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Roseville Fire Department's Calls for Service Reach Record Highs



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Then & Now: The History of Rosefest



CITY NEWS

CLEAN UP DAY

**Saturday, April 26,
8:00 a.m. – 1:00 p.m.**

**Dale Street Soccer Field Parking Lot,
2555 Dale St N, Roseville, MN 55113**

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

SHREDDING DAY

**Saturday, May 17,
9:00 a.m. – Noon**

**Roseville City Hall, 2660 Civic Center Dr
Roseville, MN 55113**

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

Learn more at
CityofRoseville.com/Public-Works

Dates Set for Rosefest 2025!

Celebrate the start of summer with friends and neighbors at Rosefest 2025!

Our city’s signature celebration runs from June 23-29 and will include the Rose Parade, Run for the Roses, Taste of Rosefest, theatrical and musical entertainment, and much more! Party in the Park on Saturday, June 28 will feature live bands, inflatables, food trucks, family fun, and fireworks at dusk.

“Rosefest is a time-honored tradition that brings our community together in celebration,” said Parks and Recreation Director Matthew Johnson. “With a week full of exciting events of all shapes and sizes, there’s something for everyone to enjoy. We invite all to join in the fun and make lasting summer memories with friends and neighbors.”



Learn more about the history of Rosefest and view the full 2025 schedule on page 4.



Platinum Sponsor

McGOUGH

Sponsorship opportunities available at CityofRoseville.com/Rosefest-Sponsors

Police Warn of New Sophisticated Scams

Roseville Police is hosting two presentations to help educate Roseville residents on the latest scams. “Identity theft and scams are becoming increasingly sophisticated,” warns **Detective Ryan Weber**, who currently serves as the department’s Financial Crimes and Fraud Investigator. “The best way to reduce identity theft and fraud is through prevention.”

The 90-minute presentation aims to educate you on the latest scams, offers tips to prevent identity theft, and provides resources on what to do if you become a victim.



“In most cases, once your information is shared and money is transferred, it is nearly impossible to get it back,” says Weber. “We’re hoping to spread the word and help people detect these scams before it’s too late.”

The presentations will be at Roseville City Hall (2660 Civic Center Dr) in the Council Chambers on April 30, 2025 at 10:00 a.m. and 2:00 p.m. The presentations are free, but registration is required.



Register at CityofRoseville.com/Scams, call (651) 792-7006, or register at the Parks and Recreation front desk.

Top Scams of 2023 (based on reports to Consumer Sentinel)



1. Imposters
2. Online shopping
3. Prizes, sweepstakes, lotteries
4. Investments
5. Business and job opportunities

REPORT
2.6 million fraud reports

\$10 billion reported lost

The number of reports and the amount lost is up.
(2022: 2.5 million fraud reports, \$9 billion lost)

Losses to business imposters climbed.



Phone calls:
Highest per person reported losses
\$1,480 median loss

Social media:
Highest overall reported losses
\$1.4 billion total lost

Email:
Highest # of reports
358,000 reports

PRSRT STD
US POSTAGE PAID
TWIN CITIES, MN
PERMIT 2437

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

ROSEVILLE

City Council



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



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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

- ✓ **Swearing in** of Councilmember Matt Bauer
- ✓ **Swearing in** of Councilmember Julie Strahan
- ✓ **Approved:** Public Works 2025 Work Plan
- ✓ **Approved:** Wayfinding Signage Locations
- ✓ **Approved:** Roseville's 2025 Legislative Priorities
- ✓ **Approved:** Designating City Council Liaisons to various Groups and Committees
- ✓ **Approved:** Appoint Councilmember Wayne Groff Acting Mayor for 2025
- ✓ **Approved:** Designation of Official Bank Depositories and Electronic Funds Transfers Authority for 2025
- ✓ **Approved:** Designation of the 2025 Legal Newspaper
- ✓ **Approved:** Annual Contracts with Northeast Youth and Family Services
- ✓ **Approved:** Professional Services Agreement with The Axtell Group to Conduct a Comprehensive Evaluation of Police Resources and Operational Efficiency
- ✓ **Received:** Fire Department Future Staffing Review and directed the Fire Chief to apply for a federal grant to cover a portion of new staffing costs
- ✓ **Approved:** Request by Clear Channel Outdoor MSP for a City Code amendment to allow existing billboards within the City to have dynamic displays if they meet certain criteria
- ✓ **Reviewed:** Components of the Strategic Plan and affirmed the City's Values, Vision, Mission, Strategic Directions, and Success Indicators created as part of the process
- ✓ **Approved:** Amending City Council and Advisory Commission Rules of Procedure regarding public comment time limits
- ✓ **Approved:** Adopt a Resolution approving a Conditional Use for Wal-Mart to construct a 2,500 square foot online pickup and delivery addition at 1960 Twin Lakes Parkway.
- ✓ **Approved:** Contract with MN BCA to conduct Fire Department background checks

Upcoming City Council Meetings: March 3, 17, 24 • April 7, 14, 21

City Moving Forward with Maintenance Operations Center

The City of Roseville is moving forward with plans to build a new Maintenance Operations Center for the Public Works and Parks and Recreation departments.

In November 2024, Roseville voters approved a ballot question 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. It passed with 55% voting yes.

The new operations facility is designed to be a flexible, multipurpose space that is roughly three times the size of the current building. Portions of the current building date back to the 1950s.

The new building, to be located on the northwest corner of Lexington Ave. N. and Woodhill Drive, will serve as a more efficient, centralized hub for essential city services, including:

- Water distribution and sanitary sewer systems
- Road work and pathway 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

Learn more at
CityofRoseville.com/Operations-Center



Preliminary renderings of a new Maintenance Operations Center for Public Works and Parks and Recreation.

Stay Connected on Social Media



CityofRosevilleMN



City of Roseville, MN



CityofRosevilleMN



CityofRoseville.com/ReceiveUpdates



SCAN ME

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.



City Engineer Elected President of MN Society of Professional Engineers



Roseville City Engineer **Jennifer Lowry** has stepped into a high-profile leadership role. Lowry is currently serving as the president of the Minnesota Society of Professional Engineers (MnSPE).

The society provides professional development and Professional Engineer licensure advocacy for all engineering disciplines and industries in the state. MnSPE - an affiliate state society of the National Society of Professional Engineers – also provides outreach and leadership to support Minnesota’s future STEM workforce. Through MnSPE Lowry is involved with MATHCOUNTS, a middle school competitive math program.

Lowry, who also serves as the city’s Assistant Public Works Director, joined Roseville’s team in 2023. The city’s Engineering Department is responsible for all engineering related to the design and construction of streets, pathways, and utilities throughout the city, including preparation of plans, supervision, and inspection. It is also responsible for recycling and sustainability efforts by the city.

“Jennifer is a great asset to the City of Roseville. She is a great leader who is excellent at working with residents to meet their needs,” said fellow engineer and Public Works Director Jesse Freihammer. “Her diverse work experience and expertise allows creative solutions to be found to meet city needs.”

Lowry has nearly two decades of professional experience including engineering roles at the City of Minneapolis, Hennepin County, and the Minneapolis Park and Recreation Board.

Lowry earned a bachelor’s of science from the University of Wisconsin-Madison. She originally thought she’d be a photographer or an architect but stumbled into engineering and found it was a great fit – she loves to know how things work.

Her favorite parts of her job are the variety of tasks and the people, both co-workers and residents.

“Providing safe and reliable city infrastructure and services isn’t often understood or appreciated, but it is a huge part of what makes a city a welcoming community and I enjoy being a part of that,” Lowry said.

CITY Proclamations

MARCH

Women's History Month

APRIL

Fair Housing Month

April 25, 2025

Arbor Day

Roseville Fire Department's Calls for Service Reach Record Highs

Roseville firefighters responded to 7,544 calls in 2024, an increase of more than 9 percent in one year’s time. That includes calls for fires, rescues, and emergency medical service. Roseville firefighters provide lifesaving care and medical assistance in these first critical minutes often before an ambulance arrives.

“That’s more than 20 calls a day our crews are handling,” said **Roseville Fire Chief David Brosnahan**. “Our 2025 call numbers are already on pace for another substantial increase. The fire department is facing significant challenges in managing the growing demand for emergency services.”



The Chief said last year wasn’t an anomaly. Total annual call volume has increased more than 36% in the last five years.

Brosnahan and Assistant Fire Chief Neil Sjostrom presented those statistics to the City Council in January and are recommending the city increase the number of fulltime firefighters in 2026 to maintain a high level of service.

The department's staffing request will be part of the city's budget process.

Brosnahan attributed the rising call numbers to several factors including the construction of more housing units, an aging population that relies more on emergency services, and evolving community expectations.

Roseville shifted from a volunteer / paid-on-call organization to professional, full-time staff in 2015. Now, residents who call 911 expect a quick, professional response, he said.



Roseville has 26 fulltime firefighters, who are all cross-trained as either a paramedic or an EMT. Between 6 to 8 firefighters are on duty at any given time.

After comparing staffing levels and call volumes to other Twin Cities suburbs, Brosnahan and Sjostrom are recommending staffing levels be increased to 10 to 13 firefighters on duty at a time. This will allow RFD to respond to multiple calls at one time.

That would require adding 15 additional full-time firefighters. This staffing increase will cost an additional \$2 million annually, Brosnahan said.

“This is a serious issue for the community as emergency response times and the ability to provide adequate and equitable response and services are critical to the safety and well-being of the community,” Brosnahan said.

Listen to the Fire Chief’s full presentation to the City Council and learn more at CityofRoseville.com/Fire

Roseville Fire Hires Two New Cadets

The cadet program is an innovative hands-on training initiative launched in 2021 to help recruit new talent to the profession - oftentimes pulling from other sectors. Cadets in both Roseville Fire and Police Departments are paid, part-time positions that can lead to full-time job offers.

“We’ve had great success with our cadet program. We’ve hired several high-quality individuals as cadets, who we’ve trained and have become skilled firefighters and EMTs for the City of Roseville,” said Assistant Fire Chief Neil Sjostrom.

Cadets train with the city’s professional firefighters, work on industry certifications, go on emergency calls, and assist when appropriate.

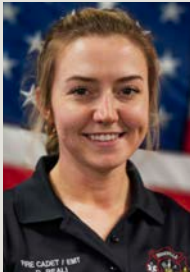


Erik Castruita grew up in Isanti, Minn., and initially dreamed of being a furniture designer. He earned a bachelor’s degree in product design from the University of Minnesota. Erik worked at a Twin Cities design firm for a year but felt a calling to become a first responder.

Tragically, Erik’s brother-in-law, Burnsville Police Officer Paul Henrik Elmstrand, was one of three first responders killed by an armed suspect in February 2024.

“I had done a ride along with him a week prior to that. I was really close to him,” Erik said. “Once that happened, I really thought about becoming a first responder a lot more. That’s what really motivated me to want to do this type of work. He was a big advocate for it, and he loved it.”

Erik completed his EMT certification in 2024 and became a Roseville fire cadet in January.

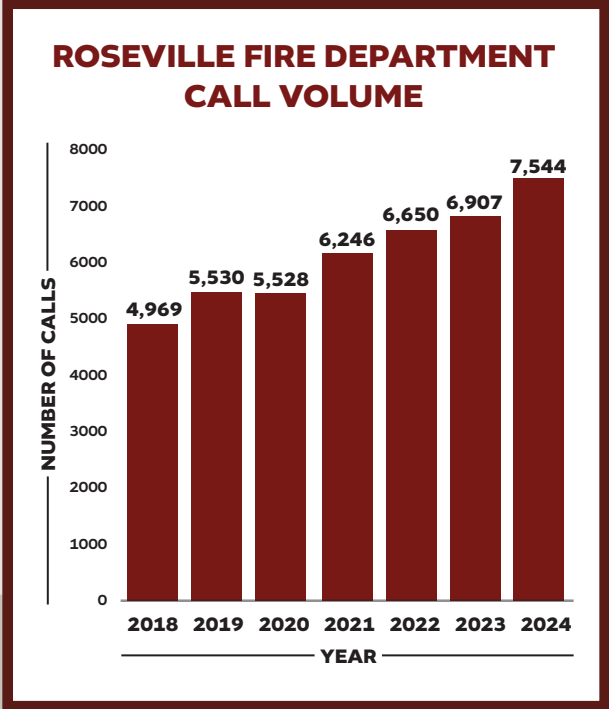


Dani Reali is a paid-per-call firefighter in Wisconsin who is interested in a full-time career as a first responder.

Dani joined her high school’s firefighter explorer program in New Richmond, Wis., when she was a freshman.

“As soon as I was 16, I was able to take the college certificate courses. I got certified as a firefighter in the state of Wisconsin at age 17,” Dani said.

Since then, she’s also earned her Wisconsin fire inspector, fire instructor, hazardous material, and rope technician certifications. Upon graduating high school, Dani has served as a paid-per-call firefighter in her hometown and is currently a paid-per-call firefighter in Roberts, Wis.





Roseville loves a good party!

Our community has been parading, picnicking, crowning Roseville royalty, and lighting up the summer night sky with fireworks since we incorporated in 1948.

Rosefest, the city’s signature celebration, was coined in the early 1980s, according to city records.



1968: Family activities include a park fun fest, Fourth of July Celebration, and other events.



1973: Roseville forms a 25th Anniversary Committee, which designates May 31-June 3 as the official celebration complete with a parade, carnival, and fireworks.



1984: The new bandshell, now known as the Frank Rog Ampitheater, is completed. The venue’s inaugural performance occurs July 4, 1984.



1990: Roseville hosts the First Annual Rosefest Parade in June 1990 with the Council branding the event “wholesome family fun.” More than 150 bands, floats, and celebrants parade from the Roseville Ice Arena to Rosedale Center.



1991: Rosefest names its first ever Royal Court, including a princess, prince, king and queen, and ladies in waiting. Christina Proft is named Rosefest princess and later named St. Paul Winter Carnival's Queen of the Snows.



1996: Rosefest theme is “Reflections of Roseville.” New events included the 1996 Minnesota Rose Society State Show and Competition at Har Mar Mall. This is the first year of the “Roll for the Roses” - the 10k in-line skating race using the same course as the run. Other events include a car show Tour De Roses bike race, and overnight teen party.



1978: Run for the Roses begins and includes 5K and 10K races at Central Park.



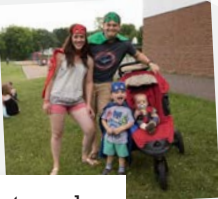
2005: Rosefest theme is “Forever Fun.” This year features a Rosefest Monster Mural.



1994: This year’s community celebration was all about “Celebrating Volunteers.” The parade honors the 50th anniversary of the volunteer Fire Department. There's an in-line racing championship, a cribbage tournament, and a moonwalk.



1980: The first Rosefest is held. Fireworks display at Central Park photo by Bob Murphy.



2018: The extremely popular Superhero Carnival is added to the Rosefest lineup.

2024: The first Rosefest Pickleball Tournament is held. Rosefest Disc Golf Tournament returns to Acorn Park. The first Music on the Patio at Cedarholm event is added to the lineup. High and Mighty headlines Saturday's Party in the Park followed by a dazzling fireworks display.



ROSEFEST
JUNE 23-29

MONDAY, JUNE 23

33RD ANNUAL ROSE PARADE
6:15PM A ROSEVILLE TRADITION LIKE NO OTHER!

TUESDAY, JUNE 24

TOUCH-A-TRUCK & KIDS GARAGE SALE
5-7PM CENTRAL PARK DALE STREET ATHLETIC FIELDS
GOLDEN ROSE MEDALLION HUNT
5PM FIRST CLUE RELEASED ONLINE

WEDNESDAY, JUNE 25

SUPERHERO CARNIVAL
6-8PM LANGTON LAKES PARK

THURSDAY, JUNE 26

TASTE OF ROSEFEST
5-8PM TICKETS AT TASTEOFROSEFEST.ORG (21+)
SHREK THE MUSICAL
7PM ARTS GARDEN COMMUNITY THEATER -
THEATRE FOR YOUNG AUDIENCES (TYA) VERSION
FRANK ROG AMPHITHEATRE

FRIDAY, JUNE 27

ROSEFEST FLEX DISC GOLF
TOURNAMENT
REGISTER 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 A MEAL FROM TIO'S
MUSIC ON THE PATIO AT CEDARHOLM
6-8PM ENJOY TIO'S FOOD SPECIALS AND LIVE MUSIC!
FREE FAMILY SKATE
6:30-8PM ROSEVILLE SKATING CENTER

SATURDAY, JUNE 28

RUN FOR THE ROSES
8AM 5K AND KIDS FUN RUN ½ AND 1 MILE
PORSCHE CAR SHOW
10AM-1PM CENTRAL PARK - DALE STREET PARKING LOT
ROSEFEST GOLF TOURNAMENT
10AM 9 HOLES, ON-COURSE CONTESTS, SCRAMBLE FORMAT,
PRIZES, AND LUNCH SERVED BY TIO'S
PARTY IN THE PARK
3-10PM INFLATABLES, FOOD TRUCKS, FACE PAINTERS,
PETTING ZOO, AND LIVE ENTERTAINMENT AT THE
FRANK ROG AMPHITHEATRE
FIREWORKS
10PM FIREWORKS DISPLAY
AT CENTRAL PARK

SUNDAY, JUNE 29

SHREK THE MUSICAL
2PM & 6PM ARTS GARDEN COMMUNITY THEATER -
THEATRE FOR YOUNG AUDIENCES (TYA) VERSION
FRANK ROG AMPHITHEATRE



LEARN MORE AT
CITYOFROSEVILLE.COM/ROSEFEST

Fire Dog Ashes Offers a Helping Paw to Residents Navigating an Emergency

Ashes has started accompanying first responders on some emergency calls.

The silver lab is a certified service dog who joined the fire department as a puppy in the fall of 2023. Her primary mission is to help soothe and calm our firefighters, who work stressful 24-hour shifts.

Her role is now expanding to comfort and calm residents experiencing a crisis. Ashes accompanies her handlers on appropriate calls where she can offer help. That includes folks receiving medical treatment from Roseville firefighter/EMTs and firefighter/paramedics, and individuals evacuating from a fire.

On a recent medical call, Ashes' presence helped a patient suffering an anxiety attack, said one of Ashes' handlers Firefighter Kristi Sjostrom. Petting Ashes lowered the patient's blood pressure and heart rate as they waited for an ambulance to arrive.

Ashes also offers comfort to other agencies including Minnesota State Patrol, Ramsey County Emergency Dispatch, and Minneapolis first responders.

Ashes and her handlers train with Soldier 6, a Minnesota-based nonprofit that provides veterans and first responders with specially trained dogs. Several generous donations have made this venture possible.

Ashes will make guest appearances at several spring and summer events including Fridays with Firefighters. Come say hello and pick up her new trading card!



Meet Roseville's 2024 Sustainable Steward Gold Award Winner

From installing rooftop solar panels to planting pollinator gardens, Roseville residents are embracing sustainable practices in their own backyards!

A record number of 24 households and businesses applied for the 2024 Roseville Sustainable Steward Award. City leaders recognized the top three winners in January.

"We had many very impressive applicants this year. It was a tough competition," said Roseville Sustainability Specialist Noelle Bakken.



Gold Award Winners Anne Frenchick and Ted Thompson prioritized sustainability, energy efficiency, and reuse when remodeling their Roseville home at 449 Woodhill Dr. The couple, who have lived in Roseville since 1991, installed solar panels on their roof and added insulation to their home. They installed an air-source heat pump, an efficient furnace, and other energy efficient appliances to reduce energy usage.

They also leaned heavily into reuse. They reused salvageable items during their kitchen and backyard transformation. Using the Facebook group Buy Nothing Roseville, they were able to gather leftovers from neighbors' projects to create a landscaped flagstone path and other features in their backyard.

In the community, they adopted and maintained storm drains, which helps improve water quality. They also shared their unneeded building materials with others. Congratulations Anne and Ted, who won a \$500 prize!

Learn more at CityofRoseville.com/Sustainability

Garlic Mustard Teams Needed in Reservoir Woods and Villa Park

Did you know invasive plant species threaten the habitat in Roseville parks?

Help support our native plants and animals by joining us for pulling sessions through May.

A trained volunteer will teach you to recognize the plant and how to remove it. This volunteer task is suitable for families with children ages 8 and up.

What to bring: light garden gloves, water bottle, hand weeders like 3-prong cultivator or trowel, 5-gallon bucket, and mosquito and tick repellent.

What to wear: sturdy shoes, long pants and sleeves recommended, and don't forget the gloves!

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

DATES (all times 9:30 a.m. – 11:30 a.m.)

April 19 at Reservoir Woods - West

April 26 at Reservoir Woods - West

April 27 at Villa Park

April 29 at Reservoir Woods - East

May 13 at Reservoir Woods - West

May 15 at Villa Park

May 18 at Reservoir Woods - East

May 22 at Villa Park

May 24 at Reservoir Woods - West

May 25 at Reservoir Woods - East

May 27 at Reservoir Woods - West

May 31 at Reservoir Woods - West

ROSEVILLE CALENDAR

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.

Open Mic Night

Thursday, March 20, 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 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

Experience the maple syrup process from tree to table! Participate in a variety of hands-on activities and discover what's behind this sweet treat. No charge; maple syrup and other natural products available for purchase.

2025 Roseville Ice Show

Thursday, April 10 – Saturday, April 12

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!

Clean Up Day

Saturday, April 26, 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.

Earth Day at HANC

Saturday, April 26, 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.

VIEW MORE:

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



JUNE

- 6/8 TAIKOARTS MIDWEST**
6PM – Taiko Drumming
- 6/12 MINNESOTA SYMPHONIC WINDS**
6:30PM – Marches, Movies, Pop, Broadway, Classical
- 6/15 WILD GOOSE CHASE CLOGGERS**
6PM – Appalachian Dance and music
- 6/19 NO LIMITS THE B-SIDE BAND**
6:30PM – Pop, R&B and Rock Hits
- 6/22 BEIRA MAR BRASIL**
6PM – Brazilian

JULY

- 7/3 ROXXY HALL BAND**
6:30PM – Rock and Soul Dance Music
- 7/6 ALLIGATIONS**
6PM – Rock’n Blues
- 7/10 ROSEVILLE BIG BAND**
6:30PM – Swing
- 7/13 EVERETT SMITHSON BAND**
6PM – Zydeco, Blues
- 7/17 ROSEVILLE COMMUNITY BAND**
6:30PM – Concert Band
- 7/20 PAN-HANDLERS STEEL DRUM BAND**
6PM – Pop and Caribbean
- 7/24 MEDALISTS CONCERT BAND**
6:30PM – Concert Band
- 7/27 RAQUEL & THE WILDFLOWERS**
6PM – High Energy Country/Rock
- 7/31 MINNEAPOLIS COMMODORES BARBERSHOP CHORUS**
6:30PM – Barbershop of all styles

AUGUST

- 8/3 ABBASOLUTELY FAB**
6PM – ABBA Tribute Band
- 8/7 KIDPOWER**
6:30PM – Interactive Kids Music & Live Animals
- 8/10 JUST DAVE AND THE ROCKIN’ ALL STARS BAND**
6PM – 60’s, 70’s, 80’s Rock Hits
- 8/14 ANTI-SKIP PROTECTION**
6:30PM – 90s/2000s rock/alt/pop covers
- 8/17 DRED I DREAD**
6PM – Reggae, Hiphop, Rock, Jazz

FRANK ROG AMPHITHEATRE
Roseville Central Park, 2540 Lexington Ave N



CityofRoseville.com
/LiveRog



Volunteers Help Kickstart Natural Resources Plan with Seeding Event

More than 50 incredible volunteers came together at Roseville parks for the Martin Luther King Day Natural Resources Seeding Event. Together, volunteers seeded a native seed mix across portions of Reservoir Woods and Villa Park, contributing to the restoration and preservation of our natural spaces.



“We appreciate all of our dedicated volunteers and want to say a huge thank you. Your hard work makes a big difference in caring for our natural spaces,” said Roseville Parks Superintendent Jim Taylor.

The event was part of 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 2024, 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. When the seeding work was complete, volunteers gathered at the Cedarholm Community building for a networking event.

“The Natural Resources Plan really encourages us to focus on building connections among volunteers and not only focusing on the work,” said Roseville Parks and Recreation Director Matthew Johnson.

The new plan builds on the city’s earlier 2013 Natural Resources Management Plan. Staff and volunteers, with the help of an outside consultant, completed hundreds of preservation and restoration projects over the past decade.

Learn more at
CityofRoseville.com/Natural-Resources

New Roseville Recycling Carts

Roseville residents will receive new recycling carts in June.

The City of Roseville has switched its recycling hauler to Waste Management after a competitive bidding process. That will officially start on July 1, 2025. Waste Management was the low bidder and provided the best value for the city and its residents.

New black carts with blue lids, owned by the City of Roseville, will be deployed in phases this June. Eureka Recycling will pick up the current blue carts around the same time.

Residents will start using the new carts in July. Billing for recycling services is paid as part of the city utility bill. That will not change. There should be minimal disruption in service.

Learn more
CityofRoseville.com/Recycling



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 2025 are:

- City Manager - \$202,413.95
- Police Chief - \$184,632.03
- Assistant City Manager - \$178,397.65

ROSEVILLE

TREE SALE

SALE OPENS MARCH 7



SCAN THE QR CODE OR VISIT
CITYOFROSEVILLE.COM/
TREE-SALE

9 SPECIES AVAILABLE

- Serviceberry
- Redbud
- Ironwood
- Whitespire Birch
- Bur Oak
- Ginkgo
- Hackberry
- Black Hills Spruce
- Techny Arborvitae

Volunteer Spotlight

Roseville Mom Finds Sweet Success Making Maple Syrup, Teaching Others the Craft



Amy and Tony Perkins moved into their mid-century Roseville home in 2015, surrounded by a huge yard with five majestic maple trees.

Former middle school French teacher Amy later realized those trees had untapped potential.

“Both of my kids attended early childhood education and preschool at nearby Tamarack Nature Center. One year I went through their maple curriculum three times in a row,” Amy explained. “By the third time, I was like: This isn’t that hard. I could drill a hole in a tree. Then it hit me: I have five maple trees in my yard!”



Amy is now an award-winning maple syrup maker. She teaches children and adults the history of maple sugaring, first practiced by Native American tribes, and how to harvest sap and boil it into maple syrup in her own backyard. She’s the City of Roseville’s volunteer expert at the annual Tapping Time event at the Harriet Alexander Nature Center at Central Park.

“We are so lucky to have Amy as a volunteer! She brings a wealth of knowledge and experience, excellent teaching skills, and a true ability to inspire others with her passion and enthusiasm,” said Roseville Parks and Recreation Deon Haider, who oversees the nature center. “It’s impossible not to get swept up in Amy’s excitement for maple syrup!”

Amy also started her own business, Come on Over Sugarbush Confections, where she and her business partner make and sell a variety of maple sugar candies and maple candied nuts. She judges the maple syrup competition at the Minnesota State Fair, and she holds the office of secretary in the Minnesota Maple Syrup Producers Association.



“Amy is a wonderful teacher and a natural leader. She coaches the other volunteers prior to the Tapping Time! event, which provides a good experience for those in attendance,” said Roseville Volunteer Manager Rachel Boggs. “I love the warmth she brings when she volunteers, and her knowledge of maple syrup is amazing. The event would not be the same without her.”

She’s steadily grown her production and her knowledge of the craft, including when to tap, how to tap, and best methods for boiling. In 2023, she harvested 400 gallons of sap from more than 30 taps. She made nearly 10 gallons of syrup that year.



She also learned that sugaring - another name for harvesting maple sap - is a family tradition. Two generations back, her grandfather and his brothers spent time at their family’s cabin and sugarbush near Chippewa Falls, Wisc., A handful of 80-year-old black and white photos are precious souvenirs of that history.

She said she’s enjoyed how this passion has deepened her ties to her family, neighbors, and her community. A dedicated army of friends and neighbors show up every year to help with the work. Before Amy’s mother passed, she told stories of her childhood memories of the family sugarbush. In 2022, Amy developed a maple syruping program with two classes at Emmet D Williams School. Every year, she teaches lessons about the history and mechanics of tapping at the school and then welcomes students to her house for a walking field trip and “hands-on” visit to the evaporator in the spring.

Amy said she is excited to share her passion and her knowledge at this year’s Tapping Time!, which will be held on March 22-23.

Read the full article at
[CityofRoseville.com/Volunteer](https://www.cityofroseville.com/Volunteer)

New Transit Service Launches in Roseville

Metro Transit has rolled out a new shared-ride service in Roseville called “Metro micro.”

ADA-accessible minibuses can pick up and drop off passengers anywhere within their service area, which is within the bounds of County Road B, Old Highway 8, County Road F, and Victoria Street.

The service has been active in North Minneapolis since 2022. Fares range from \$1 to \$3.25 depending of time of day and whether you qualify for reduced fares, with free transfers for 2.5 hours.



Download the app
or call 651-602-1170
to book via phone.



Learn more at
[MetroTransit.org/micro-roseville](https://www.metrotransit.org/micro-roseville)

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!

Natural Resources Event

Saturday, March 15, 9:30 a.m. – 11:30 a.m.
Willow Pond, 1283 County Road B2 West

Volunteers will be cutting, dragging and stacking buckthorn and other invasive material. Please dress for the weather and bring your own water bottle. Sturdy boots or shoes, protective eyewear, and gloves are strongly recommended.

Arts@theOval

Saturday, March 15, one shift available,
1:00 p.m. – 4:00 p.m.
Roseville Skating Center,
2661 Civic Center Dr

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

Tapping Time! at HANC

MANY VOLUNTEERS NEEDED

Saturday, March 22,
9:30 a.m. – noon and noon – 2:30 p.m.
Sunday, March 23,
11:30 a.m. – 2:00 p.m. and 2:00 p.m. – 4:30 p.m.
Harriet Alexander Nature Center,
2520 North Dale St

Come along as volunteers tap maple trees, collect sap and boil it to make delicious maple syrup. Learn about different syruping methods, taste maple treats, and shop at the nature goods market. 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 activities.

Natural Resources Event

Saturday, April 19, 9:30 a.m. – 11:30 a.m.

Garlic Mustard and Greater Celandine Removal
Reservoir Woods, 1901 Alta Vista Drive

Join other natural resource volunteers in our effort to control Garlic Mustard and Greater Celandine. One caution: The sap of the Celandine is irritating to eyes and skin, so latex-dipped gloves are required. We will have gloves available. Bring a bucket and trowel, and a water bottle for hydration. Volunteers will meet at the small parking lot at the top of Alta Vista Dr.

Earth Day at HANC

Saturday, April 26, 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 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.

April 23, 8:00 a.m. – 9:00 a.m.

Roseville City Hall

2660 Civic Center Dr, Roseville

Join us for an update on demographic trends and forecasts for Roseville, Ramsey County, and the state as a whole.

Presenter:

Megan Dayton - Senior Demographer at the Minnesota State Demographic Center

Sponsored by



In partnership with



Schedule an Energy Smart Consultation

Schedule an energy consultation, request a utility bill analysis, or learn more about our services — our specialists are ready to assist!

Energy Smart services are free for businesses served by Xcel Energy or CenterPoint Energy, and for Minnesota Chamber members. A small fee may apply for others.

**Learn more at
MNChamber.com/energy-smart**

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

Roseville Couple is the Force Behind the City's Newest Coffeehouse and Music Studio

Matt and Megan Sieberg own and operate Showtime Studio and Coffee, which they describe as a multi-purpose space connecting people through music, art, and coffee.

The business, at 2700 Lexington Ave N., includes two storefronts: an eclectic coffeehouse with multiple seating areas, a stage and a rotating gallery of local artwork; and a flexible studio space for musical performances, jam sessions, music lessons, dance groups, and community events.

"We have lived in Roseville for 10 years. We love Roseville and this is our way to invest back into it," Matt explained. "We are bringing a little bit more light into people's lives through music and through coffee. It's really just an excuse to bring people together."

The couple long dreamed of owning their own business where they could share their love of music and community. Megan is a registered nurse and Matt, a lifelong musician, worked in education. The couple scrimped and saved until they could buy the red one-story brick building, which dates back to 1939 and once housed Carrier's hardware store, a filling station, and tavern.

It most recently was home to County Cycles, owned by Ron Kadera. The Siebergs, who purchased the property from Kadera, said they were drawn to the building's history and deep community roots. Historic photos and blueprints of the building are displayed in the coffeshop.

"We want to honor the Carrier family for supplying the materials that built this community and County Cycles for its dedication to service and the outdoors," Matt said.

Room for music and dance

Show Time Studio first opened in 2022. Matt has a master's degree in classical piano performance and plays a multitude of instruments, including saxophone and guitar.



"It's always been the goal to make music with people. This is a fun way to build a band around me at all times," he joked.

In addition to hosting jam sessions and concerts, four musicians including Matt teach music lessons in the space. Several dance groups have also discovered the studio.

"We have senior social dancing all the way to break dancing," Matt said. "Other styles that we have hosted include tango, ballroom, blues, and swing dancing. We are excited to share the space and get their ideas of what could happen here."



Coffeehouse opens in 2024

Megan opened the coffeehouse in July 2024. The space is carefully curated with upcycled furniture and décor. The coffee counter and stage are inset with ornate components from old pianos. Tables and chairs were sourced from Facebook Marketplace. Matt soldered together old saxophones including the one Megan played in high school to create a one-of-a kind chandelier hanging in the entry.

"We were just trying to be resourceful with what we have. We know the space will evolve," Megan said.

Customers can order an assortment of tea and coffee drinks, as well as cocoa. Coffee beans come from Tiny Footprint Coffee, which is organic and fair trade. Teas are from TeaSource based in Roseville.



Showtime Coffee uses exclusively plant-based milks including oat, soy, and almond options. Vegan pastries from Roseville's local bakery The Grateful Table are also available.

Roseville helps out

The Siebergs say the City of Roseville has supported their business startup and growth. A grant helped pay for exterior pavement and water drainage improvements on the property. A generous grant from the Roseville Area Community Foundation will cover the costs of an exterior mural to be painted this summer.

"One of our breakdancers is actually a mural artist," Matt said.

Showtime is located across the street from the city hall campus and city employees and visitors often stop in on their breaks.

"A shout out to the firefighters. They come over in groups," Matt said. "It's been amazing support from incredible people."

**Learn more at
ShowtimeStudioandCoffee.com**

Coffee with a Cop

Enjoy a tasty beverage and visit with Roseville Police Officers at Coffee with a Cop!

Wednesday, March 5, 9:30 a.m. – 11:00 a.m.

**Showtime Studio and Coffee
2700 Lexington Ave N**