



Cultivate Hopkins Advisory Committee

May 9, 2018 Meeting Notes

Affordability

Affordable Housing

- Majority ranked as a high priority
- The city already has a high amount, and does not need more
- The city will lose units over time with market changes, so this should be taken into account
- Not many options available currently for seniors living on Social Security income, needing affordable housing
- Realize this does not have to be just apartments – could be other types of housing such as accessory dwelling units

Affordable Commercial Space

- Around half ranked it as a high priority
- Currently a very limited toolkit for what the City can do to influence this
- With all the vacancies currently present on Mainstreet, this doesn't seem to be top priority
- Businesses in these spaces may experience high turnover, detracting from area stability

Livable Wages

- Majority ranked as good idea but not most important
- Hopkins is too small to take the lead on this issues – too easy for businesses to move elsewhere in the region, if for example set \$15 minimum wage
- If restricted assistance to businesses with livable wage, may be too restrictive on what business types the city could help

Downtown

Business Support

- Around half ranked as a high priority
- Questions around what percentage of businesses own their own space
- If owner is different than renter, may pass on costs to renters for improvements
- Assistance should focus on local, don't go after trying to attract major new companies

Events and Activities

- Majority ranked as good idea but not most important
- Thinking that there already are a number of good events in city – may not need more
- Better if private sector can be the main sponsor of additional events rather than City
- City can play a role in promoting events broadly through variety of channels, to reach more people in city; Facebook is an excellent way to reach many people
- Focus should be on supporting activities that are not just for fun
- Bringing visitors to the community to spend money here is a good thing

Aesthetic Controls

- Around half ranked as good idea but not most important
- This includes empty sign frames, present in several places
- The need for improvement is somewhat a matter of perception – not everyone notices existing examples right now
- Concern that this additional cost may be a burden on small businesses with thin margins
- Too rigorous enforcement could feel like a “police state”
- Would need more regulatory tools and more enforcement to step this up
- If it is not consistently enforced, businesses who have invested in their property may feel that it is unfair when others do not and are not required to
- There is some appeal to the existing “grittiness” that should not be sanitized away

Race and Equity

Racial Disparities and GARE

- Majority ranked as good idea but not most important
- Questions about what GARE is and how it is being used
- Since there is already an active initiative underway, additional effort may not be necessary over and above this
- May need to educate about work done to date and future priorities in this area

Community Engagement

- Around half ranked as good idea but not most important
- There is always room for improvement in this area, though some has been done already
- Expand range of strategies used

- Investigate most effective and efficient ways to do engagement
- True community engagement is less common than just outreach – really involving the community in the decision process
- Need to find the best places and ways to advertise opportunities

Inclusionary Approach to Services

- Majority ranked as high priority
- Seemed to be self-evident, so did not discuss in detail

Arts and Culture

Expand Public Art

- Majority ranked as good idea but not most important
- Questions about how current ArtStreet program works, and what is in City’s permanent art collection; mostly temporary placements, but some are purchased
- Interest in connecting this with equity, in terms of what areas to expand
- Targeted locations may be Blake Road and transit station areas
- Would like more information on what this would mean

Diversify Art

- Majority ranked as good idea but not most important
- Could include performance art elements, such as spoken word
- Potential to use art in underserved communities and areas
- Function of art as storytelling and as part of community based engagement

Fund Art

- About half ranked as good idea but not most important
- Has been done through art dedication agreement with developers
- Already spend a lot on art now, so additional spending is not top priority
- Spreading across the community may be more fair than development-specific approach
- May need to make the case for how this benefits the community

Environment Ranking Exercise

- Built – 7 (70%)
- Natural – 3 (30%)
- Economic – 0 (0%)
- Social – 0(0%)

Policy Ranking Exercise

	#	%
SOCIAL ENVIRONMENT		
Quality of Life		
QL#1: Prevent and reduce crime and increase perceptions of safety through interagency collaboration and coordination with residents as empowered partners.	3	10%
QL#2: Reduce harm to people and property by utilizing collaborative approaches to increase capability and capacity to respond to emergency incidents.	0	0%
QL#3: Use partnerships to ensure that residents are connected with necessary services to meet health, economic, and practical needs.	7	23%
QL#4: Maintain property standards and enforcement to ensure that neighborhoods and buildings remain safe and livable.	4	13%
QL#5: Provide and maintain adequate facilities and infrastructure to meet current and future community needs.	5	17%
QL#6: Support educational opportunities for Hopkins residents that support basic education, lifelong learning, and economic opportunity.	5	17%
QL#7: Support the vision of a community where everyone has access to the resources and opportunities to live healthy, active lives.	6	20%
Sense of Community		
SC#1: Support a strong, connected, inclusive vision of community that provides opportunities for everyone to participate in public events and processes.	10	35%
SC#2: Proactively support the development and maintenance of an equitable and inclusive community.	8	29%
SC#3: Recognize, promote, and preserve important elements of the city's history, culture, and arts.	3	11%
SC#4: Promote arts and culture as tools for community and economic development.	7	25%
ECONOMIC ENVIRONMENT		
Economic Competitiveness		
EC#1: Support the development of a strong, vibrant, livable community that attracts jobs, population, and investment.	10	32%
EC#2: Support a healthy, diverse mix of businesses in Hopkins.	5	16%
EC#3: Support the development of a well prepared, diverse workforce.	5	16%
EC#4: Promote economic equity in Hopkins, to benefit residents regardless of identity or background.	11	35%
Downtown		
D#1: Maintain a viable downtown core that serves as an economic and social center for the community.	8	80%
D#2: Continue to grow Downtown's population and jobs base.	2	20%