



CITY OF GRAND RAPIDS

CITY COUNCIL
CHAMBERS
420 NORTH POKEGAMA
AVE.

Meeting Agenda Full Detail City Council Work Session

Monday, February 13, 2012

Conference Room 2A

Immediately following the closed session.

CALL TO ORDER: Pursuant to due notice and call thereof a Special Meeting/Worksession of the Grand Rapids City Council will be held on Monday, February 13, 2012 immediately following the closed session in Conference Room 2A, 420 North Pokegama Avenue, Grand Rapids, Minnesota.

CALL OF ROLL: On a call of roll, the following members were present:

Discussion Items

1. **12-0101** Discuss Recyclebank program.
Attachments: [The 2012 50 State Challenge](#)
2. **12-0093** Discuss 2012 proposed infrastructure projects and bonding requirements.
Attachments: [Memo Council 2012 projects.pdf](#)
3. **11-1768** Review 5:00 p.m. Regular Meeting and other business as noted.

Attest:

Shawn Gillen, City Administrator



CITY OF GRAND RAPIDS

CITY COUNCIL CHAMBERS
420 NORTH POKEGAMA
AVE.

Legislation Details (With Text)

File #: 12-0101 **Version:** 1 **Name:** Recycle program
Type: Agenda Item **Status:** CC Worksession
File created: 2/9/2012 **In control:** City Council Work Session
On agenda: 2/13/2012 **Final action:**
Title: Discuss Recyclebank program.
Sponsors:
Indexes:
Code sections:
Attachments: [The 2012 50 State Challenge](#)

Date	Ver.	Action By	Action	Result
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Title
Discuss Recyclebank program.

Waste Management, Recyclebank & SC Johnson present

The 2012 50 State Challenge

Put your community in the running for a \$100,000 grant & showcase your commitment to recycling and sustainability. Your community has been identified as a candidate to represent your state and the nation as a Champion of the Environment.



A free program for one selected community in each state

Compliments of SC Johnson, your community will receive Recyclebank's award winning recycling program at no cost for 2 years. During that time, your residents will enjoy rewards for recycling, as they earn valuable Recyclebank Points which can be redeemed for hundreds of deals and discounts. You do not need to modify any aspect of your existing curbside recycling program to participate.

Participating Challenge Communities will receive

Two years of Waste Management and Recyclebank's award winning recycling incentives program at no cost



Residential incentives & engagement program which offers \$165 average reward savings per participating household

Innovative promotional activities, with national and local PR coverage



Positive national and local exposure as a champion of the environment

Participation in SC Johnson's national recycling contest 'The 50 State Challenge'



Prizes for top performing communities, including a \$100,000 grant for a green community project

Showcase your dedication to a more sustainable future by joining us, and prepare to be applauded for your commitment to curbside recycling. Participating cities will enjoy a positive competition that promotes recycling participation. The competition will run for 180 days, during which time, Recyclebank will track results and award prizes.

Please reach me at your earliest convenience so that we can discuss the program details and steps to engage in this unique opportunity. Eligible candidate communities will be selected on a first come first served basis.

Sincerely,

Darrell Hoekstra, Waste Management, (952) 460-8645, dhoekstra2@wm.com



Promotional Program – Grand Rapids, MN

Purpose of this document

Outline key terms and outline the joint agreement to deploy and operate a promotional version of the Recyclebank curbside recycling incentives program.

Introduction & Program Fundamentals

Waste Management, in conjunction with Recyclebank and SC Johnson & Son, Inc. will be operating a unique promotional program during the period of April, 2012 until December 31, 2012. The program is a national competition that will encourage 50 chosen cities and counties, across the 50 states to raise residential recycling performance for a chance to win prizes based on levels of participation levels within the community.

As part of this program, the Recyclebank curbside program will be provided, at no cost to the municipality, for a period of 24 months. Recycling will be rewarded using a program-specific version of Recyclebank's Community Weight Based service model with recycling participation recorded using member self-reporting.

Together, Recyclebank, WM and the City will utilize a Marketing Toolkit created by Recyclebank to allow for marketing, community outreach, and program education.

- **Service Area:** Approximately 2,050 curbside recycling households
- **Recyclebank Program Implementation Period:** As scheduled, April-June, 2012
- **Promotional Competition Period:** July 2012 through December 31, 2012
- **Recyclebank Program End-date:** June 30, 2014

Program Structure and Other Plan Elements

The Recyclebank program will utilize member self-reporting to record individuals recycling participation. Members may report their recycling activities via the web, smartphone apps, or telephone. Members will be rewarded Recyclebank program points every time they participate.

- The City of Grand Rapids will work with WM & Recyclebank to provide all necessary household addresses for use in program marketing & outreach.
- The City of Grand Rapids will send an introduction letter (templates will be provided by Waste Management/Recyclebank) to each household participant announcing the program challenge. This letter will be sent prior to Recyclebank mailing of the registration mailer.
- Additionally, the City of Grand Rapids will leverage their existing communication channels to residents and merchants to promote the program as extensively as possible. City communication channels may include but are not limited to:
 - + Direct Marketing to Residents (i.e. inserts in city mailings, automated phone messaging, etc)



- + Online Outreach and Messaging (i.e. messaging in newsletters, emails outreach to residents and city employees, city website messaging, social media, etc)
 - + Out-of-home Advertising (i.e. usage of city-owned advertising assets, PSA channels, etc)
 - + Community Outreach (i.e. information distribution at appropriate councils and forums, community events, etc)
 - + PR/Media Strategies (i.e. inclusion in public relations campaigns, local media outreach, etc).
 - + Recyclebank will provide templates to the city to facilitate promotional communications.
-
- The City of Grand Rapids agrees to participate, as needed, in an organized series of conference calls to kick-off and coordinate the program deployment. The City will involve appropriate staff from all relevant departments & functions and provide a primary point of contact for purposes of coordination.
 - The City of Grand Rapids agrees to participate, alone or in concert with any relevant outside partners, in a Customer Service Representative training session to be led by Recyclebank. City DPW, 311, or other departments which may field inquiries about the Recyclebank program should participate.
 - The City of Grand Rapids will work with Recyclebank to provide historical and recurring recycling & solid-waste data for the community in an accurate and timely manner from Waste Management.
 - The City of Grand Rapids agrees to include SC Johnson & Son, Inc. and associated "50 State Challenge" branding on all marketing materials sent to residents.
 - The City of Grand Rapids agrees to consider proposals to continue the Recyclebank program within the community following the Recyclebank program end-date. Options may include continued full or partial program sponsorship via SC Johnson & Son, Inc. or other corporate partner, or by establishing a commercial agreement between Recyclebank and the City with a program fee structure TBD.



Promotional Program Details – City of Grand Rapids, Minnesota

Purpose of this document

Outline key terms to deploy and operate a promotional version of the Recyclebank curbside recycling incentives program.

Introduction & Program Fundamentals

WM and Recyclebank in conjunction with its partner, SC Johnson & Son, Inc. will be operating a unique promotional program during the period of April, 2012 until December 31, 2012. The program is a national competition that will encourage 50 chosen cities, across the 50 states to raise residential recycling performance for a chance to win prizes based on levels of participation levels within the community.

As part of this program, the Recyclebank curbside program will be provided, at no cost to the municipality, for a period of 24 months. Recycling will be rewarded using a program-specific version of Recyclebank's Community Weight Based service model with recycling participation recorded using member self-reporting.

Together, Recyclebank, WM and the City will utilize a Marketing Toolkit created by Recyclebank to allow for marketing, community outreach, and program education.

- **Service Area:** All curbside recycling households (Approximately 2,050 households)
- **Recyclebank Program Implementation Period:** As scheduled, April-June, 2012
- **Promotional competition period:** July 2012 through December 31, 2012
- **Recyclebank Program end-date:** June 30, 2014

Program Structure and Other Plan Elements

The Recyclebank program will utilize member self-reporting to record individuals recycling participation. Members may report their recycling activities via the web, smart phone apps, or telephone. Members will be rewarded Recyclebank program points every time they participate.

- The City will work with WM to provide all necessary household addresses for use in program marketing & outreach. The City will print and send an introduction letter (templates will be provided by Recyclebank) to each household participant announcing the program challenge. This letter will be sent prior to the Recyclebank mailing of the registration mailer.
- Additionally, the City will leverage their existing communication channels to residents and merchants to promote the program as extensively as possible. City communication channels may include but are not limited to:
 - + Direct Marketing to Residents (i.e. inserts in city mailings, automated phone messaging, etc)

- + Online Outreach and Messaging (i.e. messaging in newsletters, emails outreach to residents and city employees, city website messaging, social media, etc)
 - + Out-of-home Advertising (i.e. usage of city-owned advertising assets, PSA channels, etc)
 - + Community Outreach (i.e. information distribution at appropriate councils and forums, community events, etc)
 - + PR/Media Strategies (i.e. inclusion in public relations campaigns, local media outreach, etc).
 - + Recyclebank will provide templates to the City to facilitate promotional communications.
- The City agrees to participate, as needed, in an organized series of conference calls to kick-off and coordinate the program deployment. The City will involve appropriate staff from all relevant departments & functions and provide a primary point of contact for purposes of coordination.
 - The City will work with WM and Recyclebank to assist in providing historical and recurring recycling & solid-waste data for the community in an accurate and timely manner.
 - The City agrees to include SC Johnson & Son, Inc. and associated "50 State Challenge" branding on all marketing materials sent to residents.
 - The City agrees to consider proposals to continue the Recyclebank program within the community following the Recyclebank program end-date. Options may include continued full or partial program sponsorship via SC Johnson & Son, Inc. or other corporate partner, or by establishing a commercial agreement with a program fee structure TBD.

Privacy & Confidentiality

- Recyclebank does not rent or sell members' Personally Identifiable Information or program activity to anyone without a member's expressed consent.
- Each party will own all right, title, and interest, including any copyrights or other intellectual property rights, in and to any data or information that it collects, compiles or creates regarding Customers. As between the parties, the owner of such rights will have the right to use as it wishes any such information, subject to applicable law and its own privacy policy, with no duty to give the other party notice, gain the other party's consent, account to the other party or share royalties with the other party.

Rewards Available by Zip(s) Report

Generated On : 2/3/2012@ 1:08:39PM

State: MN

City : Grand Rapids

For Zip(s): '55730,55744,55745'

Local / National	Reward Partner Name	Product Name	Fulfillment Type	Points Price	End Date
National	Alibris	\$3 off \$25 or more	Online	100	01/17/2013
National	Alice.com	20% Off Your First Purchase	Online	100	
National	Alice.com	Free \$10 Gift Card	Partner	100	
National	Alice.com	\$10 Gift Card	Fulfilled		
National	AVEENO®	FREE Tote bag with a copy of Baby Talk and Working Mother magazine + a 1oz Essential Moisture Shampoo sample	Online	200	
National	bambeco	15% off any purchase, plus Free Shipping on orders over \$100	Partner	500	
National	Bed Bath & Beyond®	\$10 Off \$30 or More	Online	75	02/14/2012
National	Best Buy® Gift Card	\$10 Best Buy® Gift Card	Mailer Reward	100	03/23/2012
National	Brookstone	\$15 Off \$90 or More	Partner	2500	
National	Bumble Bee Foods, LLC.	Save \$1.00 on any TWO (2) Bumble Bee® Products, Any Size or Variety	Fulfilled		
National	Calendars.com	\$5 off \$25 or more	Online	150	12/17/2012
National	Car and Driver	One-year subscription	Print at Home	75	11/26/2012
National	Cherry Moon Farms®	15% Off Gourmet Gifts & Baskets at Cherry Moon Farms (Min \$24)	Online		
National	ChooseUp	Save 20% on ChooseUp Education Kits	Online	100	08/17/2012
National	CleanWell	\$1.50 Off Any CleanWell Product 4oz. or Larger, or 40 ct. Canister Wipes	Online	40	02/15/2012
National	CleanWell	\$5 Off Any CleanWell Product	Online	60	11/26/2012
National	CleanWell	\$5 Off Any Online Purchase - CXL	Online		
National	CleanWell	\$5 Off Any Online Purchase	Online	75	12/17/2012
National	Club Pogo™	Free 6 months of Club Pogo™	Online	75	12/17/2012
National	Club Pogo™	Free 3 months of Club Pogo™	Online	275	08/17/2012
National	Club Pogo™	Free year of Club Pogo™	Online	150	08/17/2012
National	Coastal.com	Free year of Club Pogo™	Online	400	08/17/2012
National	Coastal.com	Save \$12 + Get Free Shipping on Glasses orders over \$59	Online	150	09/16/2012
National	Coastal.com	Save \$12 + Get Free Shipping on Contact Lens Orders over \$99	Online		
Local	Cub Foods	\$6 off \$70 or more	Online	150	09/16/2012
National	Darden Restaurants Gift Card	\$10 Darden Gift Card	Online	60	
National	DASANI®	Buy 1 DASANI, Get 1 Free	Mailer Reward	60	
National	Destination Dinners	\$4 off any one Recipe Kit	Partner	2500	
National	Destination Dinners	\$3 Off Any One Recipe Kit and an Eco-Friendly Souvenir – A Watermelon-Red Mini Colander Made From Bamboo Pulp	Fulfilled		
National	Dick's Sporting Goods	\$15 Off \$75 or More	Mailer Reward	75	06/30/2012
National	Earth Friendly Products	\$2 Off Any Product	Online	75	03/17/2012
National	Eco-Artware.com	15% off	Online	75	03/17/2012
National	Everyday Food	One-Year Subscription	Online	100	03/17/2012
National	Everyday Food	One-Year Subscription	Partner	115	
National	Everyday Food	One-Year Subscription	Fulfilled		

National	Omaha Steaks	\$10 off \$50 or more online	Online	100	01/01/2013
National	Omaha Steaks	\$20 off \$100 or more online	Online	200	01/01/2013
National	Panera Gift Card	\$10 Panera Gift Card	Partner	2500	
			Fulfilled		
National	PeopleTowels	15% Off Your Order	Online	75	
National	Perfume.com	15% off	Online	75	12/17/2012
National	Personal Creations®	25% Off All Orders	Online	75	08/17/2012
National	Popular Mechanics	One-year subscription	Online	115	
National	ProFlowers®	20% Off Flowers & Gifts at ProFlowers (Min \$34)	Online	75	08/17/2012
National	ProFlowers®	20% Off Flowers & Gifts at ProFlowers (Min \$34) - CXL	Online	75	08/17/2012
National	Puritan's Pride	\$10 Off \$100 or More + Free Shipping	Online	100	03/17/2012
National	Q-tips®	\$0.60 off any ONE (1) Q-tips® 300ct Pack or Larger	Print at Home	30	03/12/2012
National	Q-tips®	\$1 off any ONE (1) Q-tips® Precision Tips™ 170ct Pack	Print at Home	30	03/12/2012
National	RedEnvelope®	20% Off Orders \$49 or More	Online	100	08/17/2012
National	Road & Track	One-year subscription	Online	115	
National	Ruby Tuesday	\$10 Off Two Dinner Entrées	Print at Home	100	04/26/2012
National	Scholastic Store	20% off any order	Online	100	
National	Seventeen	One-year subscription	Online	115	
National	Shari's Berries®	15% Off Gourmet Dipped Berries at Shari's Berries (Min \$24)	Online	100	08/17/2012
National	Shoebuy.com	\$10 Off \$50 or More	Online	100	
National	Shoes.com	20% off	Online	100	
National	SmartyPants Gummy Vitamins	1 Sample of Smarty Pants for Kids and One Sample of Smarty Pants for Adults	Partner	25	
National	SmartyPants Gummy Vitamins	15% Off Your Purchase	Fulfilled		
			Online	40	
National	SPRI Products	\$10 Off \$40 or More	Online	100	
National	SPRI Products	\$20 Off \$80 or More	Online	200	
National	Suave	SAVE 50¢ on Any ONE (1) Suave Kids® Shampoo, Conditioner, or Detangling Product	Print at Home	30	04/11/2012
National	Sunglass Hut	10% off Sunglass Hut gift cards	Online	75	
National	The Green Garmento	Buy One, Get One Free!	Online	90	03/17/2012
National	The Green Garmento	Buy One, Get One ½ Off	Online	60	03/17/2012
National	The Home Depot® Gift Card	\$10 The Home Depot® Gift Card	Partner	2500	
			Fulfilled		
National	T-Mobile	Save \$35 on Activation with T-Mobile!	Online	125	
National	Town and Country	One-year subscription	Online	115	
National	TruKid: Natural Skin, Hair and Sun Care for Kids	20% Off Total Purchase	Online	100	
National	UncommonGoods	15% Off Your Order	Online	90	12/17/2012
National	Vapur	20% Off Entire Order	Online	100	08/06/2012
National	Vistaprint	50% off + FREE Shipping on Orders Over \$50 + FREE Photo Uploads	Online	100	
National	Vitamin World	\$10 off \$50 or More	Online	100	03/17/2012
National	Wal-Mart Gift Card	\$10 Wal-Mart Gift Card	Partner	2500	
			Fulfilled		
National	Whole Living	One-Year Subscription	Partner	115	
			Fulfilled		
National	Wishprints	30% OFF ENTIRE 1st ORDER + Free Shipping	Online	80	12/18/2012
National	Ziploc®	Save \$1.00 on any TWO (2) Ziploc® Brand Bags	Print at Home	75	
National	Ziploc®	\$1.50 Off Any Ziploc® VersaGlass™ Container	Print at Home	30	05/26/2012



Legislation Details (With Text)

File #:	12-0093	Version:	1	Name:	Worksession-Bonding Discussion
Type:	Agenda Item	Status:		Status:	CC Worksession
File created:	2/7/2012	In control:		In control:	City Council Work Session
On agenda:	2/13/2012	Final action:		Final action:	
Title:	Discuss 2012 proposed infrastructure projects and bonding requirements.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:	Memo Council 2012 projects.pdf				

Date	Ver.	Action By	Action	Result
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Title
Discuss 2012 proposed infrastructure projects and bonding requirements.
Body
Background Information:
Please see the attache memo.

Requested City Council Action
Discuss 2012 proposed infrastructure projects and bonding requirements.



CITY OF
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

FINANCE DEPARTMENT

420 NORTH POKEGAMA AVENUE, GRAND RAPIDS, MINNESOTA 55744-2662

MEMORANDUM

DATE: February 8, 2012
TO: Mayor Dale Adams, Council members Joe Chandler, Dale Christy, Gary McInerney, and Ed Zabinski
C: Shawn Gillen, City Administrator
FROM: Shirley A. Miller, Finance Director
RE: 2012 Infrastructure Projects

At the Special Council meeting on January 16, 2012, the proposed 2012 infrastructure projects were discussed. At that meeting, the Council indicated that they would like to do the following three projects in 2012:

Project	MSAS Bonds	GO Bonds	Total of Bonding
CP 2011-4 Horseshoe/Isleview	1,450,000	875,000	2,325,000
CP 2004-3 4 th St SW/SE	1,455,380	1,385,000	2,840,380
CP 2011-6 Horseshoe Imp	1,274,620	1,005,000	2,279,620
Totals	4,180,000	3,265,000	7,445,000

The proposal was to issue the MSAS bonds for all three projects right now, but issue General Obligation Bonds for only CP 2011-4 Horseshoe/Isleview and CP 2004-3 4th Street SW/SE now, and issue General Obligation Bonds for CP 2011-6 Horseshoe Improvements in the fall. Since we are proposing to issue MSAS bonds for all three projects, bond counsel wanted us to make sure the City intended to issue General Obligation Bonds in the fall for the CP 2011-6 Horseshoe Improvements. If the project did not move forward for any reason, there would be an over-issuance problem.

As discussed at the Special Council meeting, if all three projects are done in 2012, the increase to the levy with all other things remaining the same would be 3.42%.



Legislation Details (With Text)

File #:	11-1768	Version:	1	Name:	
Type:	Agenda Item	Status:		CC Worksession	
File created:	9/7/2011	In control:		City Council Work Session	
On agenda:	1/23/2012	Final action:			
Title:	Review 5:00 p.m. Regular Meeting and other business as noted.				
Sponsors:					
Indexes:					
Code sections:					
Attachments:					

Date	Ver.	Action By	Action	Result
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Title
Review 5:00 p.m. Regular Meeting and other business as noted.