

**MAPLEWOOD CITY COUNCIL
WORK SESSION MINUTES
TUESDAY, JANUARY 26, 2021
6:00 P.M.
VIA ZOOM TELECONFERENCE**

The Work Session meeting was called to order via teleconference at 6:01 p.m., Mayor Barry Greenberg presiding.

ON ROLL CALL, the following members were present: Mayor Greenberg, Councilmember Faulkingham, Councilmember Phillips, Councilmember Schmidt and Councilmember Wood. Councilmember Crosley logged in at 6:20 p.m.

PRESENTATION FROM ETC INSTITUTE-CITY OF MAPLEWOOD CITIZEN AND BUSINESS SURVEY: Jason Morado stated the residential survey would be sent to a minimum of 300 households selected at random at a cost of \$23,000. The survey can be completed on-line as well. Mr. Morado answered questions from the Council on racial equity, rental property, COVID-19 and the GIS integration process. The business survey would be sent to 50 businesses at a cost of \$4,000. Questions can be customized. The next steps would be designing the survey, administering, analyzing the data and writing the report. Estimated time frame 10-12 weeks after design approval. The \$23,000 would include 2 on-site visits or \$21,000 for 1 on-site visit.

PRESENTATION FROM NATIONAL RESEARCH CENTER (NRC)-CITY OF MAPLEWOOD CITIZEN AND BUSINESS SURVEY: Lisa Dowling and Damema Mann of POLCO which merged with NRC in 2019 presented a slide show and provided a background of their company. Their basic resident plan would include a 5-page written survey administered on-line and by mail at a cost of \$10,500. The survey could include questions on inclusivity and engagement as well as measuring community livability as a whole. The basic business plan would cost \$8,000 and could include questions on business climate, growth, employment opportunities and opinion of governance.

The Work Session adjourned at 7:06 p.m.