



PAGE 4
Then & Now: Roseville's
Experience Economy



PAGE 5
City Moves Forward with
Plan to Restore, Preserve
Wild Spaces



The Roseville City Council and staff wish you a happy and prosperous new year. We're looking forward to an exciting year at the City of Roseville.

Please join us for coffee and cake on January 6, at 5:15 p.m. at City Hall, 2660 Civic Center Dr. We'll recognize re-elected Councilmember Julie Strahan and welcome newly elected Councilmember Matt Bauer.

Following the celebration, the Councilmembers will take their oaths of office at 6:00 p.m. prior to the first City Council meeting of the year.

PRSRT STD
US POSTAGE PAID
TWIN CITIES, MN
PERMIT 2437

*****ECRWSS*****
POSTAL CUSTOMER

Seasonal Lights Bring Back the Sparkle at John Rose MN OVAL

After a 5-year hiatus, the City of Roseville is excited to announce the return of seasonal lights at the John Rose MN OVAL.

City leaders would like to thank the Friends of the OVAL Foundation, their presenting sponsor McGough Construction, and other donors who contributed to make relighting the OVAL possible.



"The OVAL is already a one-of-a-kind skating experience, but the addition of the seasonal tree lights makes it truly breathtaking," said Roseville Parks and Recreation Director **Matthew Johnson**. "We are extremely appreciative of the Friends of the OVAL Foundation, McGough Construction, and their other donors for their support in relighting the OVAL."

Built in 1993, the OVAL is the largest refrigerated outdoor sheet of ice in North America and draws elite athletes and amateur skaters from around the region and the nation.

The OVAL was illuminated from 2013 to 2018 with help from the Friends of the OVAL Foundation and the Roseville Visitors Association. Annual fundraising became time-intensive, and the last of the holiday lights burnt out in 2020. This year the Friends of the OVAL Foundation undertook a fundraising campaign to Re-Light the OVAL.

Wrapping lights around the OVAL's 30 to 40 foot tall pines is a significant undertaking, so a third party who specializes in holiday displays was hired to complete the installation. Special equipment was used to hang the 500 strands of lights.

"The actual job of lighting the OVAL is quite large and complex. It's a bit different than hanging lights on the front of your house," Johnson said.

The Friends of the OVAL Foundation is a volunteer organization dedicated to promoting, maintaining, and improving the John Rose MN OVAL.



"The OVAL is a special place in Roseville, and we hope that the addition of the seasonal lights brings more users to enjoy this amazing resource," said Friends of the OVAL President Luci Botzek.

The lights will remain illuminated through the end of the season. Each year, funding will be required to replace worn or burned-out strands and for the cost of putting up, taking down, and maintaining the lights.



Learn more at
CityofRoseville.com/OVAL

Budget Finalized and Approved

The Roseville City Council approved the city's 2025 budget at its December 2 meeting.

The 2025 budget totals \$73.6 million. It supports essential city services including police, fire, parks, and public works including water service, snowplowing, and road maintenance. The 2025 budget also includes \$12.5 million for capital improvement projects.

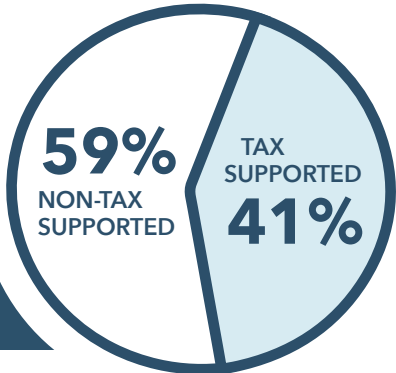
The 2025 budget represents a 5.02% increase from 2024 due to higher personnel and supply costs as well as increased capital equipment purchases.

Approximately 41% of the total budget, or \$30.3 million, is funded by commercial and residential taxpayers through the property tax levy.

The city's total property tax levy will increase by \$1.6 million, or 5.44%, over 2024.

Budget continued on page 2.

The Roseville city budget is comprised of tax-supported revenue (primarily residential and commercial property taxes) and non-tax supported revenue (fees for services, user fees, intergovernmental transfers, investments, etc.).



ROSEVILLE

City Council



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



Matt Bauer
651-243-1218
matt.bauer@cityofroseville.com



Wayne Groff
612-867-0915
wayne.groff@cityofroseville.com



Robin Schroeder
651-488-0129
robin.schroeder@cityofroseville.com



Julie Strahan
612-460-7503
julie.strahan@cityofroseville.com

Email city.council@cityofroseville.com
(Goes to all Council Members)



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

Contact Us

Telephone 651-792-7000
Address 2660 Civic Center Dr
Roseville, MN 55113-1899
Fax 651-792-7020
Web Site CityofRoseville.com
Email info@cityofroseville.com
TDD (Deaf Only) 651-792-7399

Important Phone Numbers

Code Enforcement	651-792-7014
Economic 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
Utility Problems (after hours)	651-767-0640

Emergency 9-1-1

Police and Fire
Non- Emergency 651-767-0640

Roseville License Center
651-792-7010
2737 Lexington Ave N
Roseville, MN 55113
Open: Monday through Friday
7:30 a.m. to 5 p.m.

Passport Services
2735 Lexington Ave N
Open: Monday through Friday
8 a.m. to 5 p.m.

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:** 2025 City Council Meeting Calendar and the Economic Development Authority Meeting Calendar
- ✓ **Approved:** Cooperative Services Agreement with the United States Department of Agriculture for Deer Management Program
- ✓ **Approved:** Agreement with J&M Display for Fireworks for June 28, 2025 Party in the Park
- ✓ **Approved:** Grant Funding through The United States Department of Justice to Seek Accreditation
- ✓ **Approved:** State of Minnesota Intensive Comprehensive Peace Officer Education and Training (ICPOET) Grant Award
- ✓ **Approved:** Donation from Friends of Roseville Parks Toward Lexington Park Improvements
- ✓ **Approved:** 2025 Budget and Tax Lexy
- ✓ **Approved:** Ordinances and resolutions establishing zoning, business registration, and temporary event regulations for adult-use cannabis and hemp and allowing for summary publications
- ✓ **Approved:** Parks and Recreation Natural Resources Master Plan Update
- ✓ **Approved:** 2025 Business License Renewals
- ✓ **Approved:** Extension of Agreement for Food and Beverage Services Agreement with Tios LLC for Service at Cedarholm Community Building

Upcoming City Council Meetings: January 6, 13, 27 • February 10, 24

2025 Budget Continued

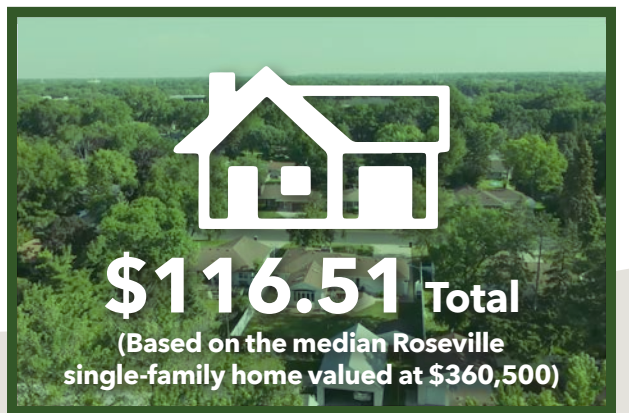
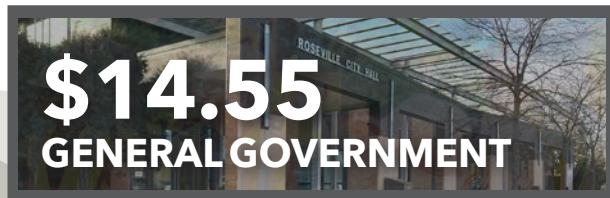
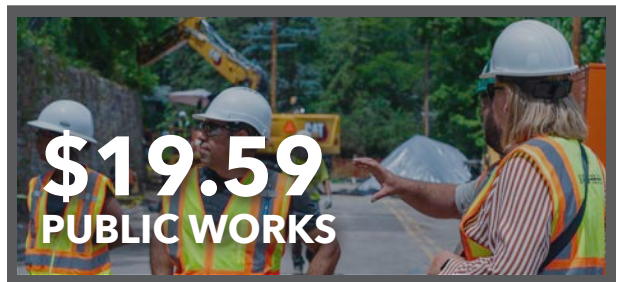
Homes with the median home value of \$360,500 will see an increase of about \$9.72 per month.

The Property Tax Levy for City of Roseville Economic Development Authority (EDA) increases by 6.06% in 2025 or \$0.96 per year for the median home.



Read more about the 2025 budget and get involved in the 2026 budget at CityofRoseville.com/budget or scan the QR code to the left.

Estimated Monthly Taxes for City Services



Stay Connected on Social Media



[CityofRosevilleMN](https://www.facebook.com/CityofRosevilleMN)



[RosevilleMN](https://twitter.com/RosevilleMN)



[CityofRosevilleMN](https://www.youtube.com/CityofRosevilleMN)



CityofRoseville.com/ReceiveUpdates



Follow Our Social Media

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 containing 30% post-consumer content. Please recycle with your other papers.

Your suggestions and comments are welcome! Contact Corey Yunke at 651-792-7027 or Corey.Yunke@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.



Thank you, Councilmember Jason Etten!

The City of Roseville expresses its gratitude for Councilmember Jason Etten’s 12 years of service. Etten chose not to run for reelection after serving three terms on the Roseville City Council.

Jason grew up in Roseville and returned with his wife, Jessica, in 2004 to raise their family. The couple has two children, Tommy and Abby. Prior to taking his seat on the Council, Jason served the community as a volunteer and a member of the Parks and Recreation Commission.



Jason is a teacher and choir director at Irondale High School in the Mounds View Public School District. He has a bachelor’s degree from St. Olaf College and a master’s degree from the University of Minnesota.

Thank you for service and dedication to our community, Councilmember Etten! Best of luck in your future endeavors.

Green to Go Q&A With Sustainability Specialist Noelle Bakken

Roseville City Council unanimously voted to adopt a Green to Go ordinance at the October 21 council meeting, making Roseville the fifth city in Minnesota to enact an ordinance requiring food takeout containers to be recyclable, compostable, or reusable.



Why is the City of Roseville doing this?

Our goal is to eliminate the use of Styrofoam and reduce non-recyclable single-use plastic. Around 180 licensed food businesses currently operate in the City of Roseville, and the COVID-19 pandemic resulted in many more restaurants offering take-out service: digital ordering and delivery have grown 300% faster than dine-in traffic since 2014. Given our volume of restaurants in Roseville, this ordinance stands to make a difference in our waste streams.

Additionally, the State of Minnesota recently passed two laws related to this ordinance: Minn. Stat. 25E.046 establishes required standards for labeling materials that are compostable or biodegradable starting January 1, 2025, and the Packaging Cost & Reduction Act will require all packaging in Minnesota – including food packaging – to be recyclable, compostable, or reusable starting January 1, 2032.

Allowed

- Recyclable plastics:
 - #1 (PET or PETE)
 - #2 (HDPE)
 - #5 (PP)
- Compostable plastics, paper, or fiber products that meet BPI or ASTM D6400/D6868 standards
- Aluminum products



Who is affected?

Businesses that provide take-out food packaging/containers or utensils. This includes restaurants, but also organizations providing to-go food or beverages (free or paid) at events that require a permit or license, including food trucks, convenience stores, grocery stores, and schools. Food and beverage service provided through patient care at hospitals and nursing homes, as well as food and beverage service provided through licensed caterers, are exempt from the ordinance.

Not Allowed

- Black plastic (even if it's labeled #5 - it's not recyclable!)
- Styrofoam
- Any other plastics (#4, #6, etc.)



What do residents need to know?

We will require that any compostable items are BPI certified or meet ASTM 6400 or 6868 standards—but note that not all products are suitable for backyard compost. Compostable plastics, including lined hot cups and utensils, must be put into commercial compost to break down—so take them to the food scraps drop site at 2580 Dale St. For recyclable containers, make sure to rinse off extra food before dropping them in your recycling bin.

As we begin visiting with businesses and making note of their materials, we will develop an online map where residents can see which restaurants are already using recyclable or compostable materials. Our survey told us many residents care deeply about the kind of containers restaurants use, and we hope this tool will provide additional recognition to early adopters already compliant with the ordinance.



Learn more at
[CityofRoseville.com/
Green2Go](https://www.cityofroseville.com/Green2Go)

CITY Proclamations

JANUARY

January 20, 2025
**Martin Luther
King Jr. Day**

**Human Trafficking
Awareness and
Prevention Month**

FEBRUARY

**Black History
Month**
Optimist Day

Roseville Parks and Recreation Achieves National Accreditation

Roseville Parks and Recreation continues to be recognized as one of the best in the nation!

The Parks and Recreation Department has achieved reaccreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA).



Roseville is one of only four accredited agencies in Minnesota and one of just six agencies in the United States that have maintained their accreditation since the program's inception in 1993.

Nationwide, there are currently 206 accredited departments, further highlighting the significance of this achievement. This accreditation is administered by the National Recreation and Parks Association, ensuring that accredited organizations meet the highest standards in quality, management, and service to the community.



Accreditation is based on meeting 154 comprehensive standards including master planning, program evaluation, and community involvement.

Roseville is home to 33 parks on more than 670 acres, six rentable park buildings and four picnic shelters, an arboretum, skating center, golf course, and nature center.

Learn more at
[CityofRoseville.com/Parks](https://www.cityofroseville.com/Parks)

GRAND OPENING

Discount Store and Supermarket

TODAY, MAY 3

Roseville joins at Target's new Discount Store! You'll want to bring the whole family to witness each of the 19 discounts offered at the new store. All new items from Target's endowment are dropping at Target. Don't miss out on this special offer. In the central part of the store, you'll find a wide variety of products. In the central part of the store, you'll find a wide variety of products. In the central part of the store, you'll find a wide variety of products.

75 EXCITING DEPARTMENTS!

- 1. Books
- 2. Music
- 3. Toys
- 4. Electronics
- 5. Home
- 6. Garden
- 7. Pet
- 8. Food
- 9. Clothing
- 10. Shoes
- 11. Jewelry
- 12. Cosmetics
- 13. Health
- 14. Baby
- 15. Kids
- 16. Men
- 17. Women
- 18. Sports
- 19. Outdoor

Target
DISCOUNT STORE AND SUPERMARKET

Snelling Avenue at Highway 36



THEN & NOW

EXPLORING ROSEVILLE'S HISTORY

Roseville has been a recreation destination for more than a century!

Fun-seekers flocked to rural Rose Township for lakeside picnics, roller-skating, and high diving at Lake McCarron in the early 1900s. Drive-in movies and trendy new eateries including McDonalds and Dairy Queen drove crowds in the 1950s. Innovative new indoor shopping experiences at Rosedale Center, Har Mar, and Target drew scores of visitors starting in the 1960s.

Today, Roseville is still a destination for fun with hundreds of stores, nearly 100 restaurants, unique activities including virtual reality and game show simulators, indoor pickleball and axe throwing, ice skating under the stars at the OVAL, and more than 600 acres of parks and amenities.

ROSEVILLE THEN

Located on the northern border of Minneapolis and St. Paul, Roseville's farming and pioneer history is well known. But the region, known as Rose Township, has long been a playground for Twin Cities residents and visitors.



In the 1920s and 1930s, Sunset Beach on Lake McCarrons drew crowds to roller skate, enjoy carnival amusements, swim and dive off the epic three-story diving tower. St. Paul speed skating star **Everett McGowan** broke the world record for endurance roller skating at the Lake McCarrons Sunset Beach amusement park in August 1931, skating for 146 hours.



Lake Josephine and Lake McCarrons were popular swimming, sunning, and picnic destinations dating back more than 100 years.



In the 1940s, the Rose Drive-In Theatre opened with much fanfare. With space for 650 cars, owners touted it as the "largest in the world," according to an article in the Minneapolis Star.



Rosedale Center, one of the Twin Cities' first totally enclosed shopping centers, opened in August 1969 cementing Roseville's place as a shopping hotspot. Headlines touted the mall as a "\$12 million Adventure" in retail innovation. More than 150,000 roses were displayed for the grand opening. Specialty stores at the time included the Red Horse Saddle Shop, Swiss Colony gourmet cheese shop, and the mod men's clothier Chess King.



In the 1950s and 60s, thousands of spectators lined the frozen surface of Lake McCarrons to watch the Roseville Chamber of Commerce annual children's dog races. Children hitched the family dog to sleds and competed in a variety of categories including fastest time, biggest, smallest and most attractive dog.



In 1993, local and state leaders cut the ribbon on the John Rose MN OVAL, touted as the largest refrigerated outdoor sheet of ice in North America. The 110,000 square feet of outdoor refrigerated ice has hosted international events, drawing elite athletes and amateur skaters from around the region and the nation.

ROSEVILLE NOW

"Roseville is still a destination to shop, play, and stay," said incoming Visit Roseville President and CEO Liz Nowak.



The community of 36,000 doubles in size each day as visitors, shoppers, and workers arrive in the city.

"In the past 18 months, our vibrant community has welcomed exciting new attractions like Smash Park, PAR 365, and the two-level Dick's Sporting Goods at Rosedale Center, solidifying Roseville as a hub for unique experiences and family-friendly fun," Nowak said.

Smash Park is an indoor/outdoor entertainment center, restaurant and bar. Visitors can partake in pickleball, cornhole, axe throwing, karaoke, and so much more while sipping on craft cocktails and enjoying a meal from their scratch kitchen.



Go head to head with family, friends, and colleagues at **Gameshow Studio**. Visitors compete in a 60-minute game show experience complete with a zany host. If you've ever had the urge to spin the big wheel or buy a vowel, here's your chance.

Every season is the perfect time for golf enthusiasts at **Par 365**. This golf lounge features cutting-edge simulators. You can play Pebble Beach or try your hand at other skill games including skee ball and cornhole while enjoying craft cocktails and cuisine.



Sandbox VR is a futuristic virtual reality experience for groups up to six people. Players interact with everyone inside just like the real world.



Skate under the stars and the twinkling seasonal lights at the **John Rose MN OVAL**. The largest refrigerated outdoor sheet of ice in North America draws elite athletes and amateur skaters from around the region and the nation.

The **Harriet Alexander Nature Center** is an oasis nestled within the borders of Roseville's Central Park. Wander along the boardwalk and trails that meander through 52 acres of marsh and forest habitats. Keep an eye out for migrating songbirds, rows of painted turtles, and foraging red squirrels during your visit.



Thank you to Visit Roseville, Roseville Historical Society, and Bob Murphy for contributing.



Activate blends fun, fitness, and family-friendly activities. The interactive gaming center features high-energy games and challenges that require both brains and brawn.



City Moves Forward with Plan to Restore, Preserve Wild Spaces

The City of Roseville is moving forward with a new long-range plan to ensure that our parks remain healthy, beautiful, and biologically diverse spaces for all residents to enjoy.

The City Council approved the Natural Resources Management Plan in November, which calls for the preservation and restoration of forested areas, wetlands, and prairie including oak savanna in Roseville’s nearly 680 acres of parks and open space.



Stantec Environmental Consultants completing a prescribed burn at Reservoir Woods Park.

City staff and volunteers, along with Stantec Environmental Consultants, have created the detailed plan which includes:

- A comprehensive inventory of natural resources in Roseville's 33 parks.
- Mapping of natural resource units for each park.
- A project list with estimated costs for future work.

The project list includes removing invasive plants – often by hand - and seeding native species that help revive woodland, wetland, and shoreline.

A Technical Advisory Committee comprised of 18 residents has also guided the planning process.

According to the plan’s vision, Roseville parks should include “accessible, educational, and peaceful natural areas that foster a deep connection with nature.”



A Roseville volunteer removes Buckthorn at Oasis Park. Photo by Mark Connolly.

The City of Roseville has prioritized natural resources management for more than a decade.

Staff, volunteers, and Stantec have already completed hundreds of preservation and restoration projects laid out in the city’s earlier 2013 Natural Resources Management Plan. Some examples of activities completed by city staff and volunteers include:

- Replaced invasive, non-native brush at Central Park with native grasses and flowers including butterfly milkweed, black-eyed Susan, and golden Alexander. These plants attract colorful butterflies, bees, and birds.
- Restore Oak woodland and prairie plantings at Acorn Park.
- Established native plants along the north shoreline at Willow Pond.
- Removed invasive brush from Reservoir Woods and preserved the oak savanna, which includes a variety of plants include bergamot, purple prairie clover, and sky blue aster.

Learn more at
CityofRoseville.com/Natural-Resources

MLK Day Seeding Event

Monday, January 20, 9:30 AM – 11:30 AM,
brunch at Cedarholm Community Building after
(2323 Hamline Ave N)

Reservoir Woods Park (1901 Alta Vista Drive)
and Villa Park (2055 Cohansey Blvd)

We will be seeding a native seed mix on over 10 acres at each site. After the volunteer work is done, we will gather for a brunch at Cedarholm Community Building.

Please RSVP to rachel.boggs@cityofroseville.com and indicate your preferred site and whether or not you will be joining us for brunch.

Major Streetlight Improvement Project Underway

The City of Roseville, in partnership with Xcel Energy, is installing more than 160 new streetlights to enhance traffic and pedestrian safety throughout our community. The lights will be installed in phases over the next five years.

Locations were selected based on the guidelines in the City of Roseville Streetlight Policy adopted by City Council on March 4, 2024.

Why are additional streetlights being installed?

Streetlights help improve visibility for drivers and pedestrians, reduce accidents, and promote a sense of security in neighborhoods. In accordance with the City’s Streetlight Policy, the location of each streetlight has been selected based on one or more of the following criteria:

- The intersection of two streets
- The end of a cul-de-sac
- A severe curve in the roadway
- A marked pedestrian crosswalk

What type of light will be installed?

The new streetlight will be a full cutoff LED Cobrahead fixture, designed to provide uniform lighting while minimizing light pollution. The poles will be either wood or fiberglass depending on availability and the specific requirements at the installation site.

How did the city determine where lights were needed?

Over the past year, Public Works staff visited intersections, crosswalks, and cul-de-sacs across the city to determine if additional lighting was needed.

The city follows a consistent and equitable process for selecting streetlight locations, as outlined in our Streetlight Policy. This approach ensures that lights are installed where they are most needed, without any additional cost to property owners.



Will I be notified if a streetlight is being installed near me?

Before the installation begins, the city will notify all property owners within 300 feet of the selected location, as required by policy. If you have any questions or concerns, please feel free to contact Roseville Public Works at 651-792-7004 or via e-mail at publicworks@cityofroseville.com.

How is this project being funded?

Xcel Energy will install a majority of the lights. The city has budgeted \$25,000 each year to install the lights and the necessary infrastructure at locations not covered by Xcel. All lights will be installed at no additional cost to the surrounding properties.

Learn more at
CityofRoseville.com/Streetlights

ROSEVILLE CALENDAR

Open Mic Night

3rd Thursday of the month, 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.

Candlelight Snowshoe Event

Friday, January 24, 6:00 p.m. – 8:00 p.m.

Cedarholm Community Building,
2323 Hamline Ave N

Pre-registration required! Snowshoe by the light of the moon along candlelit trails. Rest by the fire and enjoy hot chocolate. Need snowshoes? A limited number of rental snowshoes are available.

Nature Center Open House

Saturday, February 1, 10:00 a.m. – 4:00 p.m.

Harriet Alexander Nature Center, 2520 Dale St N

Discover what the Harriet Alexander Nature Center (HANC) has to offer, with an exciting winter twist! Come at your convenience, and warm up at our casual Open House. Explore extended winter exhibits and activities, engage with staff and volunteers, meet the resident animals, check out the trails, cozy up by the fireplace, and learn about future programs and events.

Sweetheart Dance 2024

Friday, February 21, 6:15 p.m. – 8:15 p.m.

Roseville Skating Center, 2661 Civic Center Dr

Pre-registration required! The Sweetheart Dance guarantees a very special evening for every child and the role model in their life. This memorable night will be full of dancing, crafts, and treats to enjoy. Following the dance you can join open skating at the OVAL at a discounted rate.

Spring/Summer Program Registration

Opens Tuesday, March 4, 8:00 a.m.

Sign up for Roseville Parks and Recreation’s youth activities, adult sports leagues, adult wellness, adult trips, community events, and much more this Spring and Summer.

Arts @ The Oval

Saturday, March 15, 10:00 a.m. – 4:00 p.m.

Roseville Skating Center, 2661 Civic Center Dr

Join us for an early season fine arts exposition and sale of jewelry, pottery, photography, fabric art, and woodworking by more than 25 juried artists.

Interested in participating as an artist? Learn more at CityofRoseville.com/1152/ArtstheOVAL.

Tapping Time at HANC

Saturday, March 22, 10:00 a.m. – 2:00 p.m.

Sunday, March 23, 12:00 p.m. – 4:00 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. This will be a fully outdoor program taking place on nature center trails. No charge for this sweet family outing!

VIEW MORE:

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



2024 Election Results

Roseville residents made their voices heard in November electing two city council members and approving a ballot question, which authorized a half-cent local sales tax to fund the construction of a new Public Works and Parks Operations Facility.

City Council Election

Incumbent City Council Member Julie Strahan has been reelected to a second term. Matt Bauer, who currently serves on the Roseville Planning Commission, was also elected to the City Council. This will be his first term on the Council. He is taking the seat vacated by Councilmember Jason Etten, who chose not to seek reelection.

Both Strahan and Bauer will be sworn into office at the first council meeting in January and will serve 4-year terms on the Council. The other candidates on the ballot were Joshua Kiley and Kevin Nicholson.

Sales Tax Referendum

Voters approved CITY QUESTION #1, allowing the city to enact a half-cent local sales tax to build a new Public Works and Parks Operations Facility at a cost of \$64.2 million. Question #1 passed with 55% voting yes.

Read more at
CityofRoseville.com/Elections

The new operations facility is designed to be a flexible, multipurpose space that is roughly three times the size of the current building. It will serve as a more efficient, centralized hub for the essential city services that are supported by the current building, including:

- Water distribution systems
- road work
- snow removal
- maintenance of the city's 33 parks
- storage and repair of more than 300 vehicles including snowplows, street sweepers, and fire engines.

Voters rejected CITY QUESTION #2, which would have used the local half-cent sales tax to also fund the construction of a new License and Passport Center at a cost of \$12.7 million. According to early election results, 53% voted no on question #2.

What to expect

The Council will determine next steps for the planning, phasing, and construction of the new Public Works and Parks Operations Facility.

Plans call for the new Operations Facility to be built at the northwest corner of Lexington Avenue and Woodhill Drive, where the VFW, Veteran's Park, and Lexington Shoppes, including the License Center, are currently located.

Meet the Roseville City Council



Roseville Mayor Dan Roe was first elected to the city's top leadership post in 2010 and is serving his fourth term. Prior to that, Mayor Roe was a member of the City Council from 2007-2010. He has also served stints on the city's Planning Commission, Twin Lakes Stakeholder Panel, and the Parks and Recreation Master Plan Citizen Advisory Team, as well as on the boards of Northeast Youth & Family Services and Visit Roseville. A Roseville resident since 1990, Mayor Roe has a bachelor's degree in mechanical engineering from the University of Michigan and works as a sales manager for Dynamic Air Inc. in Vadnais Heights.

Matt Bauer starts his first term on the Council in January 2025 having previously served on the Planning Commission. Bauer lives near Lake McCarrons with his wife, Stefanie, and their three children. Bauer is an entrepreneur who has founded and grown multiple technology companies and is currently starting another. Bauer earned his bachelor's in biochemistry with a minor in Ancient Greek from the University of Wisconsin-Madison where he also volunteered as an EMT for various fire departments.



Wayne Groff was elected to the city council in 2018 and is serving his second term. Groff and his husband Jim Dryden have lived in Roseville since 2009 and previously lived in nearby Falcon Heights for 25 years. Before joining the City Council, Groff was a member of the Roseville Planning Commission and served two terms on the Roseville Human Rights Commission. Groff has also been a board member of Arts Roseville, the Roseville Area League of Women Voters, Visit Roseville, and Northeast Youth and Family Services where he served as chair for the past two years. Professionally, Groff is a residential Realtor with Edina Realty.

Robin Schroeder was elected to the council in 2022. Schroeder was born and raised in Roseville. She and her husband Peter raised two daughters in Roseville. Schroeder served as the Chair of the Finance Commission from 2014-2019. Schroeder is a board member of McCarrons Lakefront Alliance and served as a board member and finance committee chair for Way to Grow, an early education nonprofit. Schroeder served as Chief Financial Officer at Schroeder Milk and has built a successful business consulting practice.



Julie Strahan was first elected to the council in 2020. She has lived in Roseville with her husband Frank since 2002. The couple has three grown children and two active dogs. Julie has been active in Roseville, serving environmental, equality, and nonviolence groups. Julie is Director of HR for a nonprofit senior care center. She has a BA from the University of MN and an MA from Minnesota State, Mankato. She is passionate about equity and inclusion.

“Low Salt. No Salt.” Campaign asks Residents to Help Improve Water Quality

Deicers including road salt improve safety on our roads and sidewalks, but it can pose dangers for wildlife when it enters streams, lakes and groundwater. It also threatens drinking water quality for residents.

It takes only one teaspoon of salt to permanently pollute five gallons of water. Once in the water, there is no feasible way to remove the chloride, according to the Minnesota Pollution Control Agency.



Roseville residents and business owners are asked to evaluate their use of salts and other deicers this winter season and consider some alternatives to lessen the amount used and the impact on the environment. Communities and organizations across the Twin Cities are joining the movement called Low Salt. No Salt. Minnesota.

What can I use instead of salt?

Shovel: Reduce the build-up of ice on your property in the first place, by shoveling and plowing soon after snowfall to remove snow before ice forms. Remember to position the snow pile where it won't melt and refreeze again on a sidewalk or driveway.

Sand: Sand, grit or kitty litter are great alternatives to salt. Remember to sweep up these products after the ice melts to avoid polluting our lakes and streams with these substances.

Scrape: Use tools to remove the ice mechanically.

Sweep: If you do use salt, sweep up excess salt once the ice is melted and salt is lying on bare pavement. Dispose of the salt in the garbage or save it to use with the next storm.

Set expectations: If you use a service for snow and ice removal, have a contract with your winter maintenance professional that includes clear maintenance expectations and requires proper documentation of conditions and activities.

Do I have to stop using deicers on my property?

The Low Salt No Salt approach supports property owners making decisions that will reduce the need for salt on their property while still maintaining safety. There are many practices already in use that you can adopt during the winter season. You can reduce the need for deicing salts on your property at your own pace and comfort level.

Information provided by The Hennepin County Chloride Initiative.

Learn more at
CityofRoseville.com/low-salt-no-salt



Are You Interested In Making a Difference in the Roseville Community?

The City of Roseville is currently seeking applicants to serve on the City's advisory commissions.

Apply at
CityofRoseville.com/Commissions



Volunteer Spotlight

Finding Joy and Growth through Community Volunteering

Tatyana Jenkins and her 5-year-old son spent the day at Roseville’s Central Park exploring the beautiful blooming landscape of the arboretum.

“We were there all day. It was such a relaxing and peaceful place. I just fell in love with it,” Jenkins said. “When I was there, I walked past a sign looking for volunteers.”

Jenkins jumped at the opportunity to volunteer in her own community and to expand her skillset. She’s now regularly assists at City of Roseville events and celebrations.

She demonstrated cider making at the Wild Rice Festival. She handed out roses and medals at the finish line of the Run for the Roses 5K and children’s fun run. She helped children and parents make masks at the annual Halloween celebration. In all roles, she’s often one of the first to enthusiastically sign up.

“I didn’t think that I would enjoy it as much as I do,” she said. “It’s been a fun way to meet new people.”

It’s helping her and her son, Deetavious, feel more connected and invested in their community.

She also hopes her volunteer experience can help her land her next job. Tatyana currently works as a patient service representative at a healthcare company, but said she is interested in pivoting her career to events planning and social media management. Her volunteer work with the city is giving her hands-on experience she can add to her resume.

“We so appreciate Tatyana’s contributions at city events,” said Roseville Volunteer Manager Rachel Boggs. “Tatyana has such a warm presence and people just gravitate to her. She is a natural at welcoming and engaging community members, and we do try to match volunteers with roles that spark their interests, tap into their talents, and provide growth opportunities.”



“Whether you are looking for one-time, ongoing or project-based volunteer opportunities, there is an avenue for you to engage. We welcome individuals, families and groups of all sizes to discover the possibilities of volunteering with the City of Roseville.”

Learn more at
CityofRoseville.com/Volunteer

Caution: Thin Ice at Central Park

Central Park visitors need to be aware of the potential for thin ice on Bennett Lake this winter.

The City of Roseville has updated and reactivated its underwater aeration system, the bubbler, to support the fish population throughout the winter months by increasing the amount of dissolved oxygen in the water.

“Historically, we’ve run the waterfall year-round to boost dissolved oxygen levels in Lake Bennett,” said Environmental Manager Ryan Johnson.

The waterfall alone can’t always keep up. Adding the bubbler, which will run year-round, will help support the lake’s sunfish, bluegills, and bass population.

The city works closely with the Minnesota Department of Natural Resource and the Ramsey-Washington Metro Watershed District to monitor lake conditions.



DNR regulations require “thin ice” signs every 100 feet around public waters when aeration systems are in operation.

Johnson said residents should avoid walking on the ice at Bennett Lake and any body of water in the city due to the potential of thin ice spots.

“No water, especially in the metro area, is safe in winter,” Johnson said. “That’s because we have storm sewers emptying into them, which causes water movement and can carry chloride laden water as a result of road salt which changes the water chemistry. There are springs in some of the lakes and ponds which can also result in thin spots.”

Bennett Lake measures 28 acres today with a maximum depth of 9 feet. It’s a notable attraction of Central Park with a fishing pier and a walking and biking trail following its shoreline.



Sign up for Snowplow Alerts

Follow @RosevillePlows on X (Twitter) and @CityofRosevilleMN on Facebook.



Scan the QR code to the left for all of the links listed above.

VOLUNTEER ROSEVILLE

Volunteer Opportunities

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

MLK Day Seeding Event

Monday, January 20, 9:30 AM – 11:30 AM, brunch at Cedarholm Community Building after (2323 Hamline Ave N)

Reservoir Woods Park (1901 Alta Vista Drive) and Villa Park (2055 Cohansey Blvd)

Volunteer your time with us on Martin Luther King Jr. Day for a “day on, not a day off.” We will be seeding a native seed mix on over 10 acres at each site. Volunteers will meet in the Alta Vista parking lot for Reservoir Woods, and on Cohansey Blvd near the playground at Villa Park. After the volunteer work is done, we will gather for a brunch at Cedarholm Community Building. Please RSVP to rachel.boggs@cityofroseville.com and indicate your preferred site and whether or not you will be joining us for brunch.

Candlelight Snowshoe Event

Friday, January 24, 5:30 p.m. – 8:30 p.m. Cedarholm Golf Course, 2323 Hamline Ave N

Volunteers are needed to help prepare for this Park and Rec event where participants snowshoe along candlelit trails at Cedarholm Golf Course. Help prep the bonfire, check in participants, and serve refreshments. Help is also needed with trail supervision and clean up.

Sweetheart Dance 2024

Friday, February 21, 5:45 p.m. – 8:45 p.m. Roseville Skating Center, 2661 Civic Center Dr

Help create lifelong special memories for participants at the Sweetheart Dance, sponsored by Parks and Rec. Volunteers will help with registration, crafts, and snacks.

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.

Save the Date for Rosefest 2025!



Rosefest 2025, the city’s signature summer celebration, will run from June 23-29, 2025, and will include the Rose Parade, Run for the Roses, Taste of Rosefest, theatrical and musical entertainment, and much more!

Be sure to mark your calendar for this year’s Party in the Park and fireworks finale, which will be held on Saturday, June 28.

For more information, go to
CityofRoseville.com/Rosefest

ROSEVILLE BUSINESS NEWS

GrowRoseville.com

Events for Roseville Businesses

Roseville Business Council

The Roseville Business Council meets on the fourth Wednesday of January, April, July, and October at Roseville City Hall. The meetings are free and open to business owners, leaders, professionals, and residents in the community.

January 22, 8:00 a.m. – 9:00 a.m.

**Roseville City Hall
2660 Civic Center Dr, Roseville**

Ramsey County will present information on programs that support businesses as well provide an overview of the refreshed "Ramsey County Means Business" website.

Fabio Tenorio - Ramsey County
Small Business and Entrepreneurship Manager

Karyn Berg - Ramsey County
Workforce Solutions

Sponsored by



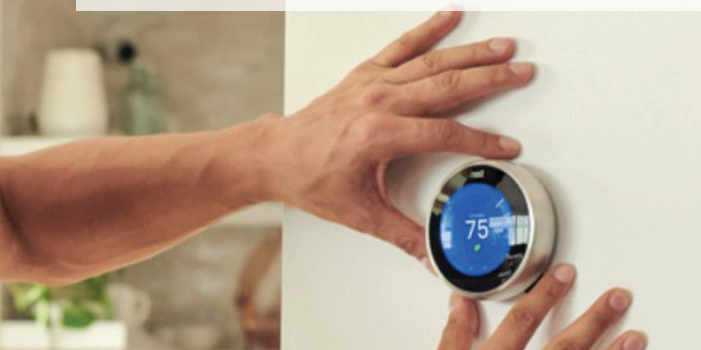
In partnership with



Get a FREE Smart Thermostat for your business!

Reduce energy costs and earn bill credits by upgrading to smart thermostats, installed by the One-Stop Efficiency Shop®.

MNCEE.org/Free-Smart-Thermostats



BizRecycling provides grants to businesses, apartment buildings, schools, colleges, food shelves, and farmers markets to reduce waste and improve recycling. Five different grants are available to help your business reduce, reuse, and recycle better.

[Learn more at bizrecycling.com](https://bizrecycling.com)

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

Get
Social!



@GrowRoseville



GrowRoseville



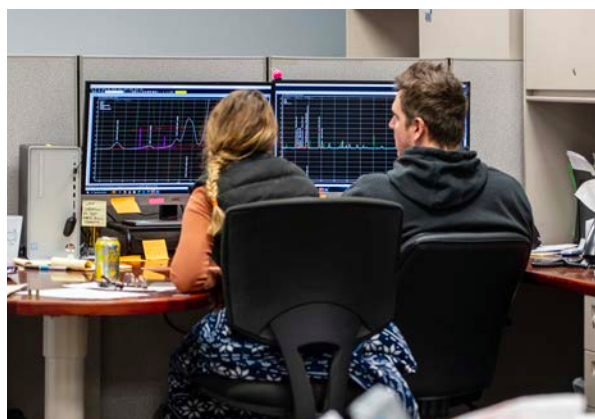
Roseville, MN Economic
Development Authority

Aminoacids.com Provides Important Lab Services to Pharmaceutical, Food Companies

A Roseville-based company is playing a critical role in the development of new lifesaving pharmaceuticals and innovative new food sources.

Scientists at AminoAcids.com work with other businesses to analyze proteins and nutrients including Amino Acid, B Vitamin, and Lipid / Fatty Acid. This analysis is instrumental in the creation of new cutting-edge therapeutics, food sources, and academic research.

"We have worked with every Fortune 500 pharmaceutical company in the United States," said company president Mark Whittaker. "We provide vital information to companies to ensure their research is being managed efficiently and they are optimizing results."



The analyses Aminoacids.com conducts are vital in managing cell growth needed for the development of biopharmaceuticals, which are now being used to treat chronic conditions including rheumatoid arthritis, Huntington's disease, Crohn's disease and several types of cancer.



Some of AminoAcids.com work also ends up in consumers' hands.

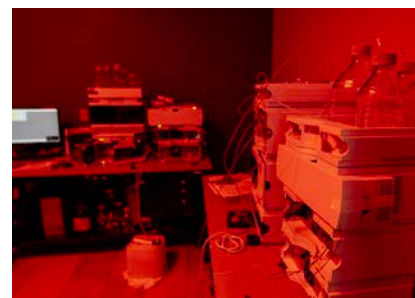
"A prime example everyone sees is if you buy protein powder at the supermarket. On the back you will see a nutritional lab listing amino acids," Whittaker said. "We are one of the companies that does that analysis."



They are also working with companies developing meat alternatives.

Founded by Roseville resident Frank N. Konstantinides, Aminoacids.com celebrated its 30th anniversary in 2024.

"For our entire company history, we have been located in Roseville," Whittaker said. "It's very convenient for our employees. It's very centrally located. Also, Roseville has been very good to us."



They've been at their current location at 2840 Patton Road for the past six years, which includes lab and office space. The company employs 10 scientists and one financial manager. Their smaller size allows them to work closely with clients and customize analysis and other lab work compared to larger labs, Whittaker said.

In December, AminoAcids.com achieved accreditation from the American Association for Laboratory Accreditation, for testing programs for free amino acid analysis.

The company is also accredited by the Centers for Medicare and Medicaid Services under the Clinical Laboratory Improvement Act of 1988 for free and physiological amino acids as well as lipid analysis.

"We are delighted for the opportunity to showcase our dedication to quality to our customers and clients," Whittaker said.

**Learn more at
AminoAcids.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