



CITY COUNCIL WORKSHOP

Tuesday, February 20, 2024 at 5:00 PM

City Hall 8319 Co. Rd. 11 Breezy Point, MN 56472

(218) 562-4441 | Office Hours 8:00 a.m. - 4:00 p.m. | cityadmin@cityofbreezypointmn.us

AGENDA

1. GOLF CART RULES

[A.](#) Golf Cart Discussion

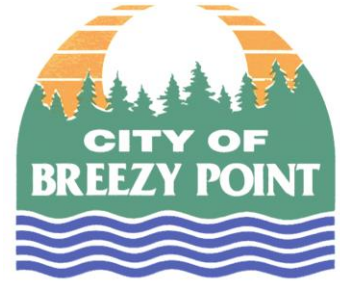
2. COMMUNICATIONS

[A.](#) Communications Discussion

3. MARCH AGENDA REVIEW

[A.](#) Agenda Review Discussion

TO: Mayor and City Council
FROM: David Chanski, City Administrator
RE: Golf Cart Rules
DATE: February 20, 2024



Background

At the November 2023 City Council meeting, the topic of golf cart rules and regulations was briefly discussed at the request of Councilmember Jensen. At that time, the City Council decided to discuss the topic further at a future workshop.

Golf Cart Information

The City of Breezy Point sells the majority of its golf cart permits during the spring and summer seasons between the months of May and July. Seeing as the City's sale rate has been increasing steadily over the past several years, staff predict the City could exceed 700 permits sold in 2024. Relevant growth figures since 2017 can be found below:

- 2017 – 396
- 2018 – 421
- 2019 – 487
- 2020 – 548
- 2021 – 649
- 2022 – 662
- 2023 – 681



8319 County Road 11
Breezy Point, MN 56472
Phone: (218) 562-4441
breezypointmn.gov

Permit #: Section 1, Item A.

Issued On: _____

Receipt #: _____

Permit Cost: \$20.00

Cart Permit Application – 2024

Applicant Information

Name: _____

Address: _____ City/State/Zip: _____

Cell Phone: _____ Home Phone: _____

Email Address: _____

Golf Cart Information

Make/Year: _____ VIN or Serial #: _____ Color: _____

Insurance Information (Proof of Insurance must be provided with application)

Insurance Company: _____ Coverage Dates: _____

Policy Number: _____

I have received the Golf Cart Rules and Regulations for the City of Breezy Point and agree to abide by them.

Applicant Signature

Date

Data Privacy Notice*

The City of Breezy Point is asking you to provide information which includes private information under the Minnesota Government Data Practices Act (MGDPA). The City of Breezy Point is asking for this information to facilitate providing the service being requested. This information will be used to provide the requested or required service whether it be issuing a license, permit, conducting an assessment search or other specified service.

You are not legally required to provide the information and you may refuse to provide some or all of the information requested. However, the City of Breezy Point may not be able to process your request if you do not provide sufficient information. Failure to provide certain information could result in not providing the license, permit, or other specific service being sought.

With some exceptions, unless you consent to further release of private information, access to this information will be limited to those within the City whose jobs reasonably require access to this information. However, state and federal law authorizes release of private information without your consent to:

- to the Commissioner of the Department of Employee Relations (Minn. Stat. Chapter 43A);
- to State and Federal Revenue authorities for tax purposes;
- to child support enforcement authorities in this or another state (Minn. Stat. §256.978);
- if required by a court order, or authorized by other state or federal law.

*This notice is required when collecting private data from an individual. Minn. Stat. Sect. 13.04, Subd.2.
This has sometimes been called the "Tennessee Warning."

City of Breezy Point
8319 County Road 11
Breezy Point, MN 56472
Phone 218-562-4441 Fax 218-656-1326

Golf Cart Rules and Regulations

Rules and Regulations for Golf Cart Operation on City Streets

Proof of ***Minnesota State Minimum Liability Insurance Coverage for Operation on City Streets*** must be provided at time of permit purchase. Please check with your insurance agent to make sure you have at least the minimum required coverage for operation on City streets.

Golf Carts May Be Driven on County Roads 4, 11, and 39 and City Streets:

- with current permit sticker displayed on the rear of cart
- verification of insurance coverage must be carried in golf cart at all times
- with slow moving vehicle emblem displayed on rear of cart
- with rear view mirror
- passengers limited to seating capacity

Golf Carts are prohibited:

- with drivers younger than 15 years old
- on Buschmann Road
- from City Parks and Trails
- during inclement weather or limited visibility
- between sunset and sunrise; unless equipped with original equipment headlights, taillights, and rear facing brake lights
- from towing trailers

The operator is required to obey all **Minnesota Traffic Laws** and **use hand signals**.

An operator can be arrested for D.W.I. while operating a golf cart.

Permits may be obtained from Breezy Point City Clerk's Office 218-562-4441.

Application forms may also be downloaded by visiting our website at:

www.cityofbreezypointmn.us



Follow the City of Breezy Point on Facebook for local updates.

NISSWA GOLF CARTS

Rules and Regulations

A comprehensive list of regulations can be found in the Golf Cart Ordinance adopted April 2021. A copy can be obtained at www.cityofnisswa.com, at City Hall, 5442 City Hall St. or by scanning the QR code.

Section 1, Item A.



SCAN ME

Where and when can I drive?

- The extreme right-hand side or shoulder of city roads and county roads 13, 18 and 77. Golf carts may not be operated on the Paul Bunyan Trail or the Gull Lake Trail (see Trail Policy for more info).
- From sunrise to sunset and must be equipped with original equipment headlights, taillights and rear facing brake lights; and equipment is in good operating condition.
- Golf carts shall not be operated during inclement weather conditions or at any time when there is insufficient light to clearly see persons and vehicles on the road way.

Where can I park downtown?

- Designated parking is located at The Pickle Factory.

What does my golf cart need?

- A rear-view mirror as required by Minn. Stat. 169.70.
- A registration sticker and slow-moving vehicle emblem.

What are the traffic regulations?

- Golf cart speed may not exceed 20 MPH.
- Golf carts must obey all traffic laws at all times.
- Operator must have a valid driver's license, or may be 15 years of age with a valid learner permit and accompanied by a person 18 years or older in the front seat.
- No one may sit in the driver's lap while the golf cart is in motion.
- No standing while the golf cart is in motion or hanging on to a golf cart in motion.



What is the permit process?

- An application shall be submitted at City Hall on a form provided by the City.
- Evidence of insurance and a driver's license must be provided.
- Permit holders will be issued a registration sticker and a slow-moving vehicle emblem to affix to the left side, rear fender or similar component.

How long is the permit for and what is the cost?

- Permits will be granted for a three (3) year period, valid from January 1 through December 31.
- Permits may be purchased at any time during the year but will be valid only for three (3) calendar years, including the year of issuance and will expire on December 31st of the 3rd calendar year.
- The fee shall be in accordance with the current City fee schedule, as amended.

TO: Mayor and City Council
FROM: David Chanski, City Administrator
RE: Communications
DATE: February 20, 2024



Background

In January, Councilmember Jensen requested that the City Council discuss communications at a future workshop.



City of Breezy Point

The City of Breezy Point, Minnesota Social Media & Communications Policy

I. PURPOSE

The City of Breezy Point (the City) has an overriding interest in managing, approving, and supporting the proper use of public networking tools to enhance communications, streamline processes and foster productivity. This policy establishes the City’s position on the utility and management of media, both physical and digital, and provides guidance on its management, administration, and oversight.

To better address the fast-changing landscape of communications, and better publish information digitally and physically, the City recognizes the need and value of communications to enhance public participation, collaboration and information exchange. As such, the City will utilize physical and digital media to further the City’s strategic goals, promote its values, and provide customer service online where appropriate. Use of internet-based communications and social media websites by the City shall be for official City purposes only.

Guidelines outlined in this policy shall not be construed or interpreted in any way to infringe upon a person’s right to free speech under the Minnesota or United States Constitution.

II. DEFINITIONS

Social Media refers to the various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment, combine and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo-sharing, video-sharing, podcast, social bookmarking, mashups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more.

Physical Media refers to physical materials used to store or transmit information in communications used for the physical distribution of content to residents and customers. Examples of this include, without limitation, white papers, printed newsletters or fliers, electronic signage, tapes, compact discs, DVD’s, CD-Rom’s, portable hard disc’s, etc.

Digital Media/Signage consist of digital displays utilizing technology such as LCD, LED, projection, and e-paper to display digital images, video, web pages, data, or text.

Social Networks use technology to communicate, share information and encourage user engagement. Social media platforms have been identified as limited public forums where speech by certain group(s) or discussion of certain subject(s) is or can be held. Regulation of these platforms by the City shall be subject to all applicable State and Federal Government regulations.

Social Media Account means any registration, login credential, tool, forum, platform, website, or network that is created or maintained by a department or contracted service for the purpose of establishing or perpetuating a social media presence. Not all forms of social media may be appropriate for use by City departments, contracted services or programs and all accounts must obtain approval from the associated Departmental or City controlling entity.

Social Media Content includes any materials (physical or digital), documents, photographs, videos, graphics, and other information that is created, posted, distributed, or transmitted using social media internet sites or social media tools.

Posts are considered speech whether in a written message, picture, graphic, advertisement, notification, feed, stream, transmission, broadcast, podcast, video, instant message, text message, blog, microblog, status update, wall post, comment, and any and all other forms, means or attempts at collaboration or communication that is uploaded, posted to, or otherwise displayed on or transmitted by, any social media account or network.

Profile is the identification of the agency or person that manages or owns a social media account.

Hashtags (#) are short words or phrases used within a message to identify a keyword or topic of interest and facilitate a search for it. Hashtags are generally preceded by the pound sign (#) and are maintained by the associated social media platform.

Tag or Tagging someone or some business or organization means a link is created to that person's or organization's profile. The person/organization that is tagged in a post will be notified and the post may be added to the person's/organization's timeline or newsfeed.

III. SCOPE

The scope of this policy includes the use of social, physical, and digital media by The City as communications platforms and the acceptable use of said media by employees or contractors of the City when conducting business.

A. Goals for City Use of Social, Physical, and Digital Media

1. To provide City information to residents and businesses.
2. To enhance the City's communication efforts.
3. To serve as a source to build awareness, interest and quality of life in the City.
4. To provide rapid disbursement of supplemental emergency information to augment existing emergency information systems.
5. To attract the public to the City's website.
6. To attract the public to City services and events.
7. To disseminate concise and relevant information to City followers.

IV. ROLES & RESPONSIBILITIES

A. Roles

Authorized media users include City of Breezy Point personnel responsible for the use, administration, management, monitoring and/or retention of physical, social, and digital media related tools or websites and/or media content in the name of, or on behalf, of the City. These administrators include the City Administrator, the Chief of Police, and their designee(s).

B. Responsibility of Administrator/Designee(s)

1. The primary point of contact for the City in media related communications and

holds accountability for effective oversight, coordination, and management of information for assigned social, digital, and physical media.

2. Control access and maintain security for any related social media accounts or physical communications material (properly store documents, secure password maintenance, or deactivate social account access due to change in staffing where necessary).
3. Assign and regulate access to social media pages for other assigned designees and editors; limit social media account access to those with a clear business purpose, including, but not limited to, those authorized to post content on City social media accounts on behalf of the City.
4. Ensure that a Media Strategy Plan is submitted to the City Administrator's Office before any new communications strategy or tool is utilized by a department, program, service, or individual. Respond to all inquiries related to communications development or planning regarding new or current media.
5. Manage media related communications, such as adding or creating content and responding to inquiries where necessary. Informing the City Administrator or Chief of Police of concerns when appropriate.
6. Review active media, press, and account activity daily during normal business hours for exploitation or misuse.
7. Consolidate or delete social media accounts that are inactive or infrequently updated.
8. Monitor and measure social media, analyzing effectiveness and facilitating continuous improvements.
9. Attend available training and/or meetings regarding government communications.
10. Employ best practices for media and communications use by governments.
11. Collaborate with records management to ensure that the City is adhering to all applicable federal, state, county and City laws and regulations.

V. POLICY

A. General

1. All media is considered an extension of City communications and shall comply with related policies. The City website (<https://www.breezypointmn.gov/>) will remain the primary internet presence.
2. All use of social, physical, or digital media shall comply with all applicable federal, state, county and City laws, regulations, and policies. This includes adherence to, but will not be limited to, established laws and policies regarding copyright, records retention, Freedom of Information Act (FOIA), Minnesota Government Data Practices Act, First Amendment, Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), privacy laws, and others as they apply to digital or physical media. This also includes City design and branding standards; policies relating to Information Technology and other relevant policies established by

the City; and norms of professional business communication.

3. All use of media shall directly support the City's strategic goals. The most appropriate use of social, physical, and digital media tools is as an informational channel to broadcast City messaging to the widest possible audience.
4. All use of social, physical, and digital media shall be directly approved by the appropriate administrator/designee(s) and shall not include information supporting, enacting, or providing a service for a non-government or private sector entity.
5. Any individual with access to City social media accounts shall:
 - a. Not use their social media account for personal use, to promote or reply to personal contacts or to provide personal information or opinions.
 - b. Keep all communication on social media professional and follow established policies regarding workplace professionalism.
 - c. Not place any City technology at risk due to use of social media.
 - d. Individuals with access to City social media accounts do not have an expectation of privacy regarding their use of City social media.

B. Use

1. The City Administrator, or an authorized designee(s), shall develop and implement relevant communication's Master Planning for all platforms as outlined in this document. Final approval for any new social, physical, or digital media planning is given to the Office of the City Administrator and is dependent upon said approval prior to execution.
2. The Office of the City Administrator and Chief of Police, or an authorized designee(s), will administer the City's official media accounts and responsibilities. Official City communications will be used for purposes of connecting, engaging, and informing the community to raise awareness of policy information, City business, accomplishments, events, programs, services, news, and updates, conduct community outreach and engagement, and disseminate time-sensitive and emergency alerts.
3. No official City media, whether digital or physical, shall be used as a political, charitable, religious, or fundraising platform including, but not limited to, campaigns and fundraising for election to public or private office or public or private ballot issues; general advertising/promotion of third-party businesses; or for lobbying. The City, however, reserves the right to post neutral information regarding upcoming relevant elections.
4. As a limited public forum, speech and opinions expressed on City social media platforms will be monitored during business hours and the City will only participate in conversations as appropriate. City account managers should be aware hiding and deleting posts may violate Federal free speech regulations. Any post edited, hidden, removed or otherwise moderated will be treated as a public record. Removal of content will cite the violation of policy or standard in writing and be logged.
5. Prior to posting on any social media site, each authorized employee shall sign an

acknowledgement of receipt of this policy indicating they have read and understand all policy provisions and agree to be bound by them as such.

C. Content

1. *All official City of Breezy Point Content Made by Authorized Users* will be used to share general information and increase public awareness of City policies, programs, services, news/updates, as well as serve as an immediate form of communication. All material shall be consistent with the City of Breezy Point's mission, vision, and values.
 - a. Types of acceptable information released by an official designee or City account, in a text, image or video format include, but are not limited to, information about a City-sponsored or endorsed program, service or event, policy decision/outcome, agenda summaries, general information or history about the City, public safety prevention and information, and alerts and/or notifications made on behalf of the City.
 - b. Unacceptable content includes information on litigation or claims that could be brought against the City; non-public information; personal, sensitive, or confidential information; and medical information that violates a persons' Health Insurance Portability and Accountability Act (HIPAA) protections. Additionally, content promoting, fostering or perpetuating discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, status with regard to public assistance, or military and veteran status or depicting profane, obscene, violent or pornographic content and/or language is in violation of this policy and subject to removal as such.
 - c. Display City branding on all material including official City logo/seal unless associated branding is already posted where the material is stored.
 - d. Display official website, address, contact number/information, and official email account on all material unless associated information is already posted where the material is stored.
 - e. Comply with accessibility requirements.
 - f. Content should be strategically crafted and mindful of those with mobile devices where possible.
 - g. Enhance the City of Breezy Point, while being professional and user friendly.
2. *Comments and Responses*
 - a. Comments and replies on City posts from the public are allowed and will be monitored by the aforementioned administrator or their designee for unacceptable content including defaming, harassing, threatening or otherwise violating the legal rights of others, including their privacy; misrepresenting one's person, background or character; posting any defamatory, infringing, obscene, false or unlawful material; selling, advertising or exchanging any

goods or services unless expressly allowed; statements/threats or calls for violence or attacks of sexual assault or sexual exploitation, including derogatory terms related to sexual activity; calling for self-injury suicide or harm of a specific person or group of people; posting any copyrighted material; and/or spam or bot-generated content; and those listed in Section V.C.4.

- b. Responses from the City to comments/replies from the public will be approved at the discretion of the City Administrator, Chief of Police, or their designee(s) but will only be provided in situations where a specific question is asked about a City related policy, program, service or event and there is specific response, or respond to correct an inaccuracy in a discussion and there is misinformation about a City policy, program, service or event.
- c. The City reserves the right to hide a comment or content in violation of unacceptable practices without prior notification should it violate this policy or relevant State or Federal Government regulations (see also Section VIII.A.).

3. *Sharing, Liking and Following*

- a. The City of Breezy Point reserves the right to like, share, retweet, or re-post content from another social media account. A like, share or re-tweet of content does not imply or denote an endorsement of that account or content.
- b. The City of Breezy Point social media accounts may like or follow official public local, county, state, and federal government agencies and/or businesses or non-profit agencies contracted to do business on behalf and in conjunction with the City, or as approved by the City Administrator or Chief of Police.

4. *Disclaimer of Guidelines*

- a. The City of Breezy Point social media accounts, where possible, as well as the City website, will have the following disclaimer of guidelines posted or provide a link to them:

Comments expressed on this page do not necessarily reflect the opinions and position of the City of Breezy Point, its Council, administration, officers, or employees.

The City of Breezy Point's use of social media is intended to be used for informational purposes only. If you wish to contact the City Council or Administration or to request City services, please visit the City's official website at <https://www.breezypointmn.gov/>.

Under Minnesota law, this is a public record. If you do not want your name, profile, comment and/or post released in response to a public-records request, do not post to this page.

The City of Breezy Point's Accounts are maintained and moderated by the Office of the City Administrator, Chief of Police, and their designee(s) during normal business hours to ensure that posted comments are constructive and

suitable for all readers while respecting a range of opinions and points of view.

Anyone posting comments contrary to the platform's Terms of Use may be prohibited from future participation. By participating, users agree to send and receive messages that are both proper and related to the posting, discussion, or forum topic.

The following actions are unacceptable practices: defaming, harassing, threatening, or otherwise violating the legal rights of others, including their privacy; misrepresenting one's person, background, or character; posting any defamatory, infringing, obscene, false, or unlawful material; selling, advertising, or exchanging any goods or services unless expressly allowed; statements / threats or calls for violence or attacks of sexual assault or sexual exploitation, including derogatory terms related to sexual activity; calling for self-injury or suicide of a specific person or group of people; posting any copyrighted material; and/or spam or bot-generated content.

The City does not endorse any content, viewpoint, product, or service linked from its social media sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability, or timeliness of shared information. The City of Breezy Point reserves the right to hide a comment or content in violation of unacceptable practices without prior notification.

5. Security

- a. Authorized users should employ strong passwords that cannot be easily compromised.
- b. Account passwords should be periodically changed for security purposes.
- c. Authorized users of accounts should not share access with anyone other than another authorized user or administrator.
- d. Third-party applications may be used if it serves an appropriate and valid business purpose, adds to the user experience, and originates from a trusted source. A third-party application may be removed at any time if the City determines it causes or potentially contributes to a security breach, the spread of viruses, or is otherwise deemed inappropriate.
- e. All relevant State or federal record retention and security storage requirements for media both digital and physical media should be upheld where applicable.

D. Employee Guidance for Participating in Social Networking

The City of Breezy Point understands that social networking and internet services have become a common form of communication in the workplace and among stakeholders and citizens. Employees who choose to participate in social networks are doing so voluntarily and, as a City of Breezy Point employee, should adhere to current employee policies.

VI. EMERGENCIES AND EMERGING INCIDENTS

During emergencies or emerging incidents, all social, physical, and digital media content and posting

must be coordinated with the Office of the Chief of Police (and City Administrator where necessary) as part of its emergency support function. Pre-scheduled social media content should be unscheduled or removed. Depending on the incident, the City Administrator or their designee(s) may be directed by the Chief of Police, or a relevant Emergency Manager, to point to specific social or physical media accounts that will serve as the main source(s) of information. As incidents evolve over time, the City may need to change how social and physical media assets are used from strategic to tactical perspectives and reserves the right to alter communication strategies where required.

VII. Procedure

Account Establishment and Administration shall follow the below guidelines.

- A. Establishment of an Additional Account on an Existing Social Media Platform
 1. The City Administrator, Chief of Police, or their designee(s) can create additional account(s) and/or merge or delete existing social media platforms currently utilized by the City.
- B. Establishment of a Social Media Account on a New Platform
 1. The Office of the City Administrator and authorized users can review the City's social media needs. The Office of the City Administrator will determine if and when the addition of a social media platform is necessary based on perceived potential value, function, opportunity and relation to the communication strategy as approved by the City Administrator.
 2. The City must be able to immediately edit or remove content from City social media sites that does not adhere to this policy. All passwords, usernames, or other information necessary for removal of content shall be provided to the Office of the City Administrator or Chief of Police at the time of creation of a social media site or account.
 3. Only an officially authorized City of Breezy Point email address shall be associated with the account and profile.
- C. Profile
 1. Where possible, the social, physical, or digital media profiles linked to accounts or services should include a hyperlink back to <https://www.breezypointmn.gov/> for the purpose of providing additional information, resources, documents and other information pertaining to the City.
 2. Where possible, the profile should clearly indicate that all contents and materials, physical or digital, are subject to public records laws.
 3. Where possible, the profile should also include the disclaimer language listed previously in Section V.C.4 or contain a link originating on the City website clearly denoted as the above disclaimer.

D. Optional Training

Upon designation as a newly appointed City Communication's official, the Office of the City Administrator, Chief of Police, or designee(s) will provide training, if

requested, to the new user(s) on how to access relevant accounts and best practices for use in social, digital, or physical content creation, and branding.

VIII. PUBLIC RECORDS AND ARCHIVING

A. Preservation of Media Records

When the City produces social, digital, or physical media to conduct City business, it must preserve all documents and material related to the production as a public record, as it would any other public record. This includes preserving posts and comments made by the public in response to official posts.

1. Comments deemed inappropriate should be hidden, but not deleted, only when in violation of social media conduct guidelines. See Section V.C.2.c.
2. Archive/maintain all media content used in communications (e.g., comments, posts, images, videos, and physical materials as outlined above) in compliance with Minnesota's Public Records laws and applicable County or City policies.
3. Accounts that are archived.
 - a. All official City of Breezy Point social media accounts should be archived. Future accounts may be added at any time.
 - b. Social media accounts are by definition searchable history feeds, but archiving is necessary to maintain records of removed content, edited content and direct messages.
4. Accounts that are not archived:
 - a. Campaign accounts of those running for office or campaign account(s) of incumbents.
 - b. Personal accounts or emails of elected officials, employees, contractors, and officers.
 - c. Public pages and profiles that are followed or linked by official City of Breezy Point accounts.
5. Requests for public records related to content on City's social media accounts shall be made to the Office of the City Administrator.

IX. SECURITY OF SOCIAL NETWORK

The following strategies can minimize the risk of a security breach related to a City website or resource.

A. Protection Strategies

1. Follow best practice password guidelines when creating or changing passwords for social media platforms.
2. Never leave computer(s) unattended or unlocked when logged on to a social media account.
3. Only the City Administrator, Chief of Police, and their designee(s) should know login and password to social media account(s).

4. At least two people should have the login and password.
5. If user(s)/moderator(s) change, login and password should also change.

Even with these measures, sites are not immune from criminal attacks. One sign of intrusion is defacement, in which your webpage or resource is replaced with an attacker's message. Another indicator might be complaints of emails containing a virus or fraudulent messages coming from a City account.

B. Network Attack Protocol

If the security of any given City website, resource, or account has been compromised:

1. Contact the Office of the City Administrator and Chief of Police as soon as you notice a problem.
2. Change the login and password information for the account immediately if possible.
3. Acknowledge security breach to public followers if necessary to prevent further incidents. The City Administrator or Chief of Police will decide whether an acknowledgement is necessary and assist in developing a communications strategy.
4. Look for signs of damage or altered material and make necessary corrections.
5. Report incident to City Administrator's Office, Chief of Police, and IT Department or associated IT Contractor.



Breezy Brief

E-Newsletter

February 2024

City Administrator's Office

1. The City's new Planning & Zoning Administrator Peter Gansen began his employment with the City on January 2nd. Peter comes to the City with over 17 years of experience in land use at both the city and county level.
2. The Pequot Lakes Fire District Board met on Monday, January 8. Fire Chief Schwankl informed the Board that there are currently 4 firefighters going through the fire academy and two others are in the interview process. Additionally, firefighter Bill Rickard has decided to return after a short absence. The Board also approved the joint powers agreement between the City of Breezy Point, City of Pequot Lakes, and the Pequot Lakes Fire District for the purchase of a ladder truck. The ladder truck was delivered on January 17.
3. The City of Breezy Point is taking on the duties of fiscal agent for the Pequot Lakes Fire District in 2024. Breezy Point staff and Pequot Lakes staff have been working together as fiscal agent duties are transferred from the City of Pequot Lakes to the City of Breezy Point.
4. Staff have begun the implementation process for the City's new budget software with Questica. Implementation and training is expected to go through May.
5. Mr. Sheldon Cohen with Resource Management Associates presented his final report on the City's organizational assessment during a City Council workshop on January 16. Staff anticipates presenting recommendations for implementation of the assessment's findings at a workshop in March. The full organizational assessment document as well as an executive summary can be found on the [City Projects](#) page of the city website, and the video of the presentation can be found on the City's [YouTube](#) page.
6. The final design of the proposed new city hall building was presented at a City Council workshop on January 23. Following the presentation, the City Council took public comment and requested that a proposal for the design of a remodel and expansion of the existing city hall be presented at the February 5 City Council meeting. At that meeting, the City Council will decide whether to move forward with development of construction

documents and bidding of the proposed new city hall building or to first have a design for a remodeled and expanded city hall developed. All documentation pertaining to the city hall project can be found on the [City Projects](#) page of the city website.

7. The City of Breezy Point is running a contest for local kids to name our Disc Golf Course. The contest will run until Friday, March 1, and the Parks and Recreation Committee will select the winning name(s) in March with small prizes available. Further information can be found on the City's website at <https://www.breezypointmn.gov/parks-recreation/page/parks-recreation-disc-golf-course-name-contest>.
8. Seeing as 2024 is an election year, Assistant City Administrator Eick added a button to the home page of the City's website where election information can be stored. It is the final button on the home page, located to the far right, and links directly to the election information page at <https://www.breezypointmn.gov/city-council/page/election-information>.

Additionally, a social post was made to the City's social media channels on Monday, January 22, regarding early voting information for the Presidential Nominating Primary. For information regarding in-person early voting, absentee voting, or voter registration please contact the Crow Wing County Elections Office at 218-824-1051 or visit www.crowwing.gov/110/elections.

9. Assistant City Administrator Eick has been working to develop the City's transparency page ahead of the publication of the first edition of the Breezy Brief: E-Newsletter. For now, that transparency page is a part of the larger City Projects page and the monthly Breezy Brief: E-newsletter will be stored there at <https://www.breezypointmn.gov/city-projects/page/breezy-brief-e-newsletter>.
10. On Thursday, January 11, 2024, the Parks and Recreation Committee discussed several items during their Regular Meeting. A recording of that meeting can be found on the City's YouTube page at <https://www.youtube.com/watch?v=g5CKnRA6oFM>. Those items included:
 - a. Initial discussions on the Council's directions for adjustments and/or improvements to the City of Breezy Point Disc Golf Course.
 - b. Discussion and review of the Parks and Recreation Master Plan. This item will be brought back for further consideration during their next Regular Meeting.
 - c. Discussion on the currently underway community Disc Golf Course Naming Contest.
 - d. Discussion on the directional signage leading up to the City of Breezy Point Disc Golf Course and the associated street approach.

11. Finally, the City’s regular Parks and Recreation Committee Meeting scheduled for Thursday, February 8, at 5:00 PM has been cancelled. We apologize for any inconvenience this may have caused members of the community.

Planning and Zoning Department

1. Before his departure, the City’s previous Planning and Zoning contractor, Jerry Bohnsack, generated the below end of year report to include in January’s Breezy Brief.

	2023		2022		2021		2020		2019	
	#	Value	#	Value	#	Value	#	Value	#	Value
New Dwelling Units	21	10,999,000	29	15,239,000	58	19,067,000	38	9,376,000	26	9,002,000
Residential	61	1,544,000	52	1,648,000	88	1,385,000	46	1,191,800	36	1,031,200
Remodels & Additions)										
Commercial			3	540,000	5	1,443,000	0	-	3	481,000
Commercial Remodel	8	183,000	9	468,000	9	146,000	6	522,000	12	157,000
Commercial Roofing			1	10,000	0		1	20,000	4	125,000
Garages & Sheds	16	975,000	19	1,086,000	20	356,000	17	529,000	16	653,500
Campgrounds	14	140,000	13	119,000	6	29,000	10	122,000	9	71,800
Miscellaneous	34		40	4,000	13	13,000	40	133,500	26	71,900
(Furnace/Mechanical)										
Re-roofing	22		34		32		31		26	
Relocated Structures			1	10,000	2	297,000				
TOTALS	176	13,841,000	201	19,120,000	233	22,736,000	189	11,894,300	158	11,593,400

2. Planning Commission/Board of Adjustment met on 1-9-2024. Conditional Use Permit Application C-24-001 Scott Hemmer 9131 Ossawinnamakee Road Breezy Point. Lot 15 Block 1 First Addition to Sunset Strip. Parcel 10040831. Construct 1440 sq. ft. accessory structure 20 feet height. Zone R-2. Was unanimously approved. New Staff was introduced to the Planning Commission. Annual election of officers was held. Marcy Weaver was elected Chairperson and Lee Brisbin was elected Vice Chair.
3. 1-5-2024 met with Crow Wing County Staff on regional zoning development and permit patterns of 2023 and forecast for 2023.

4. Contacted CWC Director of Land Services, GIS department and discussed possibility of updating the County GIS portal to represent Breezy Points Zoning map in a digital format that could be more accessible to the citizens of Breezy Point. Concerns were other city's such as Nisswa and Crosslake have zoning layers. CWC will get back they may choose to remove all zoning layers for City's in the County so the County is not contacted for zoning related requests or look into adding all Cities in the County.
5. Short Term Rental (STRs) licensure renewal notices have been sent out. The City Caps STR licenses at 60. We expect to see around 40 STR licenses issued.
6. 1-11-2024 safety training attended.

Public Works Department

Week of 1/5/2024

1. Gravel roads became ice covered and traction was improved with a combination of scarification and waste chip seal rock applications.
2. The sewer plant study calculations are completed and leaving the report write up to be completed. First priority would be addressing winter storage capacity/structures the details/costs will be included in the upcoming report.
3. Annual vehicle/equipment servicing is being performed.
4. The DMR for December was completed.
5. The feasibility study for sewer extension to Terminal and Red Oak intersections should be completed before the end of this month.
6. The chip seal quote was signed and returned to the contractor. Dave Peterson was also informed of the progress.
7. A cemetery planning session with John Landsburg is planned for 1/10 @ 10:00.
8. A fair chance of snow plowing will be required on 1/6 afternoon or 1/7 early morning. Between 1 to 3 inches are expected with moderate temps.
9. Morning of 1/5 sleet turned to freezing rain causing icy conditions on paved roads. Salt was applied before noon and conditions improved shortly after.
10. A custom designed sign proof depicting disc golf, sledding, snowshoeing and hiking was received for consideration/discussion during the next park meeting.

11. A complaint concerning house debris on Eagle Lane/County Road 4 intersection was received and the PSB was contacted as it appeared to be massive littering.

Week of 1/19/2024

1. A custom designed sign proof depicting disc golf, sledding, snowshoeing and hiking was received for consideration/discussion during the next park meeting.
2. A complaint concerning house debris on Eagle Lane/County Road 4 intersection was received and the PSB was contacted as it appeared to be massive littering.
3. Snow fell earlier on 1/6 than expected and plowing start times was adjusted to noon and plowing wrapped up around 5:30.
4. Recent cold temps necessitated a switch from salt to salt/sand to maintain adequate traction.
5. Salt/sanding is occurring as needed as slippery spots pop up.
6. The disc golf course sign proof is being modified and a route from county road 11 was identified that utilizes Rainer Dr/Shady Trail/White Overlook to get to the parking lot per the park/rec board's direction.
7. Planning/budgeting session with John Landsburg was held at the cemetery on 1/10/24. Shrub pruning and removal is being planned for spring along the entryway.
8. The majority of stumps and debris created from adjusting hole 5 was moved closer to the parking lot by hole 17 to be hauled out in spring, as slick traction up steep hills prevented complete removal.
9. A resident had questions about being charged 1.5 ERU's for a primary structure and smaller seasonal bunkhouse with toilet/shower. The extra charge was based on possible extra use.
10. The new dump truck should arrive next week.
11. It appears more and more likely that MN DOT state bid will not be able to secure a new 1 ton to replace the 2008 1 ton, as multiple calls to the contract holder has not yielded even an estimated delivery date.
12. Jeff Smith of the Airport Commission was contacted to firm up locations on a few trees to remove in the cemetery that are impacting the airplane approach path. Once that is cleared up tree removal will take place. Lakeview Tree Service was contacted to discuss topping vs complete removal. Topping is more expensive, may need to be repeated and

may kill the tree requiring complete removal anyway. Complete removal was recommended.

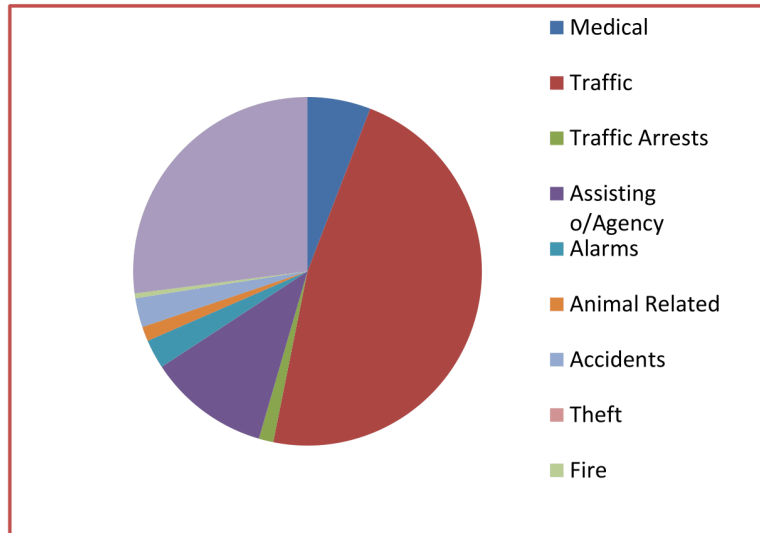
- The rainy weather a few weeks ago led to potholes popping up on older roads and cold patch was used to address the potholes for now.

Breezy Point Police Department

- The below report was produced by the Breezy Point Police Department for the January 2024 edition of the Breezy Brief and approved by Chief of Police Brian Sandell.

Breezy Point Police Department Offense Summary

January 1-31, 2024		2023
Medical	13	16
Traffic	105	106
Traffic Arrests	3	1
Assisting o/Agency	25	35
Alarms	6	4
Animal Related	3	7
Accidents	6	1
Theft	0	1
Fire	1	1
Miscellaneous	60	46
Total	222	218



Miscellaneous:

- (2) Burglary
- (5) Child Maltreatment
- (1) Domestic
- (3) Intoxicated Person
- (3) Suicidal Person
- (7) Suspicious Activity/Vehcile

Prepared by Breezy Point Police Department

8319 County Rd. 11, Breezy Point, Minnesota 56472 • Main Office: 218-562-4441
• www.breezypointmn.gov

TO: Mayor and City Council
 FROM: Daniel Eick, Assistant City Administrator
 RE: Communications Data & Analytics Report
 DATE: January 31, 2024



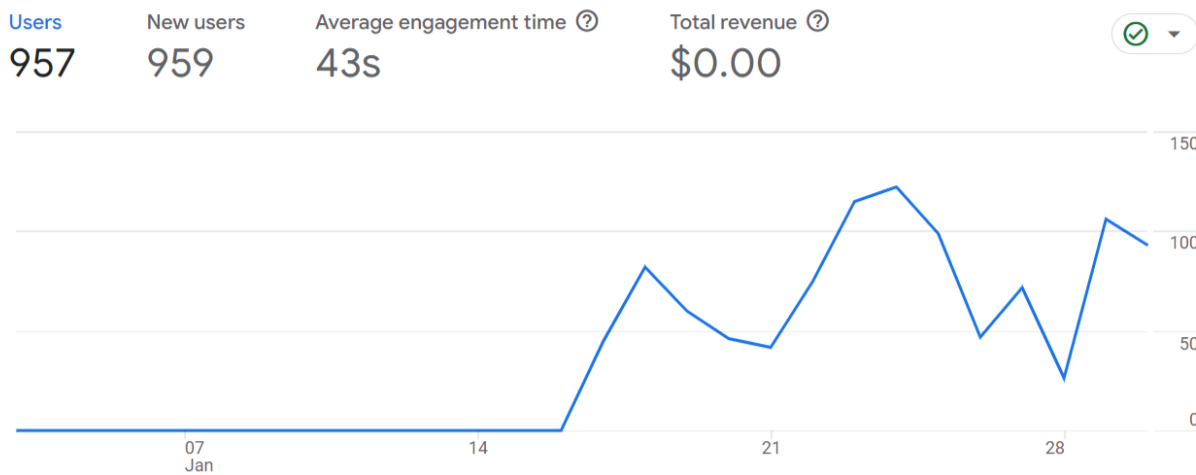
Background

During the Tuesday, January 1, 2024, Regular City Council Meeting the City Council requested staff create a monthly data & analytics report focused on communications. Pursuant to this, Assistant City Administrator Eick collected the below information from the City’s communications platforms for the month of January 2024.

The document is divided into sections, based upon platform, and all graphics are accompanied by descriptions to assist in data review. Staff plan to produce this document on the final Wednesday of every month for distribution to Council.

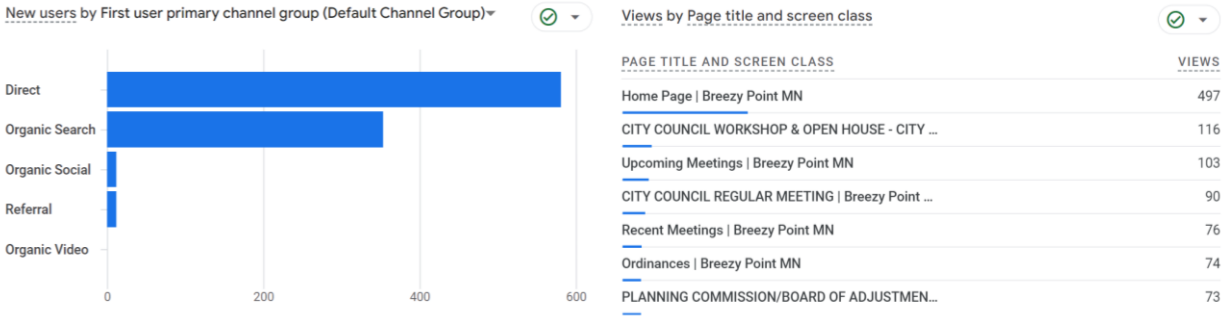
City Website

The current website (<https://www.breezypointmn.gov/>) is the City’s second youngest platform. As such, relevant metrics are still developing but some interesting data is currently available. The below graphic shows engagement was steady throughout the latter half of January with slight growth observed across the platform. The first half of January was not captured as data collection was inactive at the time.

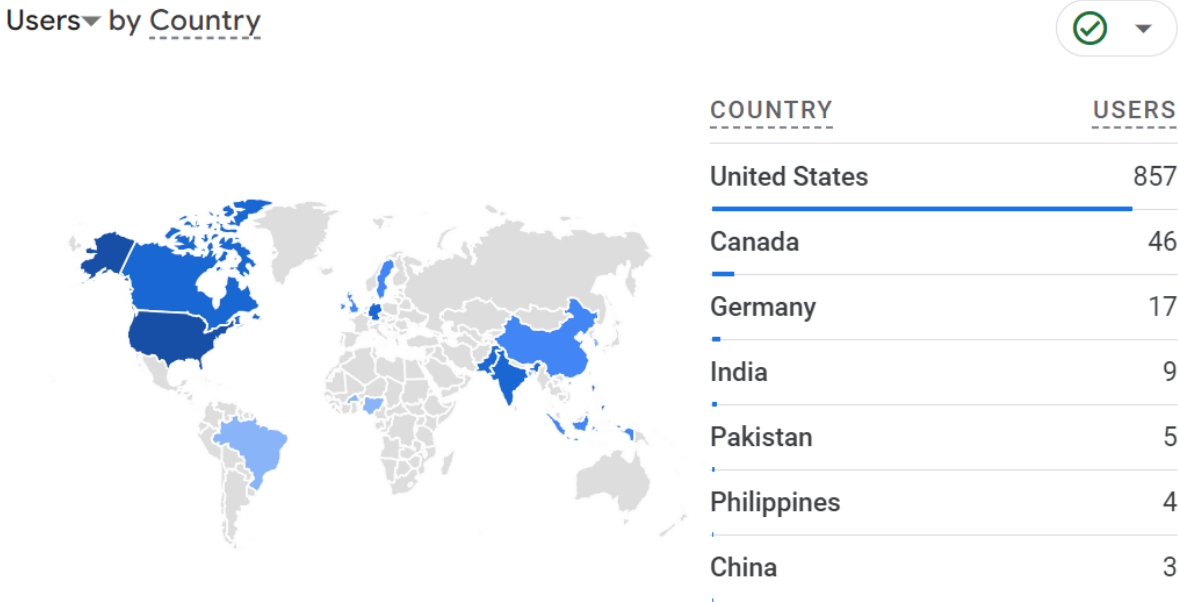


Community members typically access the website through direct links (likely saved in their history or bookmarks) or by clicking on specific page links provided to them. This is reflected in the leftmost graph below. Our second highest point of access is algorithmic search engine (Google, Bing, Yahoo Search, DuckDuckGo, etc.). The rightmost graph

lists the top seven pages by viewership on the City’s website for the last 28 days at the point of collection.



The below graphic shows the locations from which people are accessing the City’s website by country code. Most of the website’s viewership originates from the United States, as would be expected, but there is access abroad which shows that the City’s website is relatively healthy and appearing in search engines.

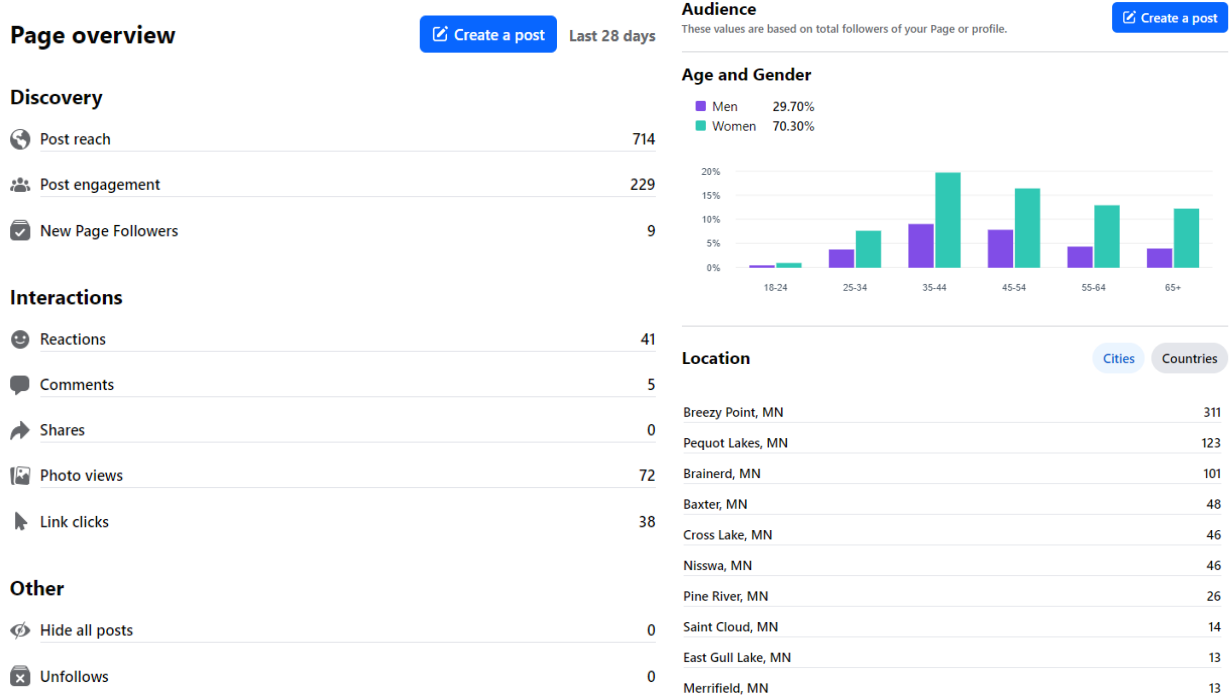


City Facebook

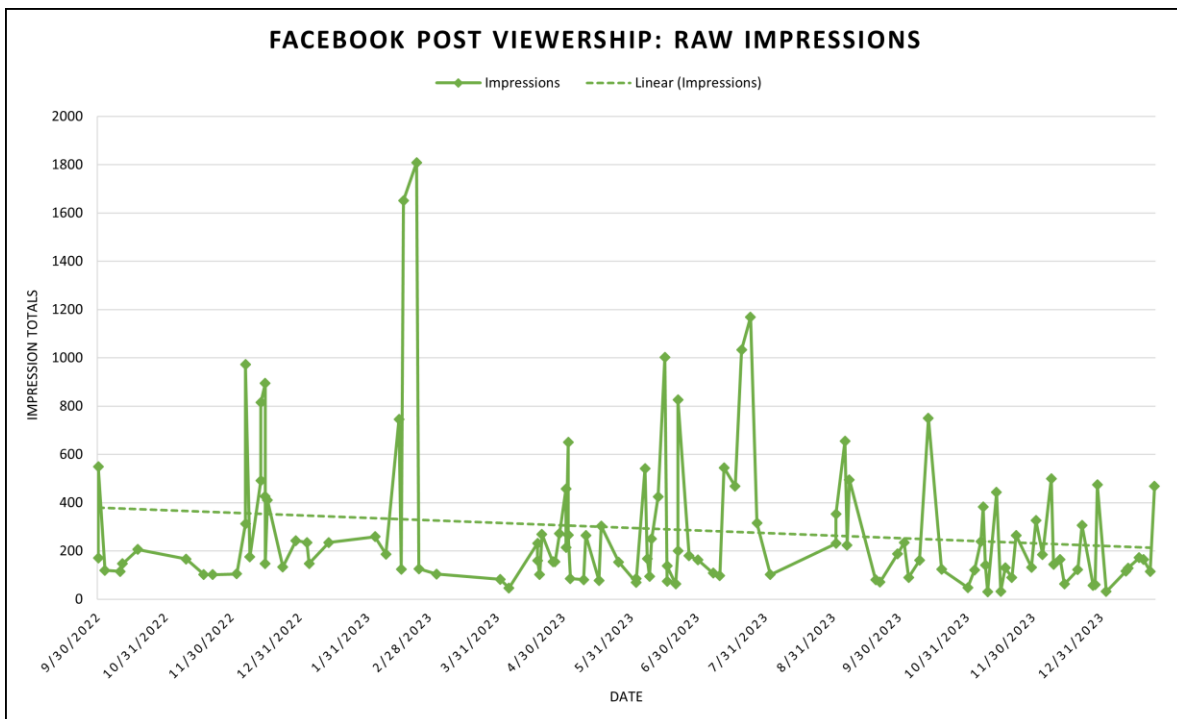
The City’s Facebook page (<https://www.facebook.com/BreezyPointMN/>) is the second oldest communication’s platform still operated by staff. As such, it has had a long growth period which reflects in the subscriber and outreach numbers. It is worth noting, however, the platform has begun to stagnate in recent years. This correlates with broader trends professionals are seeing throughout the industry.

The below graphics show various statistics relevant to the interactivity and demographics of the City’s Facebook community members. The Facebook page currently has 1,478 subscribers, having gained 9 this month, but that number tends to

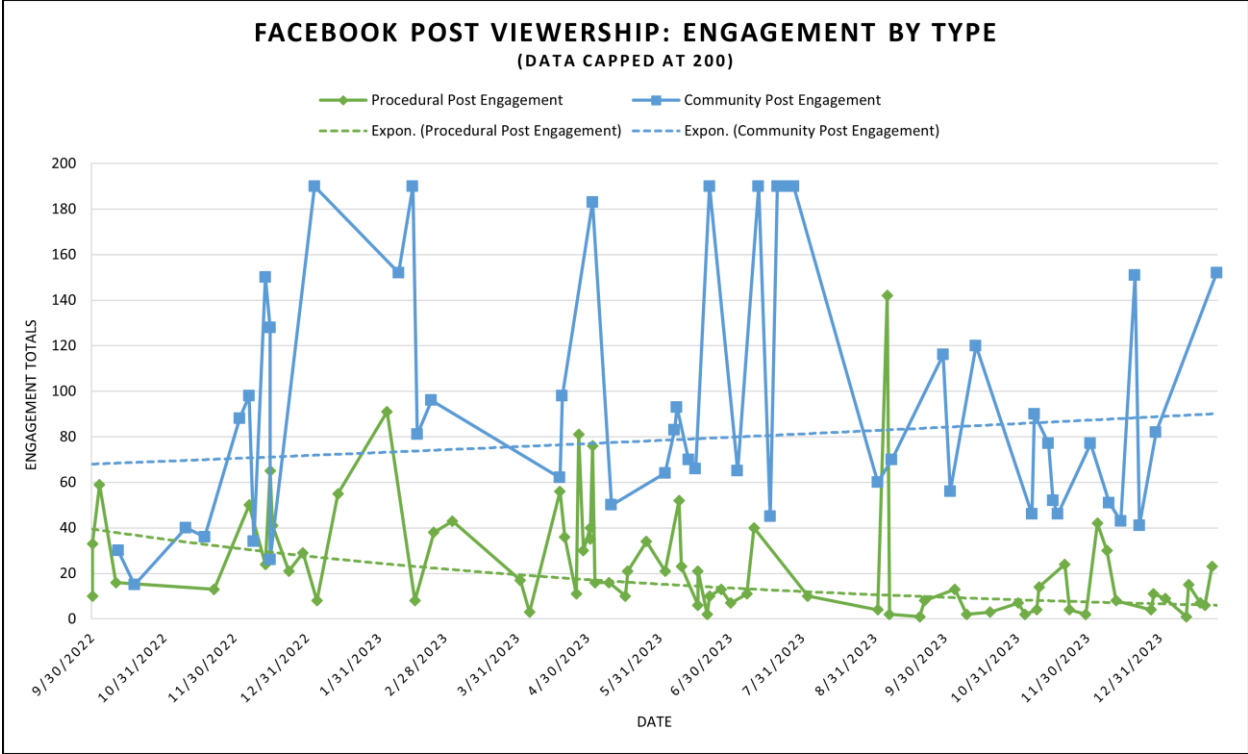
fluctuate with ongoing outreach and time of year. Last month the City had 1,470 subscribers with one individual unsubscribing for unknown reasons.



The graphic provided below shows the City’s raw Facebook impression data. Facebook classifies views as “impressions” meaning the below data is representative of how many screens and/or devices have viewed the post to the date of collection. Every data point has a corresponding content post on Facebook and this data is unmodified.



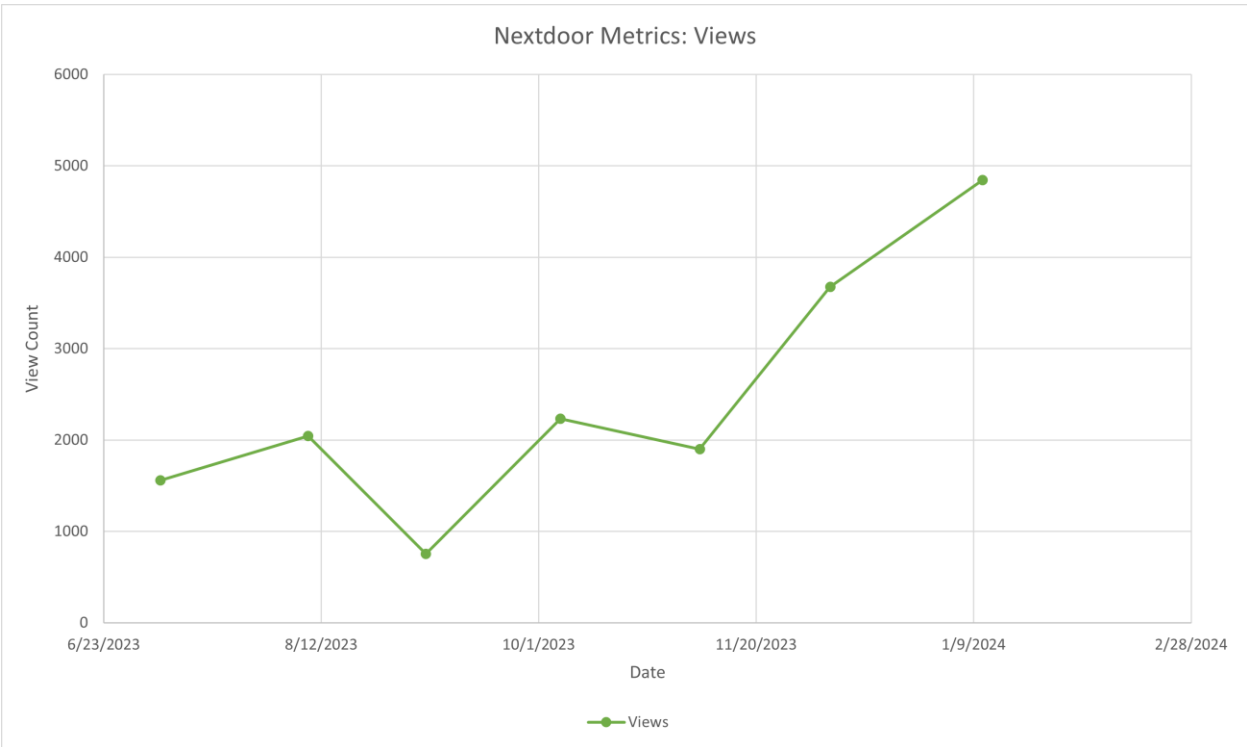
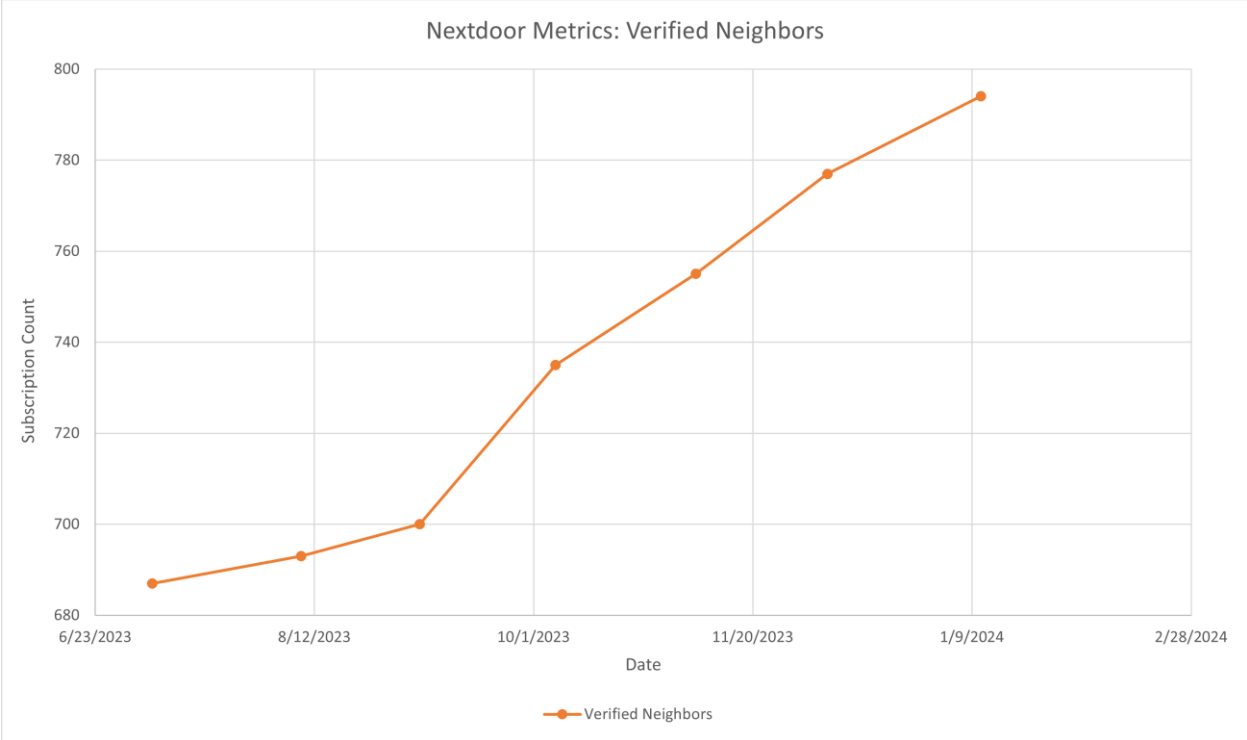
In comparison to the previous graphic, the below graphic is a breakdown of City communications by type. Assistant City Administrator Eick has categorized each post, to the best of his ability, into a “procedural” vs. “community” identity. As can be seen in the data, community posts tend to drive engagement and attract attention at a substantially higher rate than procedural posts.



Procedural posts are defined as any post regarding City operations (meeting reminders, project updates, packet information, etc.) while community posts are defined as any post made in the interest of highlighting City interactions or public events (event follow-ups, photo rolls, post shares, etc.)

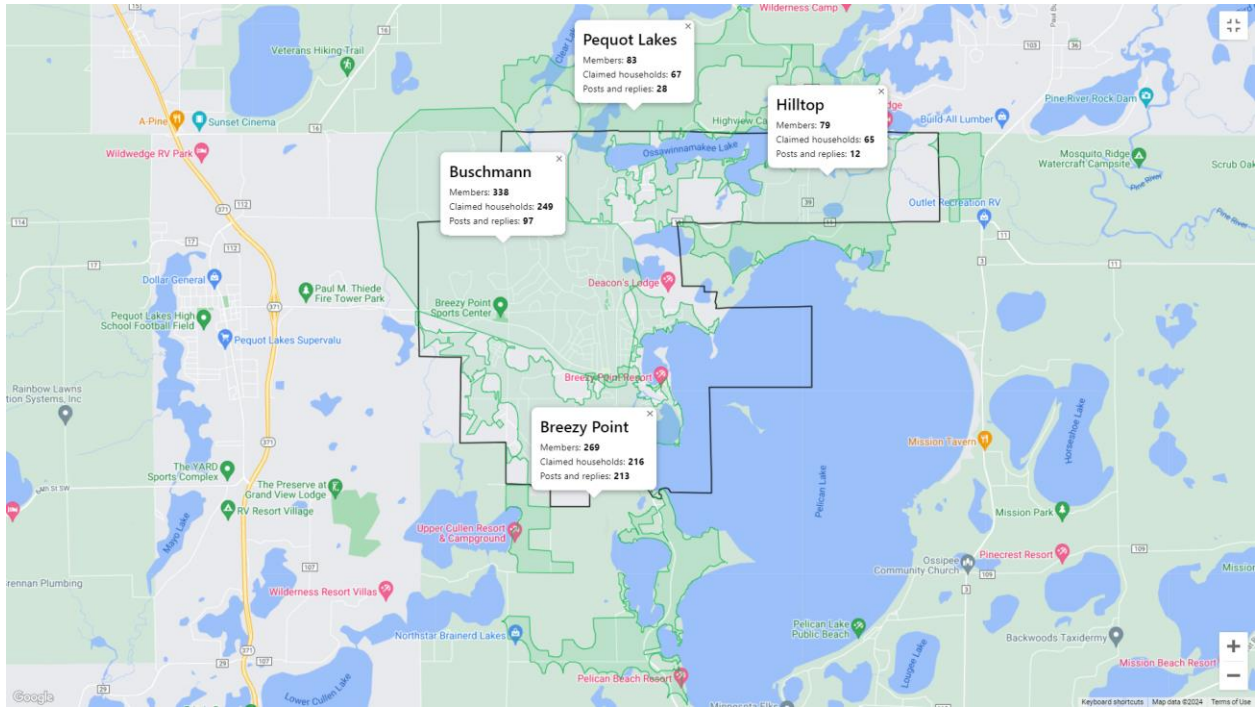
City Nextdoor

The City’s Nextdoor page (<https://nextdoor.com/agency-detail/mn/breezy-point/city-of-breezy-point/>) is the youngest platform staff currently operate. Originally launching on June 15, 2023, the platform is also the fastest growing in the City’s communications program with comparably high engagement. The below graphics show the number of verified subscribers, referred to by Nextdoor as neighbors, and their associated viewership totals broken down by month.



When the City’s agency page was originally created it inherited roughly 685 subscribers from Nextdoor’s automatic subscription system. Since then, the platform’s subscribership has grown steadily, passing 800 members a few days ago, and is trending toward surpassing 1,000 subscribers in 2024.

As a part of their service to public agencies, Nextdoor also provides a detailed breakdown of the relevant local communities and their growth information. A map downloaded from Nextdoor’s website, and an accompanying data breakdown for each neighborhood, is provided below. The highlighted green areas on the map represent the borders of Nextdoor’s designated communities.



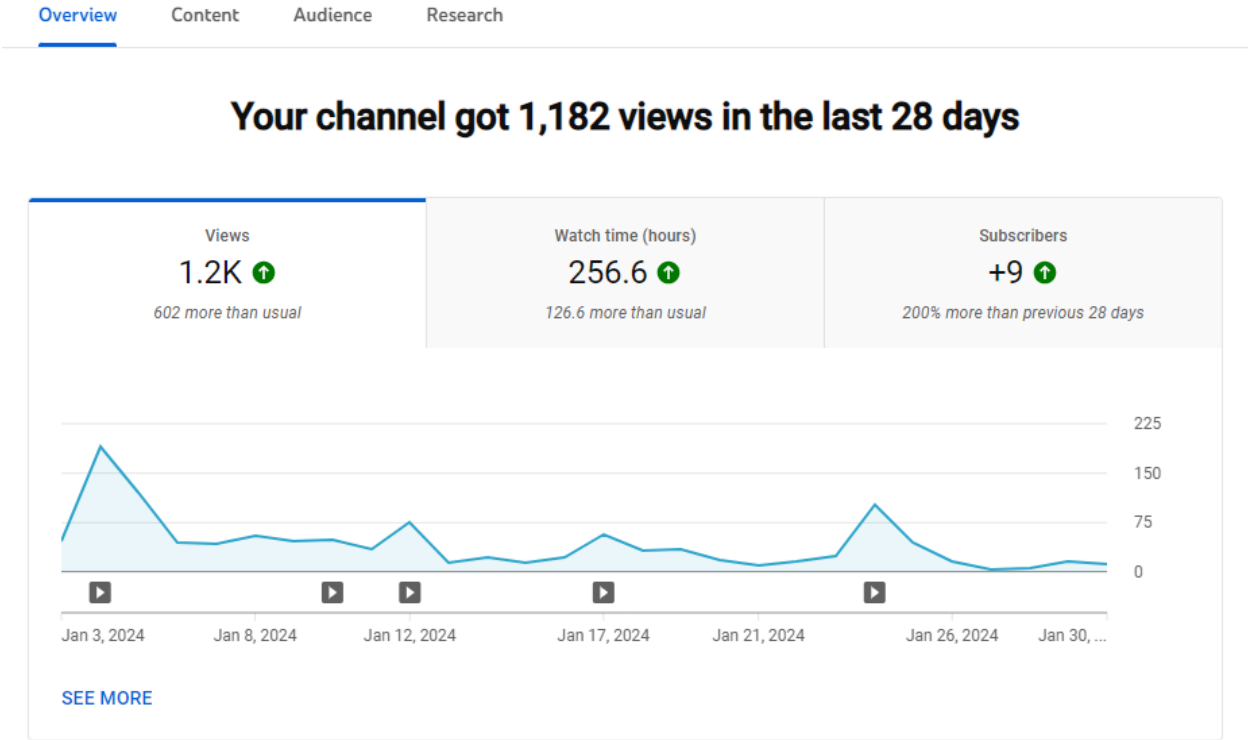
Please note: Nextdoor does not limit the borders of its proprietary “communities” to the City’s boundaries. As such, most “communities” exist neutral of the borders of the City of Breezy Point and are somewhat fluid as a result

Viewing metrics by neighborhood. ...

Area	Members	New members *	Claimed households	Agency posts *
BP Locals	30	1	26	8
Breezy Point	269	0	216	8
Buschmann	338	7	249	8
Hilltop	79	1	65	8
Horse Ranch	22	4	15	8
Pequot Lakes	83	3	67	8









City YouTube

The City’s YouTube page is the oldest maintained communications platform still operated by staff. As such, much like the City’s Facebook page, it has had a long growth period which reflects in the subscriber and viewership numbers. The below graphic provides a breakdown of the platforms viewership, recent watch time, and subscriber counts throughout the month of January 2024.



Additionally, the graphic below outlines the platforms “top content” for the month of January 2024. It provides information on which video was viewed, how many views the video in question received throughout the period, the estimated average view duration for the video, and the estimated percentage of viewers who watched to that average view duration.

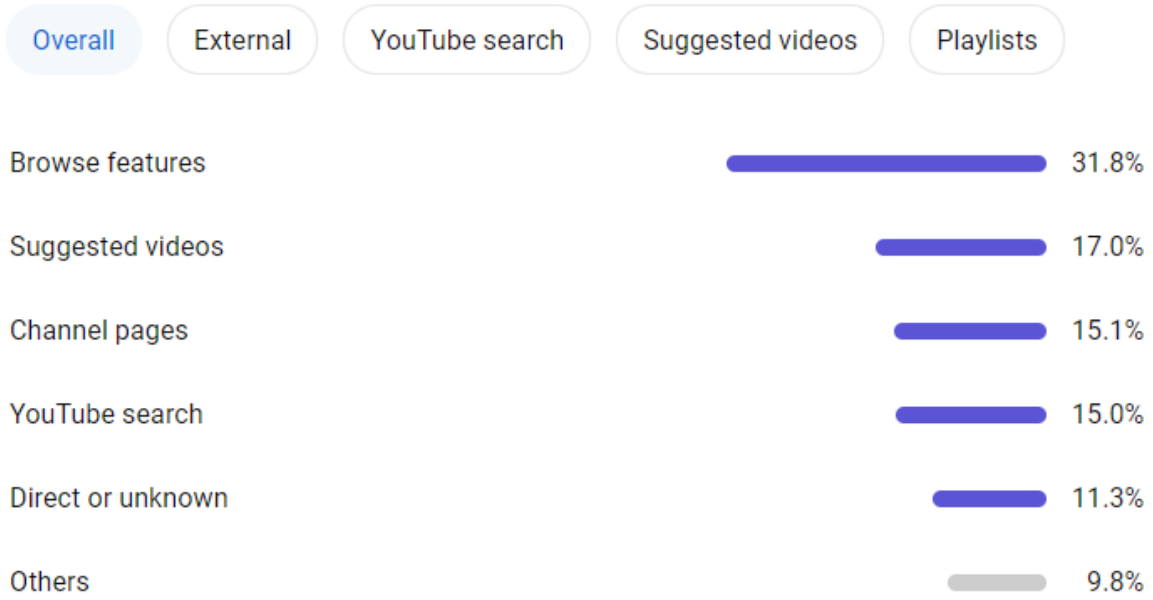
Your top content in this period

Content	Average view duration	Views
 <p>1 CC 01 02 2024 Jan 4, 2024</p>	16:25 (7.5%)	575
 <p>2 CC Workshop 01 23 2024 Jan 24, 2024 Recent upload</p>	12:47 (13.0%)	111
 <p>3 01 11 2024 Parks and Recreation Jan 12, 2024</p>	16:26 (10.8%)	111
 <p>4 CC Workshop 01 16 2024 Jan 17, 2024</p>	10:53 (17.6%)	75
 <p>5 01 09 2024 PC Meeting Jan 10, 2024</p>	3:46 (11.5%)	67
 <p>6 The Community of Breezy Point, MN Dec 8, 2022</p>	1:13 (35.2%)	37
 <p>7 CC 12 04 2023 Dec 5, 2023</p>	17:23 (6.1%)	23
 <p>8 CC 10 02 2023 Oct 3, 2023</p>	8:51 (5.5%)	18

Finally, the below graphic shows some basic information on how community members are interacting with and locating City content. This information is critically important when considering strategic changes to platforms such as YouTube which are algorithm driven.

How viewers find your videos

Views · Last 28 days





CITY COUNCIL REGULAR MEETING

Monday, March 04, 2024 at 6:30 PM

City Hall 8319 Co. Rd. 11 Breezy Point, MN 56472

(218) 562-4441 | Office Hours 8:00 a.m. - 4:00 p.m. | cityadmin@cityofbreezypointmn.us

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. APPROVAL/AMENDMENT OF THE AGENDA

5. OPEN FORUM

6. PRESENTATIONS

A. Proclamation Declaring March as Foodshare Month in the City of Breezy Point

B. First Children's Finance

7. ITEMS OF PUBLIC INTEREST

A. City Hall Design

8. CONSENT AGENDA

One action, topics will not be discussed unless removed from consent agenda. Items requiring the expenditures of funds are budgeted items or have been previously discussed by the City Council.

A. February 5, 2024 Regular City Council Meeting Minutes

B. February 20, 2024 Special City Council Meeting Minutes

C. February 20, 2024 City Council Workshop Minutes

D. Approval of Claims

9. ITEMS REMOVED FROM CONSENT AGENDA

10. NEW BUSINESS

A. Streets CIP Request for Proposals

B. Police Side-by-Side Purchase

C. Pequot Lakes Fire District JPA Amendment

11. OLD BUSINESS

A. Terminal Road and Red Oak Lane Sewer Extension

12. STAFF REPORTS

13. MAYOR AND CITY COUNCIL REPORTS

14. AGENDA FORECAST

A. Draft March City Council Workshop Agenda

15. ADJOURN

DRAFT