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"Less Mow Summer"
Promotes Pollinator Habitat



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Roseville Summer
Calendar



ROSEVILLE FAMILY
FUN DAY

Saturday, June 7,
2:00 p.m. – 5:00 p.m.

Central Park Lexington
2540 Lexington Ave N
Roseville, MN 55113

Kick off the start of summer at Central
Park with face painting, inflatables,
food trucks, public safety vehicle
demonstrations, and live animals!

Learn more at
CityofRoseville.com/Family-Day

New Signs Enhance Community Navigation

New decorative signs will help walkers and bikers
better navigate our community.

The City of Roseville, in collaboration with Visit
Roseville, is installing nearly two dozen signs
along pedestrian pathways directing folks to
popular parks, lodging, schools, trails, civic
buildings, shopping, and dining destinations.

The signs, which will be installed
this spring and summer, also include
distances to the destination.

The city is using remaining federal funds to pay for
the Wayfinding Signage Project.

“Our great parks, shopping and restaurants are just
a short walk or bike ride away,” said Roseville City
Engineer Jennifer Lowry. “It takes most people
about 10 minutes to walk a half mile or about 5
minutes to bike one mile.”



Maintenance Operations Center Update:
Sales Tax to Start in July

On March 17, 2025, the Roseville City Council
adopted an ordinance formally authorizing the
collection of a local half-cent sales tax pursuant to
the voter-approved referendum on the Nov. 5, 2024
ballot.

Collection of the local sales tax will
commence on July 1, 2025, to be
used to fund construction of the
new Maintenance Operations Center
for Public Works and Parks and
Recreation.

The city has hired an architectural firm to evaluate
the site plan, update costs, and determine next steps
for the project.

The City Council authorized a contract with the BKV
Group, Inc. at a cost of \$25,000 after a competitive
bid process. BKV will evaluate options for the
city’s license center and dance studio, which must
be moved to make room for the new maintenance
center.

BKV will evaluate whether it is possible to reuse
portions of the existing maintenance facility for the
license center or dance studio. They will present
their findings to Council, including cost estimates,
by the end of May.

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. Portions of the existing
maintenance center date back to the 1950s, and the
facility is cramped and outmoded.



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 the
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

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



Learn more at
[CityofRoseville.com/
Operations-Center](http://CityofRoseville.com/Operations-Center)

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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:** Establish the 2026 Budget Process Calendar
- ✓ **Approved:** Appointment to Various Commissions:
 - Nicole Singaram, Paul Stanley, and Chris Taylor to Equity and Inclusion
 - Raye Kanzenbach to Finance
 - Luci Botzek, Bryan Donaldson, Jayne Harris, and Chris Her to Parks and Recreation
 - Jon Barstad, Steve Cyra, Allison Jensen, and Erin Lynch to Planning
 - Laura Accomando to Police Civil Service
- ✓ **Approved:** Language Line Agreement for Interpretation Services
- ✓ **Approved:** Proposed Capital Improvements to Rosebrook Park
- ✓ **Approved:** Ordinance Implementing the Roseville Local Sales Tax
- ✓ **Approved:** Entering into an Agreement with BKV Architects for Architectural Services related to the Civic Campus Master Plan
- ✓ **Approved:** Water Meter and Radio Purchase
- ✓ **Approved:** Recycling Services Contract with Waste Management
- ✓ **Approved:** Resolution in Support of the Rice Creek Watershed District State Bonding Request for the Jones Lake Project
- ✓ **Denied:** Hotel License for Norwood Inn, 2401 Prior Ave.
- ✓ **Approved:** 2025 Auto Theft Prevention Grant Application
- ✓ **Approved:** Joint Powers Agreement of the Ramsey County Violent Crime Enforcement Team

Upcoming City Council Meetings: May 5, 12, 19 • June 2, 16

2026 Budget Process Begins

The Roseville City Council has set the calendar for the 2026 budget process.

The City Council establishes the calendar to demonstrate a commitment to:

- Defining program and service outcomes
- Identifying the associated property taxes and fees necessary to achieve those outcomes
- Providing opportunities for public participation

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



Learn more and share your feedback at CityofRoseville.com/Budget

2026 Budget Process Calendar

June 16, 2025
Discussion on 2025 Legislative Impacts and City Council Priorities

July 14, 2025
Presentation of the 2026-2045 Capital Improvement Plan and EDA Budget and Tax Levy Discussion

Aug. 25, 2025
City Manager Presents Recommended 2026 Budget to City Council

Sept. 15, 2025
Council Receives Budget Recommendations from Finance Commission

Sept. 22, 2025
Council Adopts Preliminary 2026 Budget, Tax Levy, and EDA Levy

Nov. 10, 2025
Council Reviews 2026 Proposed Utility Rates and Fee Schedule

Dec. 1, 2025
Final Budget Hearing (Truth-in-Taxation Hearing)

Dec. 1 or 8, 2025
Adopt Final Budget, Tax Levy, Utility Rates, and Fee Schedule

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[City of Roseville, MN](https://www.nextdoor.com/CityofRosevilleMN)



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



CityofRoseville.com/ReceiveUpdates



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.



Rose Parade: Battle of the Bands!

Nine marching bands made up of nearly 700 high school students will compete for top honors at this year's Rose Parade, which kickstarts Rosefest 2025.

Upbeat songs, fancy footwork, exciting props, and other creative flourishes will delight the crowd. Behind the scenes, a panel of eagle-eyed and keen-eared judges from the Tri-State Judging Association will be scoring all elements of the performances.

All the competing bands converge at the John Rose MN OVAL at the end of the parade for the awards ceremony.

"This heavy-duty type of parade marching band competition is pretty unique to mostly just Minnesota. It started in the early 1990's and it's based on what bands do during field shows in the fall. It's condensed to a show that can be performed on the street," said Barry Peterson, co-owner of Tri-State Judging and a retired band teacher and director.



"Most people don't understand the level of sophistication, training, and level of quality rehearsal it takes to develop that."

Bands that march in the Rose Parade are divided into three divisions based on size and then judged on three categories:

- Musical performance
- Visual performance
- General effect

"Rose Parade is a really nice venue and it always draws a great crowd," Peterson said.

Enjoy the parade and check out the competition at the 33rd Annual Rose Parade on Monday, June 23.

Bands Competing in 2025 Rose Parade include:

- 728 Cadets, Elk River area
- Bemidji
- Buffalo
- Dassel-Cokato
- Litchfield
- Sartell
- Alexandria
- KMS Marching Saints
- Kerkhoven-Murdock-Sunburg High School
- Lake City

"Less Mow Summer" Promotes Pollinator Habitat

The City of Roseville will now focus on year-round pollinator health, sunsetting the Less Mow May program.

The Roseville City Council voted to end Less Mow May following new guidance from the University of Minnesota Bee Lab, which indicates that leaning into pro-pollinator gardening and lawn practices throughout the growing season are more beneficial than letting grass grow long in May.

With the conclusion of Less Mow May, there will be no suspension of enforcement of Roseville's lawn ordinances this May. Turf grass will need to be less than eight inches high, according to city code.



"We felt Less Mow May was an opportunity to get people involved in sustainability efforts from their yards without undertaking a more significant landscaping project, but while well-intentioned, the original program wasn't the most effective way to support pollinators," Noelle Bakken, Roseville's Sustainability Specialist, said. "This re-framing will create additional opportunities to connect with residents throughout the year on how they can make their yard a haven for pollinators!"

Most of the beneficial, blooming species that we are seeing in grass, including clover and dandelions, don't typically grow beyond 4 inches, which are well within existing turf, Bakken said.

Suspension of lawn ordinances also created some confusion and issues with problem properties that lingered into the summer months. In 2022, the city inspector received feedback from residents expressing confusion about whether or not they were allowed to mow their lawns in May. There were more than 20 overgrown properties that the city had to bring back into code compliance in June.

No Mow May/ Less Mow May is an international movement that started in the United Kingdom and has become popular with American cities in recent years.

New research in Minnesota has found it's not as beneficial for pollinators in our climate. Pollinators need habitat and forage throughout the year, not just in May.

"It's a growing understanding of how best to respond to this situation. University of Minnesota Bee Lab was advocating for No Mow May a few years ago too and now they have shifted their messaging," Bakken said to the council.

Residents who would like to recraft their existing "Less Mow May" signs into "Less Mow Summer" can pick up stickers at City Hall starting in mid-late April. Reach out to Noelle Bakken at noelle.bakken@cityofroseville.com.



Learn more at CityofRoseville.com/Sustainability

CITY Proclamations

MAY

Asian American and Pacific Islander Heritage Month

Mental Health Awareness Month

Older Adults Month

Poppy Days

Peace Officers Memorial Day

National Police Week

JUNE

LGBTQIA+ Month

Gun Violence Awareness Month

NATIVE PLANT SALE



ORDERS CLOSE
MAY 15, 2025
PICK UP ON
MAY 31, 2025

Minnesota Pollinator Friendly Practices:

- Leave more leaves on the lawn in the fall for pollinators to hibernate during winter.
- Add more native plants to the yard including flowering trees and shrubs.
- Replacing turf with flowering plants, bee lawns, and lower-maintenance fine fescues which capture more stormwater than bluegrass.
- When you do mow, use the highest mower settings.
- Leaving mulch clippings for natural fertilizer.
- Avoiding pesticides and herbicides to protect pollinators.



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, Hip-hop, Rock, Jazz

FRANK ROG AMPHITHEATRE
Roseville Central Park, 2540 Lexington Ave N



CityofRoseville.com
/LiveRog

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SMASH PARK
PLAY · DRINK · EAT

The City of Roseville Takes Family Playtime Seriously!

Although on the surface, playgrounds appear to be just places for fun, they offer a lot more. "Playgrounds are an integral part of our Parks and Recreation system," says Parks and Recreation Director Matthew Johnson. "They support kids' physical, social, and emotional development, and they help build community among the caregivers who gather there. Most importantly, playgrounds invite people of all ages, abilities, and backgrounds into our parks—creating opportunities for healthy habits and lifelong connections to the outdoors."



To ensure that its playgrounds continue to effectively serve the community, the city plans, assesses, and updates it's three dozen playgrounds based on their age and condition as part of the ongoing Park Improvement Program.

"When a playground is due for replacement, we try to start with a blank slate and allow residents to design and even help put together the playground at a community build," said Roseville Parks Superintendent Jim Taylor.



Check out Roseville's newest playgrounds!

Keya Park: Keya means turtle in the Dakota language and the new playground, which opened in the fall of 2023, embraces that theme. The imaginative play space has a larger-than-life wetland theme with giant cattails towering overhead, a blue and green poured play surface that resembles lily pads floating on a pond, and a climbing dome in the shape of a giant turtle shell.

There's also a "Turtle Find" where children and families can find images of the nine species of turtles that live in Minnesota, which are hidden around the playground.

Sunset Park: This neighborhood park opened in the fall of 2024 with a picnic grove, basketball shooting area, small walking loop and a playground. The yellow, green, and brown play area includes a climbing structure that resembles a suspension bridge. There are swings and a playhouse area for children ages 2-5.

Lexington Park: A new three-story tower will make for epic play adventures. Climb up the tower using a bouncy ramp system and come down a series of corkscrew and tube slides.

The blue and green playground will also feature a variety of climbing structures, a tire swing, younger kids play area, and a we-go-round – which is an updated version of a merry-go-round that's more accessible.

The playground will feature a large poured-play surface and a large shade structure.

This playground will open in late spring of this year.

Rosebrook Park: City staff will host a series of community engagement meetings in the coming months to plan the new playground and splash pad. The new play area is anticipated to be open in summer 2026.

Learn more at
CityofRoseville.com/Parks

Splash Pad Coming to Roseville

The City of Roseville is adding some splashy new amenities at Rosebrook Park that are sure to thrill children and families.

The city will install a splash pad, build a new playground, add pathway lighting, and increase the number of parking spots at the popular community park located at 2590 Fry St.

The splash pad - a seasonal water attraction with sprinklers, soakers, and other fun features - will be free for families looking to beat the summer heat. Construction will start in late 2025 with an expected completion date in 2026.

Splash pads are one of the most sought-after amenities requested by residents, said Roseville Parks and Recreation Director Matthew Johnson.

The splash pad will replace the aging wading pool at Rosebrook Park, which is well beyond its useful life and cannot be fixed or updated. However, the wading pool will remain open through the summer of 2025.

The City Council approved plans for the splash pad after parks staff conducted community engagement and project planning over the past year. That included gathering resident feedback through meetings, surveys, and community events.

The playground - one of the oldest in Roseville's Parks and Recreation system - has many failing components, and experiences flooding following rain events.

The parking and pathway lighting improvements are direct results of resident feedback during the engagement process.

"This project will provide some much-needed upgrades to this beloved park. It balances community input with long-term sustainability and accessibility, bringing a fun and engaging water play option to the community," said Johnson.

However, more feedback is needed as staff work through specifics of the playground and splash pad.

"The best parks are built collaboratively with the neighborhoods and in the coming months, we will host engagement opportunities for neighbors and residents to collaborate on the specific details of the playground and splashpad," Johnson said.

In addition to city funds, the city has applied for a grant from the Minnesota Pollution Control Agency to make the project more sustainable, including the installation of a water-reuse system and additional shade on the site.

"We're excited to get to work to create a project that families will enjoy for years to come."



Share your feedback at
CityofRoseville.com/
Rosebrook

ROSEVILLE CALENDAR

Community in Bloom

Saturday, May 10,
Noon – 2:00 p.m.

Lake McCarrons County Park,
1795 North Rice St

Community In Bloom is a celebration of spring, nature, art, and the community! There will be FREE food, music, arts and crafts, and lawn games. There will also be a mobile library and a bounce house for kids! This event is hosted by the the Rice and Larpenteur Alliance.

Shredding Day

Saturday, May 17,
9:00 a.m. – Noon

Roseville City Hall,
2660 Civic Center Dr

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. (Roseville residents only)

Citywide Garage Sale

May 29, 30, and 31

Register now for the annual citywide garage sale. Multiple day options available. To be included on the citywide map listing, register with Parks and Recreation by May 18.

The 2025 map will be available beginning May 26 at City Hall and on the city website.

\$10 fee for map listing.

Roseville Family Fun Day

Saturday, June 7,
2:00 p.m. – 5:00 p.m.

Central Park Lexington
2540 Lexington Ave N

Kick off the start of summer at Central Park with face painting, inflatables, food trucks, public safety vehicle demonstrations, and live animals!

Roseville Juneteenth Celebration

Saturday, June 14,
11:00 a.m. – 3:00 p.m.

Roseville Central Park,
2540 Lexington Ave N

Celebrate Juneteenth with free food, music, entertainment, artists, and vendors from around the Twin Cities.

33rd Annual Rose Parade

Monday, June 23,
6:15 p.m. – 8:30 p.m.

A Roseville tradition like no other! Parade begins at 6:15pm at the high school, County Road B2 and Hamline, and proceeds up Lexington to the Skating Center. Parking advice, maps, and other useful information will be posted on the parade website by mid-June.

VIEW MORE:

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



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
SENSORY-FRIENDLY EVENT FROM 5-5:30PM

GOLDEN ROSE MEDALLION HUNT
5PM FIRST CLUE RELEASED ONLINE

WEDNESDAY, JUNE 25

SUPERHERO CARNIVAL
6-8PM LANGTON LAKE 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



LEARN MORE AT
CITYOFROSEVILLE.COM/ROSEFEST

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

ROSEFEST TENNIS TOURNAMENT
LEARN MORE AT CITYOFROSEVILLE.COM/PARKS

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



The City of Roseville has adopted a Green to Go ordinance requiring food takeout containers to be recyclable, compostable, or reusable.



The 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. Given the number of restaurants in Roseville, this ordinance stands to make a difference in the community’s waste streams, said City of Roseville Sustainability Specialist Noelle Bakken.

According to a 2024 survey, Roseville residents care deeply about this issue, Bakken said.

The Green to Go ordinance went into effect January 1, 2025. During this first year, Bakken is working with businesses on how they can transition to compliant container materials. The city will start enforcing the ordinance in 2026.

Some restaurants are already 100% in compliance! Thank you to Makwa Coffee, 2805 Hamline Ave. N., and Centro, 1901 Minnesota Hwy 36, and Station No. 6 at the Rosetown Legion, 700 County Rd C West, for leading the way. As staff meets with more restaurants throughout the year, we will create a map of Green to Go compliant businesses later in 2025 for residents to reference.

Learn more at CityofRoseville.com/Green-to-Go

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 at CityofRoseville.com/Recycling

A bus that comes to you!

Get connected with on-demand service from Metro micro!



Visit MetroTransit.org or call 651-602-1170 to book via phone.



Roseville Police Makes Multiple Arrests in Retail Blitz

This spring the Roseville Police Department conducted a one-day retail blitz to address rising retail theft, resulting in 29 arrests.

It’s one way Roseville Police’s new Retail Unit is working to address organized retail crime.

Officers with the new unit, along with detectives and additional staff, partnered with nearly two dozen area retailers and their loss prevention teams to catch suspects and their accomplices in the act.

Local retailers, including those in Har Mar, Target, Rosedale Center, Rosedale Commons, and nearby strip malls, participated by bolstering their staffing, with some bringing in national loss prevention teams to assist.



In total, 29 individuals were arrested. Police recovered more than \$5,100 in merchandise that was returned to retailers. Roseville Police received support from partners, including the Ramsey County Attorney’s Office.

“We know organized retail crime is a growing problem in communities across the country. These highly organized crime rings are stealing and reselling millions of dollars in merchandise negatively impacting local businesses, employees, community members, and our local economy,” said **Police Chief Erika Scheider**. “Roseville Police, in coordination with the Minnesota Organized Retail Crime Association, is taking proactive steps to address these issues in our community.”



During the operation, retailers were instructed to call Roseville’s retail unit officers directly to report potential thefts in real time. Roseville Police was in position within a minute from when loss prevention called in the suspicious activity or thefts in progress. It typically takes 3 to 4 minutes for officers to respond to a theft in progress.

RPD’s new retail crime unit

Roseville’s Retail Crime Unit was formed in 2024 and is made up of two police officers who work out of a police substation at Rosedale Center. Retailers across the city including Rosedale also contract overtime Roseville police officers during peak hours.

These officers build relationships with business owners and store managers; monitor intelligence and surveillance; communicate with other law enforcement agencies; and use other specialized techniques and tools to thwart and investigate organized retail crime. The higher visibility of officers also means more positive interactions between police and shoppers and enhances the overall sense of safety in our community’s thriving retail districts.

Rosedale Center has agreed to cover the cost of the two officers and provided office space. Organized retail crime is the coordinated theft of merchandise by individuals and groups for the purpose of reselling those goods by passing them off as legitimate goods to unsuspecting buyers, typically online.

According to the most recent data from the National Retail Federation, retailer losses amounted to nearly \$100 billion dollars in 2022, of which organized retail crime is a significant driver.

Read more at CityofRoseville.com/Police

Neighborhood Enhancement Program Inspections Start in June

City of Roseville staff will be out in neighborhoods starting this spring for the annual Neighborhood Enhancement Program (NEP).

What is the purpose of the program?

The program is part of the city’s ongoing commitment to keep neighborhoods and business districts clean, safe, and well-maintained. The city inspects half of the city, or about 5,000 properties, each year looking for property code violations. This year, staff will focus on the southern half of Roseville.



How does the program work?

A city staff member, wearing city identification and a reflective safety vest, will complete the inspections on foot looking for obvious violations that are clearly visible from the street. Staff spend about 30 seconds reviewing each property and will photograph violations.

What are some of the most common problems seen by city staff?

Common issues include:

- Vehicles with expired tabs
- Grass and weeds longer than 8 inches tall
- Debris including appliances, couches, indoor furniture, and old tires stored in the front yard
- Vehicles parked on the yard

What happens if city staff sees a code violation?

Staff will immediately place yellow door hangers on properties where violations are spotted. Residents and business owners are asked to correct issues or contact the city if they have questions.

Roseville Building Official Dave Englund said the yellow door hangers are designed to be a gentle reminder so residents and business owners can correct issues before they become larger safety and health hazards.

Learn more about NEP at CityofRoseville.com/NEP

Volunteer Spotlight

Team Volunteering Makes a Big Difference in Roseville

The City of Roseville is seeing a surge in the number of corporate, civic, and community groups volunteering for the city. These generous groups are planting flowers, cleaning up parks, setting up for community events, and removing invasive plants from our natural areas.

What’s happening in our community parallels state and national trends that one industry leader calls a “massive surge” in corporate volunteering fueled by a “growing desire among today’s employees for connection, learning, growth, and meaning through work.”

With nearly 680 acres of parks, a nature center, arboretum, and a full calendar of summer celebrations, there’s ample opportunities for groups to give back and make connections in the community, said Roseville Volunteer Manager Rachel Boggs.



“I encourage groups to wear matching t-shirts, snap photos, and show their enthusiasm,” Boggs said.

Roseville has had more than a dozen corporate groups sign up for volunteer events during the past 12 months. Boggs said many group volunteers express a desire to feel more familiar and connected to their community. Boggs said this is especially true as work-from-home arrangements can create more social isolation.

And as the old adage goes: many hands make light work. These larger groups can tackle bigger projects in just a couple of hours that would take a handful of staff much longer to complete. It’s also saving taxpayer dollars.

More than 70 employees from the chemical distributor **Hawkins, Inc.** helped clean up around their corporate headquarters at their volunteer event playfully themed “Trash Bash” in April.

“The Trash Bash is a fun way for our team to come together, make a real impact, and show that even small actions can add up to a cleaner, healthier community. We’re proud to support our employees in giving back and look forward to continuing these efforts,” said Michael Belenkiy, Marketing Manager at Hawkins Inc.

Students and staff from the **University of Northwestern** in Roseville picked up trash and other debris around Langton Lake Park this spring.

Choice Bank volunteers did some spring cleaning around Lake Bennett at Central Park this spring.

Employees at **SVL Midwest HVAC Solutions** volunteered their time to clean up the streets around their campus.

Employees of **Johnson Controls** donned gloves and safety vests and picked up trash and debris along Twin Lakes Parkway last June, which is the company’s month of community service.

One Nation Exteriors helped staff set up the Earth Day community event at the Harriet Alexander Nature Center.

Grant Johnson Realty Group helped clean up at Central Park.

Many corporate groups also bring specialized skills that the city can put to good use.

Volunteers from **Terra Firma Building and Remodeling** removed a truckload of invasive buckthorn from Acorn Park last summer. Employees at the Roseville company chose to use their volunteer day to give back to the community and improve one of our city’s popular parks. And this crew, with their carpentry and building background, knew their way around a toolbox, finishing in record time!



Real estate agents and staff from **Keller Williams** helped with planting and landscaping at the Muriel Sahlin Arboretum.

“The Keller Williams staff just had a great eye for detail and design,” Boggs said. “They helped make our beautiful arboretum even more attractive to visitors.”

Boggs also complimented civic and scouting groups who have a longstanding relationship with the city and regularly volunteer.

Learn more about volunteering at CityofRoseville.com/Volunteer



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!

Wednesdays at the Arboretum

Start Date Wednesday, May 7
8:00 a.m. – noon
May - September

Muriel Sahlin Arboretum, 2525 Dale Street N

Join the team of volunteers who assure that the public gardens are picture perfect and continue to spark community pride. Help weed and maintain beautiful flowerbeds in this free public space. Join us each Wednesday as your schedule permits throughout the season.

Shredding Day

Saturday, May 17
8:30 a.m. - noon

Roseville City Hall Parking Lot

Volunteers are needed to assist city staff for our annual shredding day. You can help by unloading bags and/or boxes of paper from vehicles and placing it into recycling carts that will be moved to the shred truck. Fun and easy!

Lexington Boulevard Planting

Saturday, May 17
9:00 a.m. – noon

Central Park at Lexington Avenue

The annual planting of the iconic Lexington Boulevard will again be a great time to come together with other volunteers to create a fabulous community asset. Many volunteers are needed and welcomed to assist in filling the flowerbeds to the brim with blooming color. This opportunity is perfect for families, groups, or individuals.

Garlic Mustard Teams

Villa Park: Meet at the lower playground by the Villa Park Sign/Garden off of Cohansey Blvd.

Reservoir Woods-East: Meet/park at Reservoir Woods Circle off of McCarron Blvd S. (Near intersection of McCarron Blvd. and Roselawn)

Reservoir Woods-West: Meet/park at the small parking lot at Alta Vista Drive

All times 9:30 a.m. – 11:30 a.m.

May 13, Reservoir Woods-West

May 15, Villa Park

May 18, Reservoir Woods-East

May 22, Villa Park

May 24, Reservoir Woods-West

May 25, Reservoir Woods-East

May 27, Reservoir Woods-West

May 31, Reservoir Woods-West

Run for the Roses

Registration help: Friday, June 27
Race help: Saturday, June 28, 7:15 a.m. – 10:00 a.m.

Volunteers are needed to help with registration on June 27, and help is needed on race day with traffic control and race monitoring, and help at the finish line. Shifts for the race start at 7:15 a.m. and finish no later than 10:00 a.m.

ALL ARE WELCOME

The City of Roseville strongly encourages and welcomes community members who are people of color, indigenous, immigrants and refugees, LGBTQIA+ and people with disabilities to volunteer.

ROSEVILLE BUSINESS NEWS

GrowRoseville.com

Events for Roseville Businesses

**Paid Leave is coming to Minnesota.
Is your business ready?**

Northeast Metro Employer Paid Leave Session

May 7, 8:30 a.m. – 10:00 a.m.

**Shoreview Community Center
4580 Victoria St N, Shoreview, MN 55126**

Starting Jan. 1, 2026, Minnesota Paid Leave will provide payments and job protections to Minnesotans when they need time off for some of life's most important moments – like welcoming a child, recovering from a serious illness, or caring for a loved one. As an employer, you play an important role in helping your employees learn about and access the program.

Minnesota Paid Leave staff are partnering with local chambers of commerce to hold a series of in-person engagement sessions for employers.



**Register for the event
and learn more at
info.paidleave.mn.gov**

MARKETING TOOLKIT

ROSEVILLE

Golden Shovel

GrowRoseville Marketing Toolkit

Learn useful marketing tools for your business with tutorial videos from GrowRoseville. Learn how to use popular programs like Canva, Facebook ads, Google ads, and more!



**Watch the videos at
[GrowRoseville.com
/Toolkit](https://GrowRoseville.com/Toolkit)**

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

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Roseville, MN Economic
Development Authority

Roseville's Suburban Ace Hardware Continues a Family Legacy of Quality and Customer Service

Convenience and customer service have kept loyal customers coming back to Suburban Ace Hardware in Roseville for the past two decades

Easy online ordering and pickup, an eye toward quality, and a growing movement to shop local is attracting a new generation of customers.

"You can find what you need and get in and out quickly," said Owner Mike Johnson. "We are a small store but most of the time we have what you need."



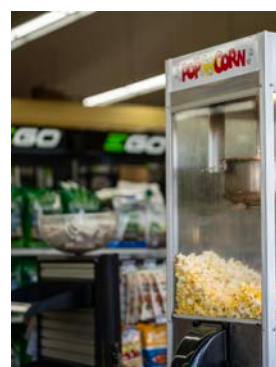
Three generations of the Johnson family have owned and operated Suburban Ace Hardware at 1930 Lexington Ave N.

Mike Johnson purchased the store from his uncle in 2004 and he's on site most days helping customers find the right tool or part to make a repair or complete a project. His son Nick Johnson grew up shadowing his dad and now works as a store manager. The store has 18 employees.

The smaller-format neighborhood store, with convenient parking, makes it easy for customers to run in and pick up that tool or that part to complete a repair quickly, Johnson said.

"I grew up in that generation where we fixed everything."

That DIY, fix-it mentality now transcends generations. Younger shoppers are embracing that fix-it first ethos and are discovering Suburban Ace.



Adapting to change

"The community has changed greatly. We have a lot of younger customers, and we've had to adapt," Johnson said.

That includes making online ordering through AceHardware.com seamless. "We've definitely seen online orders increase since COVID and they remain popular," Johnson said.

Shoppers are keen on keeping up with technology and trends. Johnson said one place they're doing that is in their power tools business. Ninety percent of the power tools they now sell, including lawnmowers and snowblowers, are electric vs. gasoline. Suburban Ace carries Stihl, Toro, and EGO power tools.

Johnson said he's always looking for the best quality products. For example, he's switched the brand of wild bird seed he carries. The new brand contains a higher concentration of seed vs. millet.

"Quality is important to us," Johnson said.

The change of seasons also drives business. Johnson said they're now preparing for spring, with customers coming in for mulch, fertilizer, and other lawn and garden products.

Finally, customers value staying close to home and reinvesting in their own community.

"We do see more and more customers, especially in the younger generation, who want to shop local," Johnson said. "We are family owned, and we offer that neighborhood shopping experience."

**Learn more at
AceHardware.com**



New Properties Under Construction in Roseville

View the interactive map.



Scan the QR Code or visit
[GrowRoseville.com/
development-activity](https://GrowRoseville.com/development-activity)