tadpole Parade 5:00pm Roseville Big Band 6:30pm Roseville Community Band 8:30pm High and Mighty

Fireworks

10pm End the night 'with a bang' watching the

· SUNDAY, JUNE 30 -

Arts Garden Community Theater 2pm & 7pm Frank Rog Amphitheatre



City unveils new **Community Aspirations**

In 2022, the City of Roseville embarked on a community visioning process called Envision

ENVISION ROSEVILLE

City staff, with the help of a consultant, went out into the community and asked residents and business owners what overarching values should be driving the city's policies and practices. It had been nearly 20 years since the city had last done any formal visioning work.

Community input was reviewed, coded, and grouped to make it easier to identify high level trends and themes across multiple responses. The themes were further refined, expanded, and vetted to become a series of aspirational statements which articulate the community's vision for key topics.

These eight Community Aspirations are meant to guide city policies, priorities, and decision-making for the coming decades.







Roseville aspires to be...



a city that fosters a strong sense of community through effective and inclusive communication, effective engagement, and collaborative decision making.

a community that is welcoming and inclusive of all people regardless of country of origin, race, ethnicity, gender, sexual preferences, age, physical ability, or socioeconomic standing.





a place where all people feel safe and secure where trust and mutual respect for police, fire, and all emergency responders is fostered.

secure in diverse neighborhoods,

with quality housing and business developments that offer a range of choices to meet the needs of all people and a healthy mix of businesses.





a city that **embraces diversity** through multicultural public programming, public gathering spaces, and parks in ways that are suitable for all people regardless of age, ability, or access to information.

a community that **treasures and preserves natural areas** and open space and prioritizes environmental conservation and sustainability.





economically prosperous with a stable and broad tax base, vibrant small businesses, high quality employment opportunities, and a range of retail and entertainment options.

a place with safe, inclusive, and well-connected transportation and infrastructure systems that support the health and well-being of residents, visitors, customers, businesses and employees regardless of ability, access, cultural background, or socioeconomic standing.



Lilac Hill a sweet spot in Central Park thanks to Master Gardeners

Lilacs are a fragrant yet fleeting harbinger of spring.

These flowering bushes, which symbolize both early love and new beginnings, only blossom for about two weeks each spring.

Roseville's Lilac Hill is an ideal place to breathe in these sweet blooms this spring thanks to a group of dedicated Ramsey County Master Gardeners who are ensuring this corner of Central Park stays beautiful



Donna Andersen leads the group of master gardeners who have spent the past two years pruning, weeding, planting, mulching, and maintaining the site adjacent to the Muriel Sahlin

Arboretum. They will be back this spring working most Wednesdays throughout the growing season.

"We have done a major trimming so we're hoping they really blossom this spring. They're just a gorgeous flower," Donna said. We've also added a nice thick mulch that really helps with weed control."

The master gardeners, with the help of city staff, have also landscaped the area, planting native perennials including coneflowers, butterfly weed, and mums to attract pollinators and keep the site blooming all season long. While they're working in the park, the master gardeners welcome questions from passersby. Education and service are cornerstones of their mission, Donna explains.

"We are volunteers. Our mission is to go into the community including farmers markets, schools, and parks and teach people," she said.

Master Gardeners take a horticulture course through University of Minnesota Extension and complete 50 hours of volunteer work in a year's time to earn their certification. They then must volunteer 25 hours each year to maintain their certification, including sharing gardening best practices that promote healthy landscapes, healthy foods, and healthy lives.

"Working with the Ramsey County Master Gardeners has been a great partnership," said Roseville Volunteer Manager Rachel Boggs. "We are so thankful that they choose to spend their time volunteering at the arboretum. They are part of our regular volunteer group and we look forward to seeing them each week." Donna planted her first vegetable garden when her children were young.

"It didn't go super well," she recalls with a smile. "Things were eaten by the rabbits. It was just a small garden."



Her gardening know-how grew with each passing season. She heard about the master gardening program through a coworker's spouse and signed up.

"That really sparked my passion," Donna said.

Donna, who worked as a Roseville Area Schools Community Education staff member at the time, enjoyed going into schools, helping students plant native seeds, establish gardens, and "seeing the kids light up."

Donna also helped do shoreline restoration around Lake Phalen in St. Paul and Keller Lake in Maplewood. She decided to focus her volunteer efforts on Roseville's Lilac Hill a few years ago. Donna lived and worked in Roseville for three decades and found Central Park to be a wonderful respite.

"When I was working, I would drive by Central Park. If I had time in the morning, I would stop by and take a little walk there. I just felt like it was such a beautiful and peaceful place," Donna said.

She said city staff and the community are very welcoming, friendly, and grateful for the gardeners' help.

"We feel very valued," she said.

Donna also enjoys gardening at her Vadnais Heights home, passing on knowledge to her four grandchildren.

"That's been so fun," Donna said. "Gardening teaches patience. It's also a science experiment. There's anticipation and you don't know what will happen. They also learn to care for something and then see it bloom."

Learn more about volunteering at CityofRoseville.com/Volunteer

VOLUNTEER REVILLE

Volunteer Opportunities

Please call or email **Rachel Boggs at 651-792-7028 or Rachel.Boggs@cityofroseville.com** for more information. THANK YOU for volunteering!

Natural Resource Event

Saturday, March 16, 9:30 a.m. – 11:30 a.m. Acorn Park, 286 County Road C W Volunteers will meet in the main lot

This will be a drag and stack event, which will include removing fallen limbs, trees and brush. Please dress for the weather and bring your own water bottle. Sturdy boots or shoes, protective eyewear and gloves are strongly recommended.

Tapping Time at HANC *MANY VOLUNTEERS NEEDED*

Saturday and Sunday, March 23 and 24, 11:30 a.m. – 5:00 p.m. Harriet Alexander Nature Center, 2520 Dale St N

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. Volunteers are on hand collecting and cooking the sap and explaining the whole process. We are in need of volunteers throughout the festival to assist with kids activities and in the kitchen.

Earth Day

Saturday, April 20, 10:00 a.m. – 2:00 p.m. Harriet Alexander Nature Center, 2520 Dale St N

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 tasks.

ALL ARE WELCOME

The City of Roseville strongly encourages and welcomes the participation of all residents in its volunteer program, including community members who are people of color, indigenous, immigrants and refugees, LGBTQIA+ and people with disabilities.

Roseville Alzheimer's/Dementia Caring & Coping 2024 Events

April 9, 2024 | 1:00 p.m. - 3:00 p.m.

Learn about the Whole-Person Wellness
Screening Program & Living Well with Dementia

Roseville City Council Chambers, 2660 Civic Center Dr

April 25, 2024 | 9:00 a.m. - 2:00 p.m.

Whole-Person Wellness Screening – including optional cognitive screening

John Rose MN OVAL Rose Room, 2661 Civic Center Dr Appointments required

Learn more at CityofRoseville.com/Alzheimers



GrowRoseville.com

Events for Roseville Businesses

Roseville Business Council

Take part in the Roseville Business Council and meet other Roseville business owners and employees to hear important information about our community. The business council meets the fourth Wednesday of the month from 7:30 a.m. to 8:30 a.m.

> Roseville City Hall - 7:30 a.m. 2660 Civic Center Dr, Roseville

March 27, 2024 · 7:30 a.m. - 8:30 a.m.

Look ahead to transportation and other large infrastructure projects in the Roseville area in 2024 and beyond. Representatives from MnDOT and the City of Roseville will highlight current and upcoming projects in the area.

April 24, 2024 · 7:30 a.m. - 8:30 a.m.

Tom Pitzl, Community Relations Specialist and Cari McCollor, Homeless Outreach Coordinator from the Roseville Police Department will present on resources that help support Roseville businesses.

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

Get Social!



Roseville, MN Economic **Development Authority**

Como Park Animal Hospital offers 24-hour, state-of-the-art care

Pets are valued family members and the best veterinary practices understand that.

The Como Park Animal Hospital has embraced that tenet for more than four decades.

"Our philosophy is to treat our clients' pets as our own," said founder and owner Dr. David Wetherill.

The Como Park Animal Hospital, formerly in St. Paul, moved to its new state-of-the-art Roseville location at the corner of Dale Street and Larpenteur Avenue in 2022.



Services include primary care, 24-hour emergency care service, hospitalization, laser surgery, and dental care. Hospital staff have expertise in dogs, cats, birds, ferrets, rabbits, pocket pets, reptiles, exotics, and more.

"We are a diverse group that cares for each other and our community," said Dr. Patrick Jennrich, Doctor of Veterinary Medicine and Medical Director. "We treat our clients the same way, knowing that we can care for the public by caring for their pets."

SERVING ROSEVILLE AND BEYOND

Dr. Wetherill founded the hospital in 1982, drawing patients from around the Twin Cities and across Minnesota, Wisconsin, Iowa, and South Dakota. Seeing the need for expanded hours of care, they began offering 24-hour, 7-day a week emergency care service in 2013.

Those additional services required more space. Both Dr. Wetherill and Dr. Jennrich grew up in St. Paul, and they, along with the staff, wanted to stay close to the area with their expansion. Their current Roseville site is only about one mile north of its previous St. Paul location and offered the desired space in a safe community close to much of its existing client base.

Dr. Jennrich said the City of Roseville was excellent to work with during construction of their 22,000 square-foot-building, which is more than four times the size of their previous office.

"We are extremely pleased with our new location," said Dr. Jennrich. "Customers say it has a "Mayo-feel" to it."

The new location now has a dental suite, bird ward, cat ward, dedicated emergency room, custom pharmacy and 35 kennels, an increase from the ten they had previously.

"The exam rooms are my favorite, with their wide windows and sills," said Dr. Jennrich. "Cats could care less about the exam as they look outside."

The veterinary hospital now has 60 total employees including 10 practicing doctors, a rarity for a privately owned practice.

Clients appreciate expanded parking, a welcoming lobby, and a coffee bar with a fireplace.

"That welcoming, safe space is so important for our clients because we know they are here, often nervous about their pets, and this allows them to relax for a bit," said Katie Sharer, CVT Supervisor.

Continued service and growth are the current focus for the hospital. They would like to expand their offerings including additional boarding, ophthalmologist, surgeon, and full-time groomer.



VOTED THE BEST

Their quality care has earned them accolades. In 2023, Minnesota Monthly named Como Park Animal Hospital the best veterinary practice in Minnesota.

Staff is actively involved with national, state, and local organizations, such as the Animal Humane Society, various rescue and adoption groups, and local zoos. They have provided veterinary care to various service and K9 police units, including the Metro Transit, St. Paul K9 Unit, Maplewood K9 Unit, Stillwater Corrections, K9 dogs in training, and others.

The clinic has many longtime employees including Clinic Patient Advocate Joan Kaselau, who has been at the hospital for all 41 years. The hospital also touts a loyal client base with multiple generations within families bringing in their pets for care. Dr. Jennrich said caring for the local community is easy when they see how much it cares for itself.

"We know that we can treat people well by treating their pets well, and because of that, they will want to stay with us," said Patty Jennrich, Dr. Jennrich's wife and HR Assistant.

Como Park Animal Hospital is located at 621 Larpenteur Ave W, Roseville, MN 55113.

Learn more at ComoParkAnimalHospital.com



New Business Properties Under Construction in Roseville



View the interactive map. Scan the QR Code to the left or visit

GrowRoseville.com/development-activity