

1st City Board Regular Meeting
Monday, January 6, 2020 7:00 PM

City Hall
704 6th Street
St. Paul, NE 68873

Agenda

1. **NOTICE OF SPECIAL MEETING MONDAY, JANUARY 6, 2020 AT 6:00 P.M. REGARDING AN IBEW 1597 UNION MEETING BETWEEN THE CITY MAYOR AND COUNCIL MEMBERS.**
2. Mayor Bergman calls meeting to order, with the "Pledge of Allegiance" and the "Open Meeting Statement"
3. Submittal of Request for Future Agenda Items
4. Reserve time to Speak on an Agenda Item
5. Discuss - Approve / Deny the 2018-2019 Financial Statement from the City of St. Paul Auditors, Dana F. Cole & Company, Ord, NE.
6. **Please bring your Community Branding & Website Development three (3) ring binder to the City Council meeting.**
Two (2) presentations will be given by (1) Ron Sack (FOLK), Omaha, NE and (2) IdeaBank Marketing, Hastings, NE regarding the Community Branding and Website Development.
7. Discuss the two (2) City of St. Paul proposals regarding the Community Branding and Website Development; they all vary in cost and each has their own specialty, which merit consideration.
 - a. Discuss - Approve / Deny the bid for the Community Branding and Website Development.
 - b. If approved, determine a **funding source.**
Please discuss the project completion date of Monday, March 2, 2020 by 4:00 p.m.; does this date need to be extended?
8. Discuss - Approve / Deny the minutes of December 2, 2019 (special), December 2, 2019 (regular), December 16, 2019 (special), December 16, 2019 (regular); and the January 6, 2019 disbursements.
9. Discuss - Approve / Deny hiring a City custodian to clean the City Office area, along with cleaning the St. Paul Police Department.
 - a. Discuss - Approve / Deny hourly pay rate.
10. Discuss - Approve / Deny a special meeting date to obtain public input on the "Downtown Revitalization" (DTR) improvements, Community Branding, Welcome Sign and a Local Option Sales Tax; meeting to be held in the City Council Chambers OR at the St. Paul Civic Center. (NEED TO MAIL NOTICES TO BUSINESS'S AND PATRONS)
11. Utility Superintendent Helzer updates
12. Chief of Police Paczosa updates
13. City Council member updates
14. Mayor Bergman updates:
 - a. Mid-Nebraska Disposal rate change effective January 1, 2020; this is due to the Loup

Central Landfill increasing their disposal fees effective January 1, 2020.

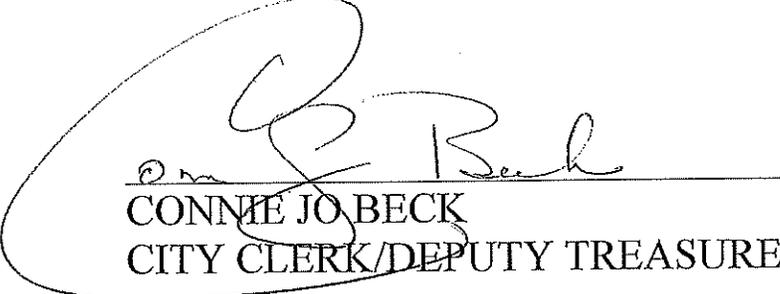
b. Mayor & City Council members can view the City Lottery Compliance Procedures Report from October 1, 2018 to September 30, 2019 at the City Office.

15. Public Comment Period - restricted to items on the agenda
16. Public Announcements
17. Closed Session: Pending Litigation; Strategy Session with respect to real estate purchase; and prevent needless injury to the reputation of an individual
18. Mayor Bergman adjourns City Council meeting
19. Informational Items:

CITY OF SAINT PAUL
704 6TH STREET
SAINT PAUL, NEBRASKA 68873

NOTICE OF TIME AND PLACE OF
SPECIAL MEETING

NOTICE IS HEREBY GIVEN THAT A SPECIAL MEETING OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SAINT PAUL, NEBRASKA, WILL BE HELD AT **6:00 P.M., MONDAY, JANUARY 6, 2020** IN THE CITY COUNCIL CHAMBERS. THIS MEETING WILL BE OPEN TO THE PUBLIC. AN AGENDA FOR SUCH MEETING IS KEPT CONTINUALLY CURRENT AND IS AVAILABLE FOR PUBLIC INSPECTION AT THE OFFICE OF THE CITY CLERK AT THE CITY UTILITIES OFFICE. **THE PURPOSE OF THIS MEETING IS FOR THE IBEW 1597 UNION NEGOTIATIONS.** POSTED THIS 17TH DAY OF DECEMBER 2019.



CONNIE JO BECK
CITY CLERK/DEPUTY TREASURER

Business proposal.

V.01 - 12.04.2019

Prepared for:

City of St. Paul

Connie Jo Beck
City Clerk/Deputy Treasurer
cjbeck@cityofstpaulne.org
(308) 754-4483

FOLK

*Page 14
imposed*

*• Add 2-3 weeks
to March 2, 2020
timeline.*

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**Our
studio.**

FOLK

Our Studio

Folk is a brand strategy and design studio in Omaha, NE founded in June 2019 by Erin Eckerman and Jim Buhrman; branding professionals with over 20 years collective branding and design experience.

FOCUSED EXPERTISE

Folk specializes solely on brand development and brand expression through design. This allows us to do one thing for our clients, and do it well.

ROOTED IN STRATEGY

At Folk, we believe a brand identity should be built from a solid brand foundation based on a deep understanding of the business, industry, audience and competition. We use this foundation as the basis of everything we do.

FOUNDED IN NEBRASKA

As Nebraskans, we're proud to have the opportunity to help the communities and businesses in our state, and we understand the value of honesty, integrity and a hard day's work.

During the rebrand process, Folk will partner with St. Paul native and Creative Director, Ron Sack to ensure the spirit of the St. Paul brand is captured and executed at the highest level.

Our Studio



BRAND STRATEGIST

Erin Eckerman

Erin is the brand strategist and co-founder of Folk. Keenly analytic by nature, she has spent more than a decade developing strategy for businesses of all sizes, including Bayer, USC University Hospital and Omaha's Henry Doorly Zoo and Aquarium. Erin's approach to brand strategy relies on a firm understanding of the business, industry, audience and competition to deliver a strategy that is unique, ownable and authentic.



CREATIVE DIRECTOR

Jim Buhrman Jr.

Jim is the creative director and co-founder of Folk. A native of Omaha, Jim studied design and art direction at Creighton University and Miami Ad School. He has spent his career at advertising agencies and design studios in Omaha, Minneapolis and Chicago, crafting memorable brands and experiences for a variety of clients and businesses, including Branson Tourism, Minnesota Lottery and Bass Pro Shops. Jim's late grandfather, Bob, was from Howard County and Jim spent many weekends in Central Nebraska growing up.

Our Studio



CREATIVE DIRECTOR
Ron Sack

Sack received his BFA with honors from the University of Nebraska at Kearney. He's been in the ad biz for a number of years with his most recent stints at Bozell Worldwide and Bailey Lauerman. He currently serves as Design Lead at Renze. His work appears in the permanent collections of the Museum of Decorative Arts in Hamburg, Germany and the National Design Archives housed at the Denver Art Museum in Denver, CO. Relevant branding experience in the travel and tourism industry includes the Nebraska Tourism Commission, Nebraska Passport Program, the Smithsonian, Strategic Air & Space Museum, and Nebraska 150. In 2007, the Nebraska Tourism Commission awarded him the "Friend of Tourism" award for all his volunteer efforts in promoting his hometown of St. Paul. His work graces St. Paul in such places as the library, city offices, historical society, and even on the side of the historic Cushman building. St. Paul remains in his DNA.

Project detail.

FOLK

Project Detail

Brand Archetypes:
Pattern of ideas + way of thinking that is consistent across time, generations + cultures. It represents value, traits + motivations that are intrinsic to human nature (natural)

OBJECTIVE

Folk, in partnership with Ron Sack, will reimagine the St. Paul brand to be authentic to the town's values and will clearly and uniquely position St. Paul now and for the future.

COMMUNITY BRANDING

Brand Strategy

1. Research and Analysis
 - a. Resident and Stakeholder Interviews
2. Brand Strategy Development
 - a. Archetype
 - b. Position
 - c. Voice and Tone
 - d. Brand Story
 - e. Key Message
 - f. Tagline ~ slogan or motto
3. One Round of Revisions/Refinement to Brand Strategy

In literature - a typical character, an action, or situation that seems to represent universal patterns of human nature

Brand Identity Design

1. Concept and Design Three Preliminary Identities to Choose From
 - a. Logo Design
 - b. Logo Variations
 - c. Color Palette
 - d. Typography
 - e. Brand Pattern(s)
2. One Round of Revisions/Refinement to Brand Identity Design

Project Detail

COMMUNITY BRANDING (CONT'D)

Brand Identity Style Guide

1. Design One Brand Guidelines Document for Client Use
2. One Round of Revisions/Refinement to Brand Guidelines Document

WEBSITE

Website Planning

1. Website Discovery Meeting
2. Website Sitemap Creation

Website Design

1. Custom Web Page Designs
 - a. Homepage Layout
 - b. Interior Page Layout
 - c. Events Page Layout
 - d. Contact Page Layout
2. One Round of Revisions/Refinement to Initial Web Page Designs

Website Development

1. Development of Four Custom Web Page Designs
2. Additional Interior Pages
3. One Round of Revisions/Refinement to Developed Web Page Designs

Project Detail

WEBSITE (CONT'D)

Testing & Pre-Launch

1. Bug Error Testing
2. Admin Account Setup

Website Launch

Training

DELIVERABLES

Working Files

1. Deliver One Set of Finalized Brand Assets
 - a. Print- and Web-Ready Logo Files (EPS, JPG, Transparent PNG)
 - b. Client-Approved Brand Guidelines Document (PDF)

**Our
approach.**

FOLK

Design Philosophy

STRATEGIC

At Folk, we believe a brand identity should reflect the values and goals of the entity it represents. It's why we always lean on brand strategy to bring brand design to life.

SIMPLISTIC

We believe a well-crafted visual identity is designed to be memorable and simple enough to evolve with the times.

FLEXIBLE

We live in a day of ever-changing technology and social platforms. Now, more than ever, it's important to design a brand identity that is flexible enough to be identifiable in a variety of formats. We ask questions and think through the details of how your brand identity will appear to create a system of brand assets for every instance.

Design Methodology

RESEARCH

We begin our design process with research. We visit landmarks, take pictures, browse articles and history books. We uncover the City of St. Paul through our eyes and use the information we uncover to inform design decisions.

CONCEPT

Based on research and brand strategy, we begin ideating on how to bring the St. Paul brand to life visually.

DESIGN

With a moodboard established, we can begin design. Identity designs typically begin with sketches on a pad of paper, combining shapes and type to express the general intent of the design. These sketches are then stylized digitally to include colors, textures, typography, etc.

REFINE

We'll create three distinct brand identity designs for the City of St. Paul. After collecting feedback, we refine a selected design direction to finalize and perfect it for use.

DEFINE

Now that a design has been finalized, we can build rules around its use. These rules define how to use the design elements of your brand so that your communication remains consistent and clear for years to come.

Participation Process

AUTHENTICITY

At Folk, we believe the best and most relevant brands must be authentic and believable. And the key to creating an authentic St. Paul brand is understanding the folks who live and work in your community. During the discovery phase of the brand strategy build, we will interview key community leaders, as well as residents, to gain a full understanding of what makes St. Paul stand out.

DESIGNATED COMMITTEE

While public input is mandatory to develop an authentic St. Paul brand, years of experience has taught us that too many cooks in the kitchen can ruin a meal. That's why we recommend all decisions be made by a small, designated committee of no more than five decision-makers. This committee is intended to represent the interests of the community and respective stakeholders.

Website

WEB DESIGN

Folk will create a custom Wordpress website consisting of up to 25 total pages.

WEB DESIGN AND COPY EDITING

Folk will design the website using the newly established brand identity as the basis for the design. Additionally, Folk will review and edit all website copy, provided by the City of St. Paul, to ensure the new brand voice and identity is incorporated throughout all content.

WEBSITE DEVELOPMENT

Open Caret → custom website design + dev.

Folk will partner with subcontractor Open Caret (opencaret.com) for the website development portion of this proposal. Open Caret is a web development company owned by Cam Ramaekers, a widely respected developer in Omaha, NE with years of development experience. Open Caret was founded on the core values of honesty, courteousness and gratefulness and is Folk's development partner and a valuable asset to the Folk team.

CUSTOM WORDPRESS THEME

WordPress → is an open source software you can use to create a beautiful website, blog or app

The website will be developed using a custom WordPress theme that will be responsive to all screen sizes (desktop, tablet, mobile). Wordpress is arguably the most widely used content management systems for many reasons, include ease of use and searchability. The benefit of developing a custom Wordpress theme, versus a template, is that all website content is custom to your needs and can be easily managed via WordPress without required coding experience.

SEARCH FUNCTIONALITY

The website will have a keyword search tool (both in the header/footer and on a dedicated "Search Results" page). This tool will search the entire site for content that matches the search. The search results page will include a list of matching results, each containing a title, excerpt and a button to view the full page of the result.

Website (Cont'd)

SEARCH ENGINE OPTIMIZATION

The website will be developed with SEO in mind. This means site HTML is written semantically using proper heading tags and other HTML tags. Images include alt text capabilities and are optimized for fast loading. The site will be completely mobile-friendly, which is now something Google and other search engines check. We will also install the Yoast SEO plugin, which will allow you or an SEO professional to add titles, meta tags, social media tags, and other metadata to your site to boost search engine performance.

2008
Yoast SEO
Plugin -
optimizes every aspect of a
website. • Add extensions
• add more features
• set up templates
for optimizing titles

GOOGLE ANALYTICS

Google Analytics will also be installed on the website using your existing Analytics ID or a new one if you'd like to differentiate traffic from old site to new site. Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. We can help you set up automated daily, weekly or monthly emails with visitor data.

WEBSITE MAINTENANCE

Your website will be comprised of core Wordpress files, themes and plugins, which require regular updating. Outdated software is the most common entry point for hackers, so ensuring your software is constantly updated will help protect against hackers. Open Caret offers a daily maintenance plan that includes daily software update checks and automated nightly backups.

Backups

Protection -
Keep software
updated!

Website Hosting & Maintenance

OPTION A: PACKAGED HOSTING AND MAINTENANCE PROVIDED BY OPEN CARET

Open Caret offers hosting and maintenance for your website. Website hosting and daily maintenance includes:

- High-speed and secure WordPress website hosting
- Daily software update checks
- Automated nightly backups
- Free SSL certificate
- Free malware cleanup
- Priority support

Important

OPTION B: SELF-HOSTED WEBSITE WITH FLYWHEEL

Alternatively, the City of St. Paul can set up its own hosting account for the new website. We recommend Flywheel, a Nebraska-based company.

- getflywheel.com

Testing & Support

TESTING AGAINST METRICS

Testing of the St. Paul brand should begin with St. Paul's definition of success. Whether it's improved visibility, differentiation, engagement or increase in visitors or residents; once the success metric is identified, we can make recommendations for testing against the assigned metrics.

Photo Shoot

Photo Library

UPDATING ST. PAUL'S PHOTO LIBRARY

While creating a new photography library is not part of the required RFP, we would highly recommend the City of St. Paul invest in a new library of images. Scott Dobry, who has done photo shoots in St. Paul and the surrounding area, would be recommended to capture the brand essence of St. Paul. It's been over 10 years since the last comprehensive photo shoot was done for the St. Paul Economic Development Corporation. Since those years, many improvements have taken place across the city, some of which include St. Paul Civic Center, Brookfield Park, St. Paul City Parks, St. Paul baseball and softball fields, St. Paul High School additions, Howard County Medical Center, downtown revitalization, economic development along HWY 281/92, etc. These images could be used to promote the City of St. Paul via the new website, collateral materials, print ads, and other branding efforts.

If the photo shoot would be approved, we would recommend it take place in May of 2020, while the outdoor environment is vibrant and the weather conditions are at their best. Dobry's recommended two-day shoot would need an art director to go along with him for those two days. Ron Sack would be willing to volunteer two days of time to come back to St. Paul and assist Dobry in completing this portion of the photography library project.

Assets would then be turned over to the City of St. Paul.

Photo Shoot
May 2020
(2-days)

Ron Sack
volunteer time
for the 2-day
shoot.

Photo Shoot (Cont'd)

SCOTT DOBRY

I believe every project is a collaborative effort toward a common creative goal in building your brand.

Somewhere along the line in over 25 years of doing this amazing job I've learned that conducting shoots that are both professional and enjoyable produce the best media. And to that end, I surround myself with people with a similar outlook who also happen to be the best and brightest around at what they do.

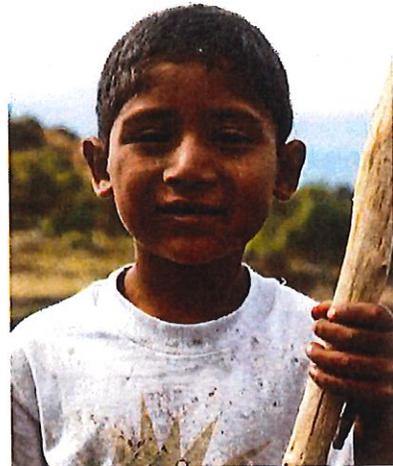
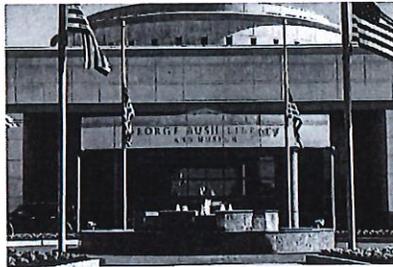
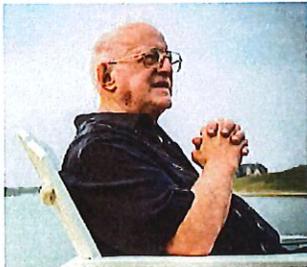
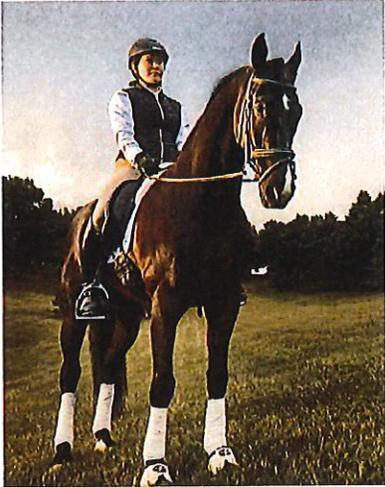
We are now in a time where methods are changing and expectations are rising. Because of that, more than ever I am committed to solidifying my reputation of delivering work that exceeds expectations on deadline and being fun and easy to work with. I'm based in Omaha but I travel anywhere and everywhere with ease.

My parents, Charles Dobry and Linda Oakeson Dobry, both grew up and graduated from St. Paul High. I have fond memories of visiting my grandparents back there.

Both Ron Sack and I have documented the area of St. Paul before. We'd enjoy being a part of it again and help grow the community even more.

Photo Shoot (Cont'd)

SCOTT DOBRY PHOTOGRAPHY EXAMPLES



Timeline.

FOLK

Timeline

Add 2-3 weeks to timeline

In order to meet a March 2 deadline, our timeline requires strict adherence to the dates outlined below. Any delay or additional time needed on the part of the City of St. Paul will delay deliverables and website launch. We **strongly recommend** adding 2-3 weeks to the timeline in order to provide greater flexibility, additional review time for your team and to create the greatest possible work for the City of St. Paul.

JANUARY 2020

January 2-6: Kickoff and Discovery

Folk to conduct key stakeholder and resident interviews

Website discovery meeting

City of St. Paul to hand over all photography and imagery assets to Folk

January 7-10: Folk to Develop Brand Strategy, Tagline and Website Sitemap

January 13-16: Brand Strategy, Tagline and Website Sitemap Review and Finalization

Jan. 13-14: Brand strategy, tagline and website sitemap review meeting (virtual)

Jan. 15: City of St. Paul feedback due EOD*

End of Day (EOD) 5pm

Jan. 16: Folk to finalize brand strategy, tagline and website sitemap

January 17-24: Folk to Concept and Design Logo and Visual Identity Options

January 27-February 3: Logo and Visual Identity Review and Finalization

Jan. 27-28: Logo and visual identity review meeting (in-person)

Jan. 29: City of St. Paul feedback due EOD*

Jan. 30-31: Folk to make St. Paul's revisions

* EOD (end-of-day) is 5:00 p.m. CST

Timeline

FEBRUARY 2020

January 27–February 3: Logo and Visual Identity Review and Finalization (Cont'd)

Feb. 3: Logo and visual identity finalized by Folk and approved by St. Paul

February 4–7: Website Copy

Feb. 4: St. Paul to deliver all website copy

Feb. 5–7: Folk to review and edit all website copy with brand tone/voice

February 4–6: Folk to Create Web Design Mockups

February 7–10: Web Design Mockup Review and Finalization

Feb. 7: Review meeting (virtual). All feedback due by EOD*

Feb. 10 (AM): Folk to make revisions and send for final approval.

Feb. 10 (PM): St. Paul to provide final approval by EOD*

February 11–21: Web Development

Feb. 11–14: Homepage and interior page development

Feb. 17: Meeting to review developed homepage and interior page. Final feedback due.

Feb. 17–21: Development of remaining pages.

February 24–25: Website Review

St. Paul to review full website and deliver feedback by EOD* Feb. 25

February 26–30: Website Testing

MARCH 2020

March 2: Website Live

* EOD (end-of-day) is 5:00 p.m. CST

**Work
examples.**

FOLK

Branding Work

S&G COMMODITIES: FOLK

Folk designed the brand identity for S&G Commodities, a Nebraska-based commodities management firm. Inspired by the movement of commodities around the globe, the identity was crafted to be simple and timeless; and its shape can easily recognized across a variety of formats and sizes—website, invoices, apparel, advertising, etc.



Branding Work

JOYCE FAMILY SYRUP: FOLK

Folk designed the brand identity for Nebraska-based Joyce Maple Syrup. The branding was designed with a sophisticated look to match the high-quality product.



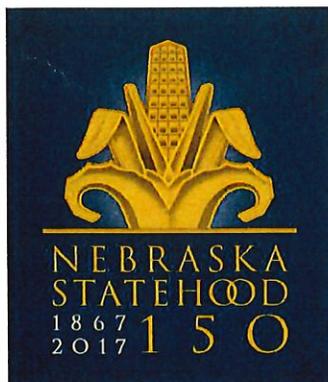
Branding Work

NEBRASKA SESQUICENTENNIAL: RON SACK

The Nebraska Sesquicentennial Commission had a year-long celebration planned across the entire state and they wanted a mark to commemorate the milestone. We needed to craft a logo that represented all that is Nebraska's past and all that will be. Nebraska is The Cornhusker State. No other state can claim that. We explored the iconic forms that represent Nebraska. A tour of the Nebraska State Capitol revealed a breadth of iconography used throughout the building. We studied the shapes and images that spoke to Nebraska's history, but also looked forward to the future. The symbol selected is based on corn found inside the state capitol. It was modified to also represent an office building—a nod to business. The image also reflects our Native American heritage as maize was an important crop for many generations. Blue was chosen since it is the color of the state flag and the gold color was taken from the color of our state flower—the goldenrod.

“The final logo truly encapsulates our state's spirit with its traditional look as well as its recognition of our agricultural legacy and our strong business culture.”

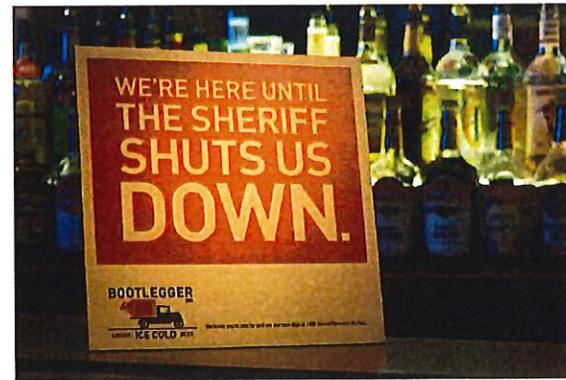
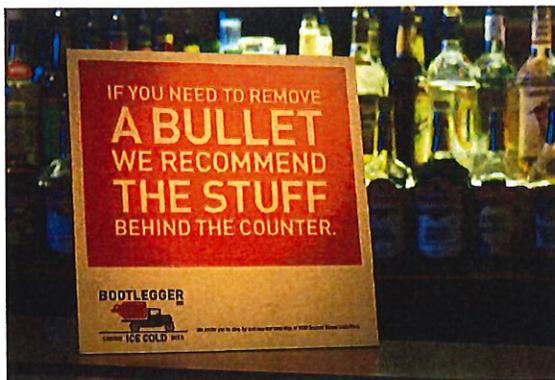
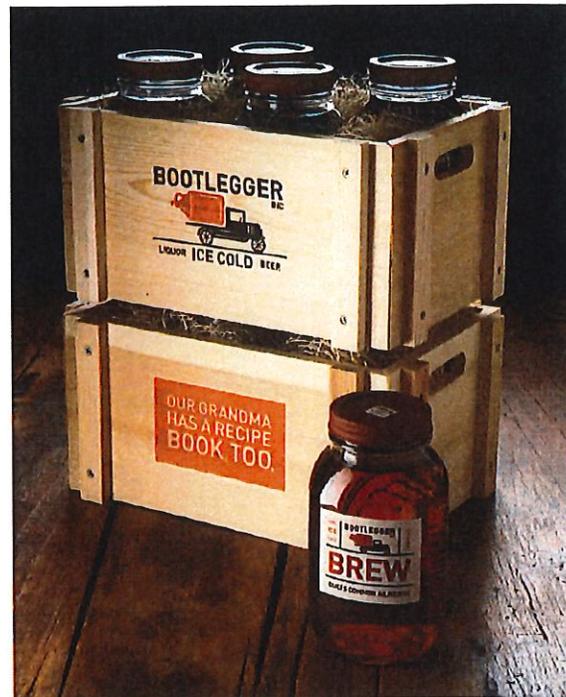
—Susanne Shore, First Lady of Nebraska



Branding Work

BOOTLEGGER: RON SACK

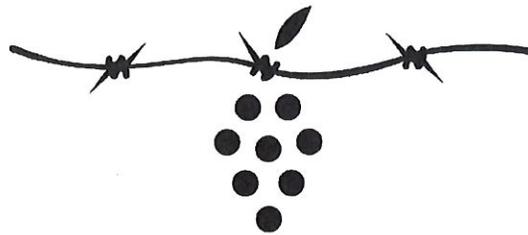
Bootlegger, a liquor store in St. Paul, was in vast need of a new brand. Being located in a generic-looking strip mall, the brand needed some personality. A brand system was developed to play up the prohibition theme. Messages were developed under this concept for such things as packaging, posters, print ads, and other branding materials.



Branding Work

MILETTA VISTA BRANDING: RON SACK

Milletta Vista Winery is located just north of St. Paul—a winery on the prairie. First we developed a logo that only they can own—grapes with barbed wire creating the vines. From there, we selected images within 15 miles of the winery to help tell the story of their respective wines for their packaging and brand materials.

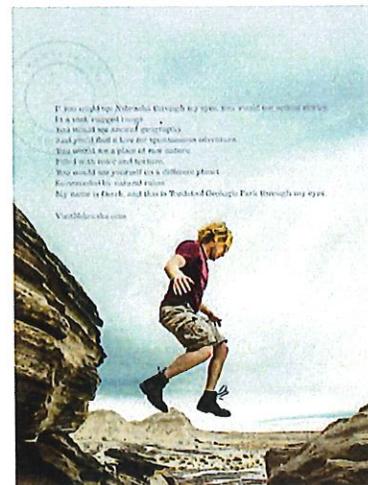
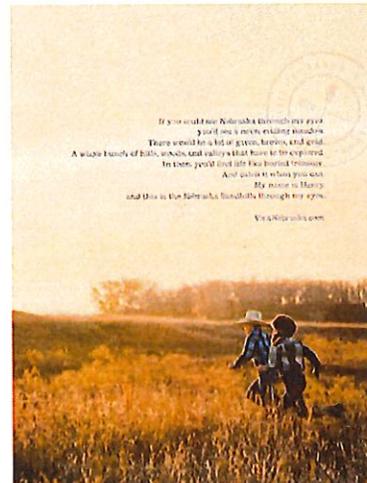
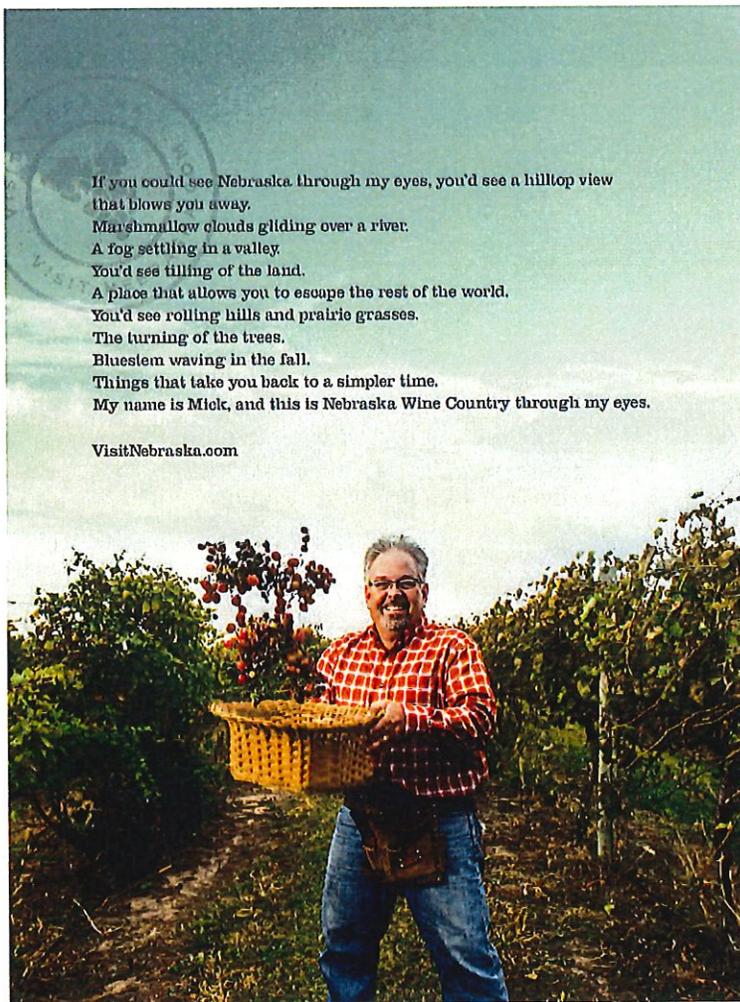


Branding Work

NEBRASKA TOURISM: RON SACK

Today's travelers want a "local" experience. They want to try the local beer, see the local sites, and taste the best local food. "Through My Eyes" was developed and told by Nebraskans who know the best local experiences. Each ad tells a personal story, revealing the state's most interesting attractions from a local perspective. Stories are paired with compelling visuals, featuring the storyteller and their particular slice of Nebraska.

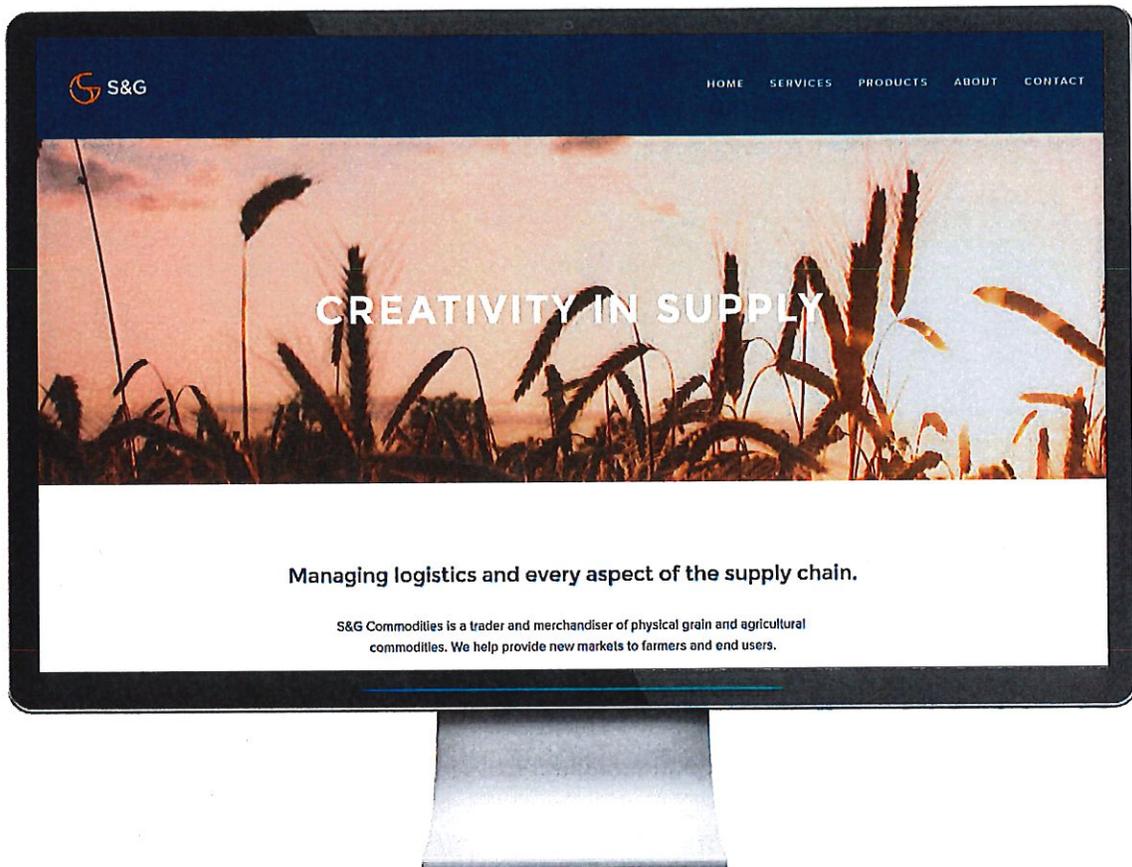
One such location featured included Miletta Vista Winery of St. Paul.



Website Work

S&G COMMODITIES WEBSITE

Folk designed the S&G Commodities website. The site was designed to be easy to navigate and to highlight the features and services of the company. Custom iconography and illustration paired with ag photography to create a unique brand look.



sandgcommodities.com

Website Work

FOLK STUDIO WEBSITE

Folk designed its studio website. The design showcases the capabilities of the studio through illustration and a portfolio of work. This site was designed to be visually engaging and mobile-friendly.

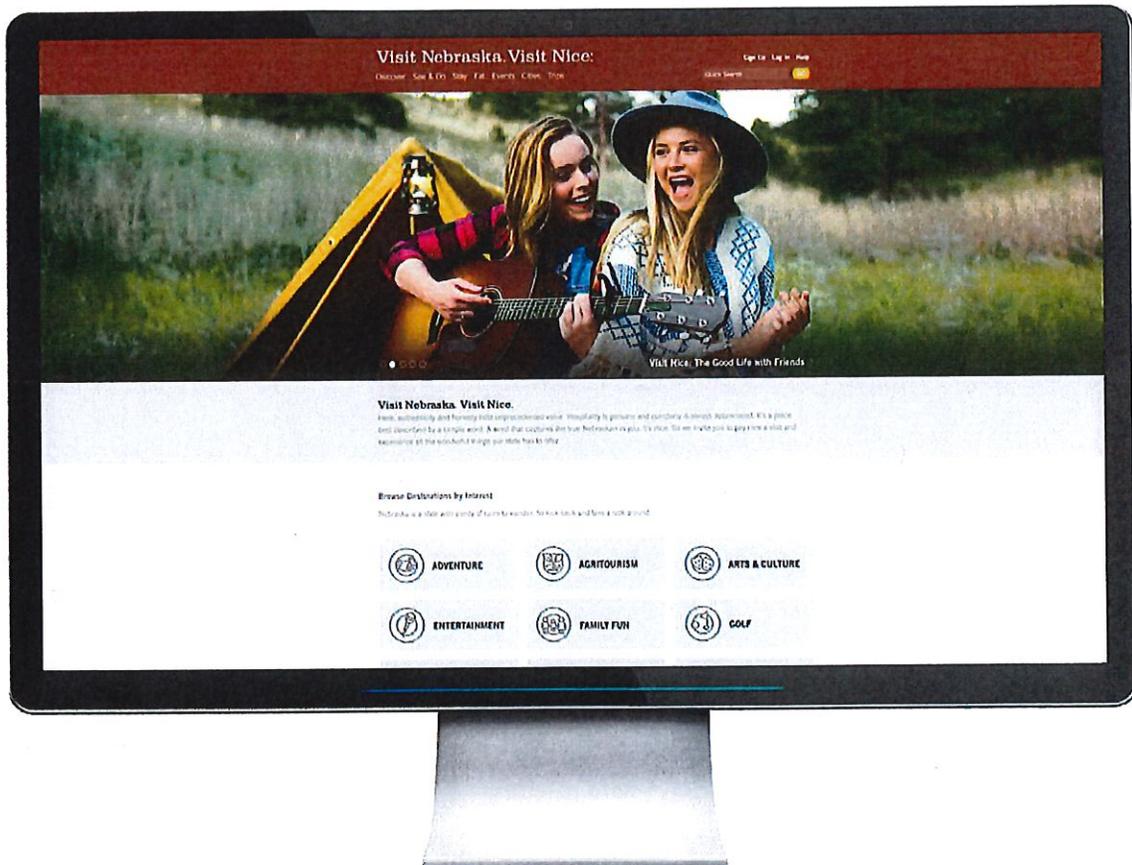


folkbranding.com

Website Work

VISIT NEBRASKA WEBSITE

Ron Sack art directed the former Visit Nebraska website.



Website Development Work

SITE DEVELOPMENT EXAMPLES

Open Caret has developed several community-focused websites. Below are a few examples of Open Caret's development work.

talkheart2heart.org/

lincolnfoodbank.org/

omahalandbank.org/

www.nebcommfound.org/

**Project
quote.**

FOLK

Quote

Folk Project Fees	\$20,000
Brand Strategy & Design	\$12,000
Website Design & Development	\$8,000
Estimated Additional Client Expenses	\$200*
Font(s) Software for Client Download & Use	
Hosting & Maintenance Options	
Option A: Packaged Hosting & Maintenance	\$200/month
Option B: Self-Hosted Website Through Flywheel	\$275/year
Total Project Quote	

\$20,475 - \$22,600

PLUS ONGOING HOSTING & MAINTENANCE FEES AFTER YEAR 1

* Font pricing is an above-average estimate for planning purposes only. Folk will attempt to select fonts that are budget-friendly as well as distinct. Client-approved font(s) software will need to be purchased by the Client for use on city machines.

Travel time and mileage are covered in our overall budget.

Optional Photo Shoot Estimate	\$4,500
2-Day Photo Shoot with Scott Dobry & Ron Sack	

Terms & conditions.

FOLK

Terms & Conditions

Design Concepts

Fee quoted includes THREE (3) preliminary logo concepts; additional concepts are billed at \$100 per hour.

Final Artwork

Fee quoted includes one set of final mechanical artwork. Changes to final artwork will be provided at an additional cost based on the extent and complexity of the changes, at \$100 per hour or a mutually agreed upon fee, TBD.

Revisions & Alterations

There shall be no charges to the Client for revisions, corrections or additions made necessary by errors on the part of Agency. New work requested by Client and performed by the Agency after an estimate has been approved is considered a revision or alteration. The Client shall be responsible for making additional payments at the rate noted herein for any revision or alteration and any other changes in original assignment requested by the Client.

Website

Fee quoted includes a web design consisting of up to 25 total pages. Additional pages will be designed and/or developed at \$100 per hour.

Purchasing

All purchases made on Client's behalf will be billed to Client. Charges for sales tax, insurance, storage, and shipping and handling are additional to the price of each purchase. In the event Client purchases materials, services, or any items other than those specified by Agency, Agency is not liable for the cost, quality, workmanship, condition, or appearance of such items.

Billable Items

In addition to the fees and costs estimated herein, costs incurred for outside purchases such as, but not limited to, photography, fonts and courier services are billable at cost. Wherever applicable, state and local sales taxes will be included in Billable Items. Any travel expenses are billed additionally, at cost.

Estimate

Final fees and Billable Expenses shall be shown when invoice is rendered. Client requested changes will be billed additionally. The Client will be notified of any price changes.

Trademarking

Client is responsible for applying for trademark registration and copyright of artwork.

Rights

Agency reserves the right to photograph and/or distribute or publish for promotional and marketing needs any work created for you, including mock-ups and comprehensive presentations, as samples for the Folk Brand Strategy & Design Studio website.

Schedule of Payment

50% of the Total Project Quote is due prior to project commencement.
The remaining 50% of the Total Project Quote is due upon project completion.

50%
cost up
front

Next Steps

Let's do this!

We're excited about the opportunity to help you establish your branding for St. Paul and look forward to discussing further. Please reach out with any questions.

Thank you,

**Folk, LLC
2566 Farnam Street
Suite 301
Omaha, NE 68131**

**402.383.2732
erin@folkbranding.com**

folkbranding.com

Connie Beck

From: Ron Sack <stronn@gmail.com>
Sent: Wednesday, December 4, 2019 2:34 PM
To: Connie Beck
Cc: Jim Buhrman, Jr.; Erin Eckerman
Subject: City of St. Paul RFP Response
Attachments: Folk_Proposal_CityofStPaul_122019_v4.pdf

12-4-19
2:34 PM

Connie,

We are pleased to submit a proposal to the City of St. Paul's RFP.

Attached you will find our response.

I've decided to partner with FOLK of Omaha. One of the owners is Jim Buhrman, who is a former colleague of mine and cousin. Jim and I are both familiar to Howard County and are volunteering on the St. Paul 150 + Howard County 150 projects. His partner, Erin Eckerman, is an exceptional brand strategist and will provide the talents and experience necessary to pull off these projects.

Since St. Paul is my hometown, I wanted to assemble the best possible team. If we are given the honor of being selected for this RFP, I would be working through FOLK on these projects.

One other thing we wanted to also provide is something that was not asked for in the RFP, and that is the consideration of a new and expanded photography library for the City of St. Paul. That is a separate line item outside of the RFP. It's not any type of mandate on our part, but we wanted to make sure that when the City of St. Paul is rebranding itself, it makes the most out of every opportunity possible.

Contact information is provided in the document, but if you have any additional questions, please feel free to reach out to us. I'm copying Jim and Erin on this email as well.

If you could send a reply to all of us so that we know you received our proposal, that would be appreciated.

Respectfully,

Ron W. Sack
402-440-0823
stronn@gmail.com

Project Proposal

BRAND + WEB DEVELOPMENT

CITY OF ST. PAUL



idea bank
MARKETING

PRESENTED ON 12.4.19



IdeaBank Marketing

701 W. Second St.
Hastings, NE 68901
(402) 463-0588

Our proposal for branding and website development services for the City of St. Paul

DECEMBER 4, 2019

There's no doubt St. Paul has a lot to offer. We just need to define what it is and embrace the messaging that communicates it to the world! IdeaBank can help you craft a positioning statement (slogan), a logo, website and visual identity that will make your brand both consistent and memorable.

But remember, a city's branding effort is more than just a slogan and a logo. It's what people think and feel when they hear your name or see your logo. It's a promise you make to your residents and visitors about how they'll be treated and the experiences they share.

IdeaBank Marketing looks forward to working with the City of St. Paul to develop a vibrant and engaging brand for your community. By choosing IdeaBank, the city will gain a partner that's uniquely equipped with a combination of local knowledge, unsurpassed experience and comprehensive creativity.

⚙️ **Really Local** IdeaBank operates right here in central Nebraska with many clients in the region. We understand the area, its people and their needs.

⚙️ **Years of Experience** IdeaBank has been in business for over 35 years and has experience in all facets of marketing, including branding, corporate identity, collateral, digital and social. We have worked with nonprofit foundations, school systems, civic organizations, and business entities. We have friends who live in St. Paul and we care about the vitality of our region.

⚙️ **Endlessly Creative** We have 12 marketing professionals on staff with expertise in brand development, print and collateral design, broadcast and video production, online advertising, web design, content creation and social media strategy.

IdeaBank Marketing looks forward to the opportunity to learn, create and strategize with your team to develop a brand that resonates with people and positions St. Paul as a viable option for living, doing business and visiting. Thank you for your consideration.



Sherma Jones
Owner, Creative Director
IdeaBank Marketing



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IdeaBank's process begins with careful listening.

IdeaBank Marketing knows the best way to increase visibility and community action for St. Paul is by listening carefully and responding appropriately to the needs and wants of your target audiences. This philosophy is the bedrock of all successful marketing endeavors and is one in which IdeaBank strongly believes. Not only do we initiate client relationships by learning as much as we can about you, but we also want to know as much as possible about the audiences you serve.

There are many definitions of the word brand. At IdeaBank, we define a brand as the way people feel about you. Your brand serves as a promise you make to people – from how they'll be treated to the quality of experiences they can expect. This promise is made through marketing and public relations and kept through direct, individual experiences.

We approach the task of brand development using a three-phase process:

1. Discover

We'll find out "who you are," reviewing your mission statement, interviewing key stakeholders, talking with residents and business owners, and determining what makes St. Paul unique.

2. Define

Once we have a solid understanding of your community's strengths and weaknesses, we will develop a comprehensive, but concise objective for the slogan and logo. It is imperative that your team review and agree with the objective before moving forward, so we ask for signed approval of the objective before moving into the production phase of the project. The objective will give us the direction for color selection, style, tone and message. We will offer three potential logo/slogan designs along with application recommendations.

3. Deliver

We'll develop and execute a plan that builds your new brand. You'll be able to present your brand promise to the community in exciting ways, including the new website. We will also make recommendations for how to incorporate your new brand in ways that sustain its purpose and effectiveness.



Why IdeaBank is uniquely qualified to serve you.

IdeaBank is a well-rounded, full-service marketing communications company with vast experience in planning and executing successful branding and marketing strategies. Thanks to our strong in-house capabilities and depth of knowledgeable staff, we have the ability to produce every component of your branding and website development in-house, resulting in greater synergy and brand-building continuity.

IdeaBank has helped many companies and organizations conduct successful branding programs. A sampling of those we've served in this capacity includes:

- Tom Dinsdale Automotive
- Memorial Community Health in Aurora
- Hope Harbor in Grand Island
- Life Wide Open - Hastings
- Community Hospital in McCook
- Adams Central Public Schools

IdeaBank has a depth of experience in serving the nonprofit and civic sectors and in providing the type of services you are seeking. Please refer to the case studies and list of clients we've included in this proposal as examples of our ability to respect the budgets and missions of these types of organizations.

IdeaBank is fortunate to have a team of creative and conscientious individuals who work closely with each other – and our clients – to achieve the best possible results. Our collaborative spirit helps bring the very best solutions to the surface, and thanks to our depth of staff, assignments for this project can be shared among staff members to make sure they stay on schedule.



How IdeaBank would approach your project.

The following is our process and anticipated timeline, assuming the City of St. Paul's team will be available for questions, reviewing proofs, and providing feedback in a timely manner.

Development of a new branding campaign includes the following phases:

1. Discovery

IdeaBank will meet with your team to assess your community, audience and unique selling points – the basis of your new brand. A summary of our meeting and defined objective will be sent to you for review and approval before moving into production.

2. Identity Concepts

Based on what we learn during our discovery session, we'll develop potential slogans and design three logo options. With a finalized logo and slogan in-hand, we'll develop examples of real world applications and begin the process of web design and development.

4. Finalized Identity

We'll finalize your brand theme and the coordinating visuals. We'll provide final files in various print-ready and web-friendly formats, along with a graphics standards guide to standardize the implementation of the new identity in future materials.

5. Website Development

With an established identity and brand theme, we can move quickly into the production of your website, identifying any navigation changes from your current site and collecting new content. A site outline will be developed and sent to your team for review and approval before coding begins. You will see designs of the homepage, along with sample inside pages using the approved identity visuals we create.

ESTIMATED COMPLETION DATE: 5-8 MONTHS



Your Investment

1. BRAND DEVELOPMENT

\$7,500

The brand development phase of this project will include:

- A discovery session to determine your audience and define the unique attributes of your community
- Three options for logo/slogan design.
- Logo/slogan files for vertical and horizontal placement in file formats suitable for conventional printing and web applications.
- Graphic Standard Guidelines in PDF format, outlining acceptable usage of logo/slogan, color specifications, font usage and recommendations for placement.
- Recommendations for introducing and using the brand, sustaining the brand, and possible projects for marketing the brand into the future.

2. WEB DEVELOPMENT

\$8,250

Your new website will include the following phases of production:

- **Discovery + Planning:** Includes a content audit, and audience analysis.
- **Design:** An engaging mobile-friendly design will be developed with a dynamic, visual homepage.
- **Content migration:** IdeaBank will populate content from the current site, make edits as needed, and develop limited content for areas of the site.
- **Testing:** IdeaBank will test in tandem with your team to ensure the look and functionality of the site are in order and emails are being directed appropriately.
- **Training:** Your team will receive a hands-on training session with customized training materials.
- **Launch:** Includes site redirects, Google Analytics, and webmaster tools.

PROJECT TOTAL

\$15,750



Website Details

Development: \$8,250

The following price should be considered a budgetary estimate. If the estimate fits your budget and you decide to work with us, we'll begin the Discovery phase. Following Discovery, we'll provide a finalized estimate and project agreement.

Ongoing Fee: \$55/month

Our hosting and support agreement for includes professional-grade hosting, software updates, regular backups, and ongoing support. More information on this agreement, including our server specifications, is available upon request.

This price does not include other possible needs such as SSL certifications, domain research, purchase, or transfer.

SSL - small data files that digitally bind a cryptographic key -

Discovery + Planning

- Content audit
- Audience analysis
- Site map and organization
- Establish key metrics

Design

- Progressive, custom design
- Mobile, tablet compatibility
- Homepage slideshow
- Coded designs
- Dynamic, visual homepage
- Intuitive navigation

Programming

- ADA compliance
- WordPress installation + Server setup + Template coding
- Population of site
- SEO tools and training
- Video embed capabilities
- Standard contact form
- Social network links
- Site search
- Sitemap
- Translations

Training

- Hands-on training session
- Custom training manual

Testing + Launch

- Cross-browser compatibility
- Checklist and support
- Site redirects
- Mobile, tablet optimization
- Launch coordination
- Webmaster tools

PROJECT TOTAL	\$8,250
10% down payment	\$825

install on website - activates the padlock



Qualifications

IdeaBank has been a leading marketing firm in greater Nebraska for more than 35 years.

Our company was founded in 1982 by Ann Martin and Bob Portwood in Hastings, Nebraska. Originally known as Portwood & Martin Advertising, the agency changed its name to Portwood, Martin, Jones when Sherma Jones became a partner in 1993.

In 1997, we purchased and remodeled the historic City National Bank building at Second and Hastings streets in Hastings, giving our growing company the additional space it needed, as well as an excellent opportunity to rebrand our firm as a progressive marketing communications company. Thus, IdeaBank Marketing was born, and our company indeed continued to grow.

In 2016, Anthony May became a partner, thus helping to assure IdeaBank Marketing a strong and vibrant future.

IdeaBank offers the marketing services you need to reach your goals.

We currently have a staff of 12 talented and experienced individuals including marketing strategists, designers, copywriters, website developers, and media buyers. We've recently added a digital marketing strategist to help our clients benefit from this highly targeted, affordable, flexible, and ever-changing method of communication.

The services we offer include:

- ⊙ Corporate identity and logo design
- ⊙ Brand development and management
- ⊙ Marketing strategies, plans, and budgets
- ⊙ Public relations
- ⊙ Event marketing
- ⊙ Website design and development
- ⊙ SEO and SEM
- ⊙ Video
- ⊙ Campaign development and execution, which may include:
 - ⚙ Social, search, and email marketing
 - ⚙ Print advertising
 - ⚙ Billboard, tradeshow, point of purchase
 - ⚙ Direct mail
 - ⚙ Collateral
 - ⚙ Television and radio



Meet the IdeaBank Team

Account Service Team



Sherma Jones, owner + creative director, has skills as a chief strategist, motivational specialist, presentation expert and talent developer. She joined the agency's staff in 1988 and became a partner in 1993. Jones has experience in concept development, project planning, technical production and interactive design. She graduated from the University of Nebraska - Lincoln in 1986 with a degree in advertising.



Anthony May, owner + digital director, is skilled in web design, social marketing, email marketing, video, print design and trend monitoring. He became a partner in 2016 after being on staff for several years. With a degree in broadcast journalism from Hastings College, May has a background in newspaper, television and radio and experience in TV and radio advertisements, websites and video projects.



Dan Peters, account manager, brings skills in client services, relationship building, visioning and planning. He helps clients identify their needs and pair them with marketing services that will advance their brand. Peters' résumé includes experience in the fields of news, education and healthcare finance and degrees in media production from Hastings College and management from Doane College.

Production Team



Melissa Struss, project management, brings experience in digital marketing, multimedia strategies, reputation management, web and print design, photography and videography, and media relations to the IdeaBank team. She earned a Bachelor of Arts in broadcasting-sports emphasis with a minor in visual media from Hastings College. She previously worked in the corporate, nonprofit and professional sports fields.



Scott Miller, print design and direction, has skills in design and production, typography, Illustrator, InDesign, Photoshop, illustration and packaging. He earned his Bachelor of Arts in visual communications and design from the University of Nebraska-Kearney and is known for his eye-catching graphics and award-winning posters.



Matt Hodtwalker, print design and technologies, is skilled in design and production, typography, Adobe Creative Suite, EasyCatalog, Illustrator, InDesign and Photoshop. His experience includes work on a variety of print media, brochures, catalogs, ads and display items. Hodtwalker earned his associates degree in graphic design, illustration and computer graphics from the Creative Center in Omaha.



Tina Muth, print design and production, is skilled in typography, Adobe Creative Suite, Illustrator, InDesign and Photoshop. She has experience in producing logos, brochures, package designs and catalogs. Muth earned her Bachelor of Fine Arts in graphic design from the University of Nebraska-Kearney in 1994.



Julie Fahrlander, web project management and service, has skills in project management, client services, estimating, email marketing, print design and illustration. With a degree in graphic design from the University of Nebraska-Kearney, she has worked for a wide-range of companies from Omaha to Dallas. Her background includes experience as an art director, webmaster, print and multimedia designer, and illustrator.



Garrett Griess, lead developer, supplements his web design and development talents with skills in programming, graphic design, illustration, photography, videography, and video and audio editing. He has won numerous awards for his work on websites for newspapers in Central Nebraska. He earned his Associate of Applied Science in media arts from Central Community College in Hastings in 2004.



Darin Hudson, web programming and technical support, has skills including systems integration, reporting, web support and trend monitoring. Hudson understands the planning, coding, links and technology that go into making an attractive and functional website. His experience and coding techniques allow him to spot potential problems before they occur.



R.J. Post, copywriting and content creation, worked as a newspaper reporter and editor for 31 years before joining IdeaBank and now produces copy for print, broadcast and online communications. He also has skills in editing and proofreading. Post earned his Bachelor of Arts in English from St. Mary of the Plains College in Dodge City, Kansas.



Carla Maurer, finance management, handles the agency's bookkeeping and HR responsibilities. She handled the finances of area nonprofits for 30 years before joining IdeaBank. Maurer earned her associate's degree in accounting at Spencer School of Business in Grand Island and has gained a wide range of organizational skills through volunteer work.



Awards & Recognition

IdeaBank's many awards include:



Four awards for the Life Wide Open campaign for the Hastings, NE including an **Award of Excellence** in the City-County Communications and Marketing Association Savvy Awards. The **3CMA Savvy Awards** are a national competition recognizing outstanding local government achievements in communications, public-sector marketing and citizen-government relationships.



Prism Award for digital marketing for Arthritis Center of Nebraska from the American Marketing Association, Lincoln Chapter. The Prism is the highest award presented by American Marketing Association (AMA) Lincoln, recognizing excellence in Lincoln and Mid-Nebraska, including Hastings, Kearney and Grand Island.



Merit Award for the Hope Harbor logo from the American Marketing Association Lincoln Awards, recognizing excellence in Lincoln and Mid-Nebraska, including Hastings, Kearney and Grand Island.



Merit Award for the Grand Island Public Schools website from the American Marketing Association Lincoln Awards, recognizing excellence in Lincoln and Mid-Nebraska, including Hastings, Kearney and Grand Island.



Examples of Our Work

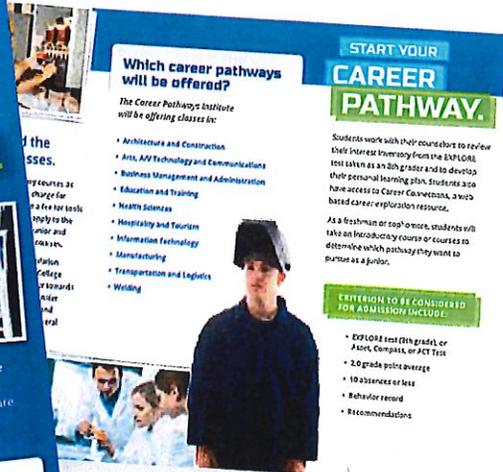
Career Pathways Institute

The Career Pathways Institute in Grand Island, Nebraska, is an exciting educational opportunity for area high school students to become career and college ready. This innovative educational program started August 2013 and was the first of its kind in Nebraska. IdeaBank was asked to develop its logo, website, brochure, and branding strategy.

The logo incorporates a winding path with a multi-faceted 'C' to depict the variety of career-oriented educational programs that are offered by the Career Pathways Institute. By using bright colors and positive images, the brand captures the enthusiasm students show for this program.



Follow the path to an exciting career!





Hastings' "Life Wide Open" Campaign

Developing the new "Life Wide Open" brand and website network for the City of Hastings involved coordinating six agencies and multiple marketing disciplines. Results included 98 daily visits to the portal website during the launch campaign, eight pieces of earned coverage with local and regional media outlets, and a 44% increase in website visitors across all six partner websites.

Services provided by IdeaBank included:

- ❁ Creating the "Life Wide Open" campaign slogan and logo
- ❁ Developing branding materials
- ❁ Building cohesive messaging for the entire city
- ❁ Developing six new mobile-optimized websites with matching designs
- ❁ Designing print and outdoor advertising
- ❁ Creating an introduction video and television spot
- ❁ Organizing an unveiling presentation for the media and others



Life Wide Open





City of Norfolk

IdeaBank Marketing worked with the City of Norfolk to develop a new full-featured, mobile-friendly website. The development process included a number of custom features, as well as moving the site from an internal server to an optimized environment at an off-site data center.

The new NorfolkNE.gov includes:

- Mobile-Optimized Design
- Occupation Tax Reporting
- "I Want To.." Menu
- Online Payments
- DocCentral (for forms, meeting minutes, etc.)
- Intuitive Navigation





CRANE Public Transit

IdeaBank Marketing helped the Grand Island Public Transit Program rebrand their service offerings, developing a new name and brand to help them reach new audiences and attract more riders.

As part of the branding effort, IdeaBank developed:

- Program Name
- Tagline + Messaging
- Collateral Materials
- Logo Design
- Program Brochure
- Vehicle Wraps





Hope Harbor Corporate Identity

Upon completion of a successful capital campaign, Hope Harbor was poised for a refresh of its corporate identity. The momentum and success of the campaign allowed Hope Harbor to seamlessly introduce a new logo and slogan. IdeaBank's services included:

- ✿ Adapting components of capital campaign theme to build new Hope Harbor logo
- ✿ Identifying color palette and corporate presentation of brand
- ✿ Developing slogan to help identify Hope Harbor's purpose: "A shelter from the storm"



HOPE HARBOR
A SHELTER FROM THE STORM

The building at 615 W. 1st Street will soon become our new Service Center.

HOPE HARBOR

HOPE HARBOR
A SHELTER FROM THE STORM

Hope Harbor, Inc.
Instituted by Hope Harbor, Inc. - Assisted by IdeaBank

Grocery shopping this weekend? Help us fill our food pantry!

LET'S FILL THE FOOD PANTRY!

Now taking donations of pantry items, contact:
Ronald Todd to help furnish it now!

Hope Harbor, Inc. - Assisted by IdeaBank
615 W. 1st Street
St. Paul, MN 55101

WWW.HOPEHARBOR.ORG

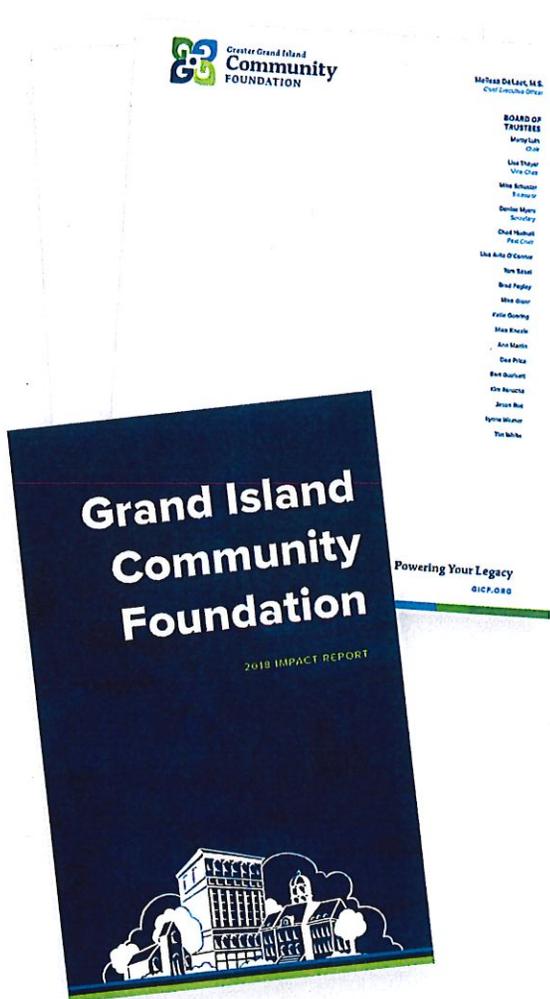


Greater Grand Island Community Foundation

IdeaBank Marketing helped the Greater Grand Island Community Foundation rebrand their organization, developing a new name and brand to help them better connect with donors and the community.

As part of the branding effort, IdeaBank developed:

- ⚙ Organization Name
- ⚙ Collateral Materials
- ⚙ Annual Impact Report
- ⚙ Tagline + Messaging
- ⚙ Logo Design
- ⚙ Announcement Event + Materials





Hope Harbor's "Serving Up Hope" Event Branding & Promotions

IdeaBank has developed the marketing materials for all six years of Hope Harbor's signature event, "Serving Up Hope." The event was originally identified by the Hope Harbor fundraising committee as a major effort to provide operating funds. Net income has more than doubled since the first SUH in 2013 and now provides approximately 18% of Hope Harbor's operating budget. Materials developed by IdeaBank have included:

- Event logo incorporating each year's theme without losing event's overall identity
- Save-the-date announcements
- Invitations
- Videos
- Event signs and banners
- Event programs
- Newspaper ads



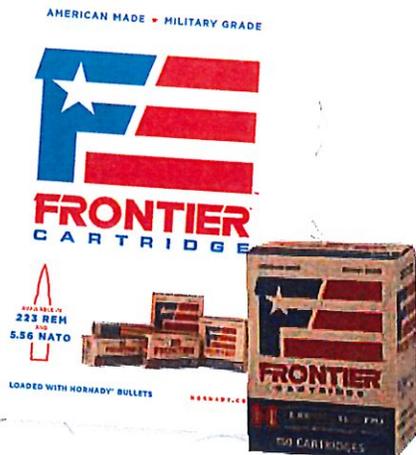


Hornady Manufacturing

IdeaBank has been the agency-of-record for Hornady since 2001. Our role has been to support and strategize with the internal marketing team to manage their brand and develop advertising. That includes naming and branding new products on an annual basis.

As part of the product branding effort, IdeaBank develops:

- Product Line Names
- Product Line Logos
- Sales Materials
- Packaging Design
- Social & Email Marketing
- Traditional Advertising





Additional Logo Designs

A business's brand is much more than its name and logo. It's what people think and feel when they hear your name or see your logo. It's a promise you make about how customers will be treated and the quality of product and service they can expect. That's pretty serious stuff! Fortunately, we know ways to capture who you are and convey it to the world.

For 35 years, we've been crafting creative and memorable marks for businesses and organizations across Nebraska and beyond.





Website Experience

The following sites showcase our team's devotion to design and function. More examples can be viewed on our website by visiting:

ideabankmarketing.com/projects/archive

City of Hastings

[cityofhastings.org]

City of Norfolk

[norfolkne.gov]

Adams County Visitors Bureau

[visithastingsnebraska.com]

Grand Island Public Schools

[gips.org]

Kearney Public Schools

[kearneypublicschools.org]

Hastings Public Schools

[hastingspublicschools.org]

Greater Grand Island Community Foundation

[gicf.org]

Prairie Plains Resource Institute

[prairieplains.org]

Valley County Health Systems

[valleycountyhealthsystem.org]

Mary Lanning Healthcare

[marylanning.org]

FROM OUR CLIENTS

"From the concept phase to building the site, the team at Idea Bank was extremely helpful and knowledgeable concerning optimization and design."

Neal Emery, Communications Director

Hornady Manufacturing

nemery@hornady.com | 800-338-3220

"Our old website was very outdated, Ideabank Marketing helped us launch a new eye catching, customer friendly website. They made it very easy; we were updated every step of the way."

Crystal Caravan

John Baasch Auger

crystal@johnbaaschauger.com | 308-382-9071

"The Google AdWords campaign that IdeaBank created for us has definitely had a positive impact on our sales inquiries."

Justin Osborne, President/Owner

Industrial-Irrigation Services

josborne@industrial-irrigation.com

402-463-1377



These clients trust us with their projects.

We work with clients of every size, in a wide variety of sectors, including private business, manufacturing, industries, nonprofit and governmental organizations, education, healthcare, and more.





“The creative brains at IdeaBank provide marketing advice and develop materials with expertise, efficiency and professionalism. Our 20-year relationship has been one of solid trust, where I always feel like I am their only client.”

Candy Crosby, Community Hospital, McCook
ccrosby@chmccook.org | 308-344-8340

References

Mary Berlie, Executive VP
Grand Island Area EDC
mberlie@grandisland.org
(308) 381-7500

Mike Jakubowski, General Manager
Tom Dinsdale Automotive
mikej@dinsdaleauto.com
(308) 382-4662

Tina Hunt, Marketing Director
Memorial Community Health
thunt@mchiaurora.org
(402) 631-3875

Dave Rippe, (fmr) Director
Nebraska Economic Development
drippe5@gmail.com
(402) 705-7283

Alison Larson, Marketing Director
Equitable Bank
alarson@equitableonline.com
(308) 382-3136

Liz Mayfield, Executive Director
Hope Harbor
lmayfield@hopeharborgi.org
(308) 385-5190

Thank You!

IdeaBank Marketing welcomes the opportunity
to work with the City of St. Paul.

We hope the information in this initial proposal answers any questions you may have about our agency and the ways we can help you develop a cohesive brand, website and marketing strategy. If you have any further questions, please contact us. It would be our pleasure to build a relationship with the City of St. Paul.



For more information, please contact:
Sherma Jones (sherma@ideabankmarketing.com)

IdeaBank Marketing

701 W. Second St.
PO Box 2117
Hastings, Nebraska 68901-2117
402 463 0588
ideabankmarketing.com

Connie Beck

Idea Bank

From: Dan Peters <dan@ideabankmarketing.com>
Sent: Wednesday, December 4, 2019 2:14 PM
To: Connie Beck
Subject: Community Branding & Website Proposal
Attachments: City of StPaul Branding + Web Proposal 2019.pdf

*12-4-19
Rec'd
2:14 PM*

Good afternoon, Ms. Beck.

In response to your community branding and website RFP, I have attached a proposal from Idea Bank Marketing.

For more than 30 years, Idea Bank Marketing has been working with communities and businesses in Nebraska. Our experience includes marketing, branding, corporate identity, collateral, digital and social media. We believe this experience and our creative talents makes us especially qualified for your project.

The attached proposal addresses the requirements of your RFP - and we are always happy to provide additional information or arrange a time to discuss the project further. Please do not hesitate to reach out to me or Sherma Jones if you have any questions.

This is an exciting project for St. Paul! We hope we can be the partner to make it a success.

You would, please confirm receipt of this email.

Best,
Dan

--

Dan Peters
Account Manager

IdeaBank Marketing
» IDEAS IN MOTION »
701 West 2nd Street, Hastings, NE 68901
402.463.0588 | IdeaBankMarketing.com

Treasurer's Report:			
<i>Account Number</i>	<i>Prev. Mth Total</i>	<i>Current Mth Total</i>	<i>Total</i>
Homestead Bank	October 31, 2019	November 30, 2019	
Checking 100-027	\$ (697,366.06)	\$ 631,308.84	\$ (66,057.22)
Sales Tax 300-277	\$ (22,033.14)	\$ 8,187.67	\$ (13,845.47)
Civic Center 300-749	\$ (8,849.31)	\$ 10,198.23	\$ 1,348.92
City REDLG 301-465	\$ (25,435.46)	\$ 30,709.91	\$ 5,274.45
Water Trmt 504-189	\$ (17,568.65)	\$ 17,572.36	\$ 3.71
Keno 504-409	\$ (87,182.73)	\$ 91,316.32	\$ 4,133.59
Sales Tax 504420	\$ (125,986.14)	\$ 121,745.14	\$ (4,241.00)
Pool 504-442	\$ (7,861.76)	\$ 7,862.90	\$ 1.14
Premium General 504-684	\$ (90,621.29)	\$ 101,450.91	\$ 10,829.62
General 504-805	\$ (28,217.71)	\$ 23,282.10	\$ (4,935.61)
Sewer 504-849	\$ (22,658.78)	\$ 22,663.56	\$ 4.78
Police 504-860	\$ (12,620.21)	\$ 12,622.87	\$ 2.66
Senior Center 504-882	\$ (6,166.25)	\$ 6,167.15	\$ 0.90
Brick (Street) 504-915	\$ (2,020.84)	\$ 2,021.05	\$ 0.21
Library Maint. 504-970	\$ (15,308.02)	\$ 15,311.25	\$ 3.23
Light Sinking 504-981	\$ (24,998.37)	\$ 25,254.55	\$ 256.18
Fire Sinking 504-992	\$ (19,453.13)	\$ 19,457.23	\$ 4.10
EMT Sinking 505-003	\$ (8,865.50)	\$ 8,866.79	\$ 1.29
Street Sinking 505-014	\$ (9,030.33)	\$ 9,031.64	\$ 1.31
Park Sinking 505-025	\$ (14,657.65)	\$ 14,660.74	\$ 3.09
TIF Projects 505-036	\$ (930.89)	\$ 930.99	\$ 0.10
After School 505-146	\$ (3,172.27)	\$ 3,172.60	\$ 0.33
Elmwood Cemetery Found.	\$ (9,608.52)	\$ 9,609.91	\$ 1.39
Civic Center Sink 505179	\$ (10,520.63)	\$ 10,522.85	\$ 2.22
Housing Grant 4178-0	\$ (790.63)	\$ 840.63	\$ 50.00
Walk/Bike 5482-7	\$ (9,437.30)	\$ 9,437.30	\$ -
Light CD 3212195	\$ (41,157.17)	\$ 41,328.34	\$ 171.17
Water CD 3212196	\$ (31,258.61)	\$ 31,388.61	\$ 130.00
Sewer CD 3212197	\$ (36,468.39)	\$ 36,620.06	\$ 151.67
Sewer CD 3212198	\$ (36,468.39)	\$ 36,620.06	\$ 151.67
General CD 3212199	\$ (39,594.23)	\$ 39,758.90	\$ 164.67
Fire CD 3212200	\$ (23,964.94)	\$ 24,064.61	\$ 99.67
Ambulance CD 3212201	\$ (51,576.71)	\$ 51,791.21	\$ 214.50
Park CD 3212202	\$ (41,678.15)	\$ 41,851.49	\$ 173.34
General CD 3051705	\$ (219,352.98)	\$ 219,352.98	\$ -
Sales Tax CD 3327564	\$ (79,194.51)	\$ 79,194.51	\$ -
Light CD 3640996	\$ (43,599.44)	\$ 43,786.26	\$ 186.82

General CD 3212279	\$	(151,562.98)	\$	151,562.98	\$	-
Citizens Bank						
Consumer Deposit 102-415	\$	(50,577.50)	\$	50,427.50	\$	(150.00)
Cafeteria 125 102-407	\$	(18,221.35)	\$	17,871.64	\$	(349.71)
Health Ded 102-482	\$	(82,633.61)	\$	84,288.94	\$	1,655.33
Cemetery Saving 753-122	\$	(37,756.11)	\$	22,396.11	\$	(15,360.00)
Park Aluminum 772682	\$	(1,581.68)	\$	1,668.98	\$	87.30
25% Infrastructure 102-342	\$	(246,543.83)	\$	253,335.80	\$	6,791.97
Light ICS 103217	\$	(678,685.89)	\$	708,440.77	\$	29,754.88
Water ICS 103225	\$	(87,628.92)	\$	87,834.40	\$	205.48
Sewer ICS 103241	\$	(199,923.36)	\$	200,351.02	\$	427.66
General ICS 103209	\$	(1,180,709.05)	\$	1,183,234.73	\$	2,525.68
Building ICS 103233	\$	(47,556.21)	\$	47,657.92	\$	101.71
Fire ICS 103268	\$	(108,302.29)	\$	108,556.26	\$	253.97
Ambulance ICS 103276	\$	(231,728.13)	\$	232,271.53	\$	543.40
Park ICS 103284 (Batting Cage)	\$	(99,875.08)	\$	100,088.73	\$	213.65
Police ICS 103292	\$	(46,549.92)	\$	46,649.48	\$	99.56
Keno ICS 103314	\$	(65,326.32)	\$	65,466.05	\$	139.73
Street ICS 103349	\$	(60,312.79)	\$	60,441.81	\$	129.02
Library ICS 103365	\$	(30,156.38)	\$	30,220.88	\$	64.50
Senior Center ICS 103373	\$	(30,156.38)	\$	30,220.89	\$	64.51
Redlg ICS 103381	\$	(62,370.84)	\$	62,504.26	\$	133.42
Pool ICS 103348	\$	(20,104.26)	\$	20,147.26	\$	43.00
Cemetery ICS 103446	\$	(18,008.88)	\$	18,047.40	\$	38.52
General TCD 109366	\$	(56,707.73)	\$	57,165.12	\$	457.39
General TCD 109367	\$	(56,697.50)	\$	57,154.81	\$	457.31
Heritage Bank						
UB ACH 411025	\$	(336,833.38)	\$	403,628.50	\$	66,795.12
Investors 4100744	\$	(28,106.24)	\$	-	\$	-
CITY FUND TOTAL	\$	(5,960,291.70)	\$	5,961,596.29	\$	29,410.83

City of St Paul
Special Council Meeting Minutes
IBEW 1597 Union Negotiations

Monday, December 2, 2019 at 5:00 p.m.

A special meeting of the Mayor and Councilmembers of the City of St. Paul, Nebraska was held at the City Hall in said City on Monday, December 2, 2019 at 5:00 p.m. Present were Mayor Bergman and Councilmembers: Brenda Klanecky, Ralph Kezeor, Katie Kowalski & Jerry Thompson. Absent: None. Notice of the meeting was posted in four (4) different places around the City. Notice of this meeting was communicated in the advance notice. All proceeds thereafter shown were taken while the convened meeting was opened to the attendance of the public.

Mayor Bergman opened the meeting at 5:12 p.m., with announcing that the City of St. Paul abides by the Open Meetings Act, which is posted on the west wall as required by the Nebraska State Law.

Mayor Bergman also stated that the City Council may vote to go into Closed Session on any agenda item as allowed by State Law.

A workshop ensued for the negotiations of the IBEW 1597 Union Contract, with Ed Thompson (City of St. Paul Union Steward), Rich Michel and Chad Holmes (1597 IBEW Union representatives) present.

Rich Michel will contact Mayor Bergman with dates regarding the next IBEW 1597 Union negotiation meeting. Mr. Michel will also email City Attorney White union proposals.

Mayor Bergman closed the special meeting at 6:17 p.m.; shortly after, the meeting was reconvened at 6:35 p.m. to discuss the utilization of personal cell phones for City business with Utility Superintendent Matt Helzer.

Mayor Bergman closed the special meeting at 6:55 p.m.

DATE: _____

Joel M. Bergman, Mayor

Connie Jo Beck, City Clerk/Deputy Treasurer

City of St. Paul Regular Meeting
704 6th Street
St. Paul, NE 68873

Monday, December 2, 2019

A meeting of the Mayor and City Council of the City of St. Paul, Nebraska was held at City Hall in said City on Monday, December 2, 2019, at 7:00 p.m. Present were Mayor Joel Bergman and Council members: Brenda Klanecky, Ralph Kezeor, Katie Kowalski and Jerry Thompson. Absent: None. Notice of the meeting was given in advance thereof by publication in the Phonograph Herald, a legal newspaper published in said City and County. Notice of this meeting was also posted in four (4) places. Notice of this meeting was communicated in the advance notice. All proceeds thereafter shown were taken while the convened meeting was opened to the attendance of the public.

Mayor Bergman opened the meeting at 7:00 p.m., thanking the public for attending and announcing that the City of St. Paul abides by the Open Meetings Act, which is posted on the west wall as required by Nebraska State Law. Mayor Bergman also stated that the City Council may vote to go into Closed Session on any agenda item as allowed by State Law; this was followed by the "Pledge of Allegiance."

Individuals who have appropriate agenda items for City Council consideration should complete the "Request for Future Agenda Items" form located at the City Office. If the issue can be handled administratively without Council action, notification will be provided. If the item is scheduled for a meeting or study session, notification of the date will be given.

There was an opportunity for individuals wishing to provide input on any of tonight's agenda items. Those individuals were asked to reserve time to speak.

City Attorney Jason White provided a presentation on the Open Meetings Law as requested by the City Council. The topic's included: (1) the NE State Statutes of the Open Meeting Act Poster; it is mandatory to have the poster present at every public meeting; (2) the City Council meetings need to be open to the public; (3) the definition of a public body and what constitutes a quorum of a public body; (4) the definition of an emergency meeting; (5) a violation of an open meeting; requires criminal intent; and (6) the definition of a closed session, along with the five (5) reasons a public body can go into a closed session. City Attorney White therefore opened it up for questions regarding the Open Meeting Law; several questions were presented.

Casey Muzic, Executive Director with Midland Area Agency on Aging provided a presentation on programs designed for individuals over the age of 60 set in place by the Older American's Act (OAA). The programs are funded by state and federal grants and have different eligibility requirements for each service. The programs include: (1) meal services such as congregate and home delivered; (2) In-Home services such as homemaker and chores; (3) Life Line/Emergency Response; (4) Caregiver In-Home and Supportive services; and (5) additional services such as Care & Case Management, Medicaid Waiver, Transportation and Aging & Disability Resource Center (ADRC). Utility Superintendent Helzer had a brief discussion concerning the Senior Center kitchen fire hood.

Council member Kowalski moved to approve the minutes of November 4, 2019 (special), November 4, 2019 (regular), November 18, 2019 (special), November 18, 2019 (regular); December 2, 2019 disbursements; and the November 25, 2019 zoning permits. Council member Thompson seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

BOK Financial (Bnd)	103290.00
Ameritas (Bnd)	36227.50
BJ's Garage (Rep)	420.00
Bomgaars (Rep)	812.72
Cardmember Services (Sup)	950.05
Charter Communication (Srv)	174.97
City Health Ins (Ins)	5808.00
City 125 Plan (Ins)	180.00

Core & Main (Sup)	357.66
Custer Co Recycling (Srv)	83.90
Dana F Cole (Srv)	10158.00
Demco (Sup)	277.67
Elmwood Cemetery (Imp)	200.00
EMS Billing (Srv)	716.63
Entech Pest (Srv)	85.00
Frederick, Michael (Bks)	24.00
Gale Group (Bks)	92.33
Grand Island Indep (Sub)	374.35
Hampton Inn (Srv)	629.70
HireRight (Lts)	71.40
Homestead Bank (Srv)	40.00
Hometown Mrkt (Sup)	85.21
Ho Co Register of Deed (Srv)	62.00
Ho Co Treasurer (Srv)	2782.05
HGRPP (Rep)	342.14
Hydro Optimization (Rep)	15762.00
Jarecke Motors (Rep)	783.30
John Deere Fin. (Veh)	188.09
Johnnys Lock & Key (Srv)	266.00
Lincoln Journal Star (Sub)	602.99
Macqueen Emergency (Rep)	156.61
Madison National Life (Ins)	193.32
Metering & Tech (Sup)	2617.02
Municipal Supply Inc (Rep)	1029.40
OfficeNet (Sup)	332.05
Olsson (Eng)	6644.72
One Call Concepts (Srv)	38.79
Parts Bin (Sup)	235.10
Penworthy Company (Bks)	1703.32
Pioneer Door (Rep)	95.00
POAN (Sub)	60.00
Powertech (Rep)	911.00
Regional Care (Ins)	88.00
S E Smith (Sup)	807.70
Sargent Drilling (Rep)	4630.66
Schaper & White (Srv)	1156.25
Servi-Tech (LTs)	115.10
State of NE Central Ser (Srv)	375.03
Thiels Tire (Rep)	519.28
Thompson Welding (Rep)	94.86
Thompson, Ed (Sup)	54.87
TO Haas Tire (Rep)	749.93
Tri-County Sand & Gravel (Rep)	662.63
United Healthcare (Ins)	20349.21
United States Post Office (Pst)	260.00
Payroll	111609.46

Mayor Joel M. Bergman presented his 2019 -2020 City Appointments to the City Council members; Mayor Bergman stated that Ronnie Switzer will be the new Elmwood Cemetery Sexton. Mayor Bergman asked if anyone had any questions regarding the appointments; no questions were presented.

Council member Kezeor moved to nominate Jerry Thompson for Council President for 2019-2020; Council member Klanecky moved that nominations cease. Council member Kowalski seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0. Council member Thompson will be the new 2019-2020 Council President. Mayor Bergman extended his appreciation to the volunteer member's in dedicating their time to the City of St. Paul. Mayor Bergman also thanked Council member Kezeor for his dedicated service as Council President in 2018-2019 and prior years.

Council member Kezeor moved to approve Mayor Bergman's 2019-2020 City

Appointments. Council member Kowalski seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

2019-2020 APPOINTMENTS

- COUNCIL PRESIDENT (By Council Vote 17-148) JERRY THOMPSON
- CITY CLERK / DEPUTY TREASURER CONNIE JO BECK
- DEPUTY CLERK LORI ROYLE
- CITY ATTORNEY JASON WHITE
- CITY TREASURER JUDY JOHNSON
- CHIEF OF POLICE MARCUS PACZOSA
- ZONING ADMINISTRATOR MATTHEW HELZER
- CITY ENGINEER JEFF PALIK, OLSSON'S
- UTILITY SUPERINTENDENT MATTHEW HELZER
- LIGHT COMMISSIONER EDWARD THOMPSON
- SEWER COMMISSIONER WILLIAM "BILL" GREGOSKI
- FIRE CHIEF MICHAEL BECKER
- WATER COMMISSIONER RONNIE SWITZER
- ASSISTANT FIRE CHIEF MARK WILSON, SHON TREAT & LEO HAGGERTY
- STREET COMMISSIONER RICK GOETTSCHE
- CEMETERY SEXTON RONNIE SWITZER
- PARK / CEMETERY, MGR RANDY JERABEK
- CITY PHYSICIAN DR. CHRIS TOMHAVE
- PLANNING BOARD CHARLES SCHMID
TONY WALCH
WILBER MEDBERY
CONNIE BECKER
ARVILLA JACOBS
MACHELL NAYLOR
MATTHEW HELZER - Zoning Adm.
LAURA BERTHELSEN - (Minutes)
- BOARD OF ADJUSTMENT JOHN POPPERT
CHARLES SCHMID
JERRY WOODGATE (Mile Jur.)
BRIAN KNAPP
GLENN PEDERSEN
Alt: MELVIN SCHMADERER (In Town)
Alt: DAN SCHEER (Mile Jur.)
- LIBRARY BOARD MIKE FEEKEN (City)
LINDA SCHMADERER (City)
JANET ELSTERMEIER (City)
CHRIS ELSTERMEIER (School)
JILL PAULSEN (School)
JASON MEINECKE (School)
- HOUSING AUTHORITY TODD PETERS 2017 - 2021

MIKE FEEKEN 2016 - 2021
THEDA VANHORN 2017 - 2022
CAROL FANTA 2017 - 2022
LADONNA WOLINSKI 2019 - 2020

- LOUP CENTRAL LANDFILL
BRENDA KLANECKY &
RALPH KEZEOR, Alt.
- HO. CO. DISPATCHER BOARD
JOEL BERGMAN, MAYOR &
MARCUS PACZOSA
- CITIZENS ADVISORY LB840
VACANCY
KEVIN SESTAK
SALLY EINSPAHR
RICH PSOTA
LARRY HURLBURT
CONNIE JO BECK, Ex Officio
SPDC EXE. DIR. _____
- RURAL FIRE BOARD LIAISON
JERRY THOMPSON
- REPRESENTATIVE TO ACE
JOEL BERGMAN, MAYOR &
JERRY THOMPSON, COUNCIL PRES.
- HEALTH BOARD
MAYOR, COUNCIL PRESIDENT, CHIEF
OF POLICE, CITY PHYSICIAN & CITY
ATTORNEY
- SENIOR CENTER LIAISON
KATIE KOWALSKI
- ELMWOOD CEMETERY BOARD
CHARLES SCHMID, Chair
RANDY JERABEK, Cemetery Mgr.
GENE RICE
PAMILIA SWITZER
TODD PETERS
BETTY CZARNEK
CONNIE THOMPSON
RONNIE SWITZER, Sexton
- CIVIC CENTER ADVISORY
COMMITTEE
DREAM SOLKO
UTE WOJTALEWICZ
RALPH KEZEOR
DAVE SNOW
KIM DUGAN
TYLER EBERLE
DAN NIELSEN, SPDC
- CITY TREE BOARD
ROBIN ELSTERMEIER
GENE RICE
AL BRENNAN
LINDA FULLER
LOUISE CHRISTENSEN
MATT HELZER, Utility Super.
LORI ROYLE (minutes)

Council member Kezeor moved to approve Diamond Engineering Pay Request#2 in the amount of \$137,431.89 regarding the 2019 St. Paul Paving Improvements-Project No. 018-3348. Council member Thompson seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0. The pay request amount was regarding the remaining work on Paul Street, "M" Street and Kendall Street by Archer Credit Union. City reserves will absorb the pay request.

Council member Klanecky moved to approve the NE Dept. of Transportation (NDOT) "Year-End Certification of City Street Superintendent" for determining incentive payment to the City and Resolution 2019-10; whereas, by the State of Nebraska Statutes, Sections 39-2302, and 39-2511 through 39-2515 details the requirements that must be met in order for a municipality to qualify for an annual incentive

payment; and whereas the NDOT requires that each incorporated municipality must annually certify by December 31st of each year the appointment of the City Street Superintendent by utilizing the Year-End Certification form. Council member Kezeor seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

Council member Kowalski moved to approve Deputy Clerk Royle attending the NE Municipal Clerks Institute in Kearney, NE from Sunday, March 15 through Friday, March 20, 2020 and City Clerk Beck attending the NE Municipal Academy on (noon) Wednesday, March 18 through (noon) Friday, March 20, 2019. City Clerk Beck and Deputy Clerk Royle will complete a scholarship form for the schooling. Council member Kezeor seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

The Mayor and City Council members were in agreement to establish a study session meeting on Monday, December 16, 2019 at 6:00 p.m. to discuss City project priorities.

'Utility Superintendent Helzer reported on the northwest drainage culvert installation by the City of St. Paul and Howard County.

Chief of Police Paczosa submitted an "Incident & Nuisance" report, along with reporting on police business.

Mayor Bergman updates included: (1) South Central Economic Development District (SCEDD) Rural Workforce Housing ribbon cutting in St. Paul, Tuesday, December 10, 2019 at 10:00 a.m. regarding the home at 105 Nelson Street; (2) sewer lagoon rent was submitted to the City in the amount of \$3,500 by Terry Kosmicki; (3) Branding & Website Development "Request for Proposals" (RFP) are due Wednesday, December 4, 2019 at 3:30 p.m.; one (1) proposal was received by the City; and (4) recycling trailer collection information since the inception of the trailer purchase: plastic's 12,351 lbs., newspaper/magazines 71,641 lbs., and tin cans 2,369 lbs. and (5) email information from Brian Friedrichsen (Olsson) regarding the Middle Loup Subdivision improvements.

Mayor Bergman adjourned the City Council meeting at 8:35 p.m.

Date

Joel M. Bergman, Mayor

Connie Jo Beck, City Clerk / Deputy Treasurer

City of St Paul
Special Council Meeting Minutes

- Study Session – Setting City Project Priorities

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Monday, December 16, 2019 at 6:00 p.m.

A special meeting of the Mayor and City Council of the City of St. Paul, Nebraska was held at City Hall in said City on Monday, December 16, 2019 at 6:00 p.m. Present were Mayor Bergman and Councilmembers: Brenda Klanecky, Ralph Kezeor, Katie Kowalski & Jerry Thompson. Absent: None. Notice of the meeting was posted in four (4) places in St. Paul, NE. Notice of this meeting was communicated in the advance notice. All proceeds thereafter shown were taken while the convened meeting was opened to the attendance of the public.

Mayor Bergman opened the special meeting at 6:00 p.m., with announcing that the City of St. Paul abides by the Open Meetings Act, which is posted on the west wall as required by the Nebraska State Law.

A study session ensued for the purpose of setting City of St. Paul Project priorities. The projects included: (1) paving Howard Avenue from 9th Street to Jackson Street and Kendall Street between Jackson and Wallace Streets (street settling); paving will commence spring of 2020; (2) a Downtown Revitalization (DTR) project; the City will apply for a grant in the amount of \$400,000; the City will match \$100,000 (25%); City Clerk Beck will contact South Central Economic Development District (SCEDD) on the grant timeline; the City will also organize study sessions to get community involvement; (3) the Community Branding and Website Development will be incorporated into the Downtown Revitalization (DTR) study sessions; and (4) the tributaries will be dredged regarding the Northwest Drainage project.

City projects that have been completed in 2019 included: (1) sanitary sewer east on Kendall Street \$128,899; sanitary sewer at 4th and Kendall Streets \$23,889; (2) paving "M" Street between Sheridan and Sherman Street (per request of Howard County Medical Center); Paul Street on the north side of Matelyn Retirement facility (per request of Steve Shoemaker); and the paving of the alley east of the Archer Credit Union.

Other projects discussed briefly were the Middle Loup Subdivision (SPDC) and the Sewer Mechanical Plant.

The City Department Supervisors voiced their concerns on future projects regarding the Parks, Lights, Sewer, Police and Fire Department.

Mayor Bergman gave updates that included: (1) Howard County Foundation (Sonderup Trust) is requesting the City reimburse \$6,000 in recreation grant funds; this is due to the City recreation trail not meeting grant requirements and (2) the new Senior Center Director is Toni (Nielsen) Bentz.

Mayor Bergman closed the special meeting at 6:54 p.m.
DATE: _____

Joel M. Bergman, Mayor

Connie Jo Beck, City Clerk

City of St. Paul Regular Meeting
704 6th Street
St. Paul, NE 68873

Monday, December 16, 2019

A meeting of the Mayor and City Council of the City of St. Paul, Nebraska was held at City Hall in said City on Monday, December 16, 2019 at 7:00 p.m. Present were Mayor Joel M. Bergman and Councilmembers: Brenda Klanecky, Ralph Kezeor, Katie Kowalski & Jerry Thompson. Absent: None. Notice of the meeting was given in advance thereof by publication in the Phonograph Herald, a legal newspaper published in said City and County. Notice of the meeting was also posted in four (4) places. Notice of this meeting was communicated in the advance notice. All proceeds thereafter shown were taken while the convened meeting was opened to the attendance of the public.

Mayor Bergman opened the meeting at 7:00 p.m., thanking the public for attending and announcing that the City of St. Paul abides by the Open Meetings Act, which is posted on the west wall as required by Nebraska State Law. Mayor Bergman also stated that the City Council may vote to go into Closed Session on any agenda item as allowed by State Law; this was followed by the "Pledge of Allegiance."

Individuals who have appropriate agenda items for City Council consideration should complete the "Request for Future Agenda Items" form located at the City Office. If the issue can be handled administratively without Council action, notification will be provided. If the item is scheduled for a meeting or study session, notification of the date will be given.

There was an opportunity for individuals wishing to provide input on any of tonight's agenda items. Those individuals were asked to reserve time to speak.

St. Paul Development Corp. President Dave Brehm was present to discuss the St. Paul Development Corp. (SPDC) three (3) proposals to the City: (1) complete the Adam's Street entrance to the Middle Loup Subdivision; (2) increase the Local Option Sales Tax; and (3) consider making the St. Paul Civic Center manager a City employee; item #3 will be discussed at the 2020-2021 budget workshop. Council member Klanecky moved to approve beginning the process of rebidding the Middle Loup Subdivision Bid Section B (Adams Street entrance), with the SPDC stating that they will pay for the cost of the entrance from their reserves; City sales tax will not absorb any of the cost. Council member Kezeor seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

The City Officials, along with the SPDC will have a study session regarding the Local Option Sales Tax ballot question, during the Downtown Revitalization (DTR) workshops.

St. Paul Civic Center Community Programs Coordinator Sarah Call was also present to discuss the St. Paul Civic Center Advisory Committee (CCAC) recommendations from the Tuesday, December 3, 2019 meeting. The topics included: **(1)** expanding on purchasing birthday party supplies, such as nerf barriers, nerf guns, darts and a bouncy house; **(2)** updating the St. Paul Civic Center Donor Wall; **(3)** discuss non-members entering the Civic Center; changing of hours; and considering online pay through PayPal; **(4)** new events such as Beachbody Fitness class and Senior Fitness class; **(5)** cell phone usage regarding the Community Programs Coordinator; **(6)** and discussion on the digital sign pricing regarding non-profit events (fundraisers). Council member Kowalski move to approve **(1)** expanding the birthday party supplies by setting a budget of \$500 to be disbursed from the Keno fund; **(2)** setting a penalty for members entering non-members into the Civic Center; the members first (1st) warning fee will be a one (1) week disconnection from the Center, and the members second (2nd) warning fee will be a 30 day disconnection from the Center; **(3)** adding a PayPal account for the Civic Center for patrons to pay for memberships or events; **(4)** begin the Beachbody Fitness class; Sarah Call will be the Beachbody Fitness coach; and **(5)** adding an additional price option to the digital Civic Center sign for a non-profit event (fundraiser) at a cost of \$20 a week. Councilmember Klanecky seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0. Community Programs Coordinator Sarah Call will contact

Tina Treffer, Loup City, NE regarding the Civic Center donor wall and will contact Casey Muzic at the St. Paul Senior Center regarding senior fitness classes.

Council member Kezeor moved to approve the Treasurer's Report of November 2019. Council member Thompson seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

After a brief discussion on five (5) City proposals regarding the Community Branding and Website Development, City Clerk Beck will contact Ron Sack, Omaha, NE and IdeaBank, Hastings, NE to give a presentation regarding the Branding and Website proposal. Once the decision is made on choosing the firm, the funding source will come from the Keno fund. City Officials are willing to extend the deadline date past March 2, 2020 by 4:00 p.m. if necessary.

Council member Kowalski moved to approve Resolution 2019-11; whereas the City of St. Paul has entered into an Interlocal Agreement with the Loup Central Landfill Association and; whereas Mayor Bergman appointed Council member Klanecky as the representative and Council member Kezeor as alternate representative to attend Loup Central Landfill meetings. Council member Thompson seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

Council member Thompson moved to approve Cairo Bowl & Lounge Inc. (Jason Price) Special Designated Liquor (SDL) application (CK086859) on Saturday, February 29, 2020 from 4:00 p.m. to 12:00 a.m. regarding a private event at the St. Paul Civic Center - 423 Howard Avenue. Identification will be checked, along with wristbands being utilized for underage drinking. Chief of Police Paczosa approved the application. Council member Kowalski seconded the motion. Council members Klanecky, Kezeor, Kowalski & Thompson voted aye, nays none. Motion carried 4/0.

After a brief discussion on hiring a City custodian to clean the City Office area and the Police Dept., City Clerk Beck will perform a bid letting on the position. A criminal background check will be performed on the applicants.

When City Clerk Beck receives an agenda regarding the 2020 Midwinter League Conference, it will be placed on the agenda to get the conference attendance.

Mayor Bergman and the City Council members were in agreement to set Monday, January 6, 2020 for the next IBEW 1597 Union negotiation study session.

Chief of Police Paczosa submitted an "Incident & Nuisance" report, along with reporting on police E-Citations.

The second (2nd) City Council meeting will be held on Tuesday, January 21, 2020, due to the Martin Luther King holiday.

Council member Kowalski reported on the St. Paul Senior Center Board meeting time; meetings will start at 1:00 p.m. on January 23, 2020. It was also reported that the St. Paul Senior Center is looking to change their name in the future.

Mayor Bergman adjourned the City Council meeting at 9:02 p.m.

Date

Joel M. Bergman, Mayor

Connie Jo Beck, City Clerk/Deputy Treasurer

Accounts Payable List to Be Approved			Date/ Notes
Vendor	Check No.	Amount	January 6, 2020
Disbursement Approval: January 6, 2020		\$ 68,104.08	January 6, 2020
Payroll: December 2019	ACH	\$ 75,572.21	Payroll
Dept of Revenue Form 10 (December 2019)	ACH	\$ 13,817.04	Checking 100027
Howard Greeley REA	65962	\$ 148,840.94	Public Utilities
Computer on the Run (ACH)	ACH	\$ 800.00	Checking 100027
Heritage Bank (ACH Fee)	ACH	\$ 25.00	411025
Aurora Co-op Elevator Co.	65952	\$ 1,083.97	Gas & Chemicals
Black Hills Energy	65953	\$ 1,626.34	Natural Gas
City of St. Paul Light	65954	\$ 10,216.89	Utilities
Clearly	65955	\$ 264.51	Phone System
Heartland Disposal	65956	\$ 5,419.21	November Sanitation
Jims Champlin Inc.	65957	\$ 2,149.38	Gas
Mid-Nebraksa Disposal Inc	65958	\$ 3,437.60	October Sanitation
Phonograph-Herald	65959	\$ 379.65	Publish fee
United States Post Office	65960	\$ 520.00	Postage
Verizon Wireless	65961	\$ 239.54	Cell phones
Diamond Eng. 2019 Paving Project Pay #2	65947	\$ 137,431.89	100027
City of St. Paul 411025 to 100027 Diamond Eng.	1110	\$ 137,432.00	411025 for Pay Req #2
Five Rule LLC	65948	\$ 118.00	Reg. Fees P & Z Mtg.
Heritage Bank (UB) to 100027 (Pay Bills)	959E	\$ 67,000.00	#411025 to 100027
Sonderup Trust - Pay Recreation Grant back	65949	\$ 6,000.00	Pay Sonderup Grant Back
TOTAL		\$ 680,478.25	
ADDITIONS:			
Civic: Entech Pest Control	1284	\$ 85.00	Civic 300749
Civic: Bomgaars: Gym Improvements	1285	\$ 142.40	Civic 300749
Civic: City of St. Paul: Reimb for LARM Ins.	1286	\$ 559.14	Civic 300749
	1287	void	Civic 300749
	1288	void	Civic 300749

Cardmember Services	1289	\$	244.85	Civic 300749
Ron Honz Floor	1290	\$	370.00	Civic 300749
Verizon Wireless	1291	\$	42.85	Civic 300749
City of St. Paul	1292	\$	941.03	Civic 300749
Egan Supply Co.	1293	\$	356.82	Civic 300749
GT Fire & Sec.	1294	\$	65.00	Civic 300749
Action Flag	1295	\$	184.00	Civic 300749
City of St. Paul	1296	\$	299.72	Civic 300749
Egan Supply Co.	1297	\$	54.92	Civic 300749
City Recreation Transfer from 54827 to 100027	148E	\$	6,000.00	From 54827 to 100027
Pay Sonderup Grant back; did not meet regulations				
Keno: Xander Kellogg - Eagle Scout - Swing Set	250	\$	488.15	Keno 504409
Parks - Island Curbing for City Park Bench Lettering	21614	\$	444.00	Park M. Mmkt 505025
Sales Tax Transfer from 504420 to 300277	371	\$	25,000.00	From 504420
Diamond Eng. - Sanitary Sewer Wells/ Bootlegger	1012	\$	128,898.59	From 102342 - 25% Infrast.
Diamond Eng. - Sanitary Sewer 4th & Kendall	1014	\$	23,889.03	From 102342 - 25% Infrast.
Civic Center (Endorsement Stamp)	7E	\$	22.49	Civic 300749
Total		\$	188,087.99	

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11100 CHECKING

Paid Chk#	065965	1/6/2020	ACTION FLAG CO			
E 44-20-270	UTILITY R & M		\$101.06	30697	Lib. - 2 4x6 flags & 2 3x5 Nebraska flags	
E 34-20-270	UTILITY R & M		\$62.00	30697	Cem. - 2 4x6 flags	
E 42-20-270	UTILITY R & M		\$62.03	30697	Prks. - 2 4x6 flags	
E 69-20-520	BLDG/ R & M		\$101.00	30697	Sen. Cent. - 2 4x6 flags & 2 3x5 Nebraska flags	
E 21-20-270	UTILITY R & M		\$39.00	30697	Strs. - 2 3x5 flags	
Total ACTION FLAG CO			\$365.09			

Paid Chk#	065966	1/6/2020	AMAZON			
E 44-20-242	BOOKS		\$1,263.50		Lib. - books	
Total AMAZON			\$1,263.50			

Paid Chk#	065967	1/6/2020	AMAZON CAPITAL SERVICES			
E 44-20-242	BOOKS		\$113.66	11KR-4VWC-F	Lib -- books	
E 44-20-242	BOOKS		\$401.11	1CRD-6RR7-T	Lib. - books	
E 44-20-242	BOOKS		\$277.90	1NY4-J39J-4M	Lib. - books	
E 44-20-242	BOOKS		\$29.93	1RDY-FX3Q-1	Lib. - books	
Total AMAZON CAPITAL SERVICES			\$822.60			

Paid Chk#	065968	1/6/2020	BARCO MUNICIPAL PRODUCTS INC.			
E 01-20-270	UTILITY R & M		\$323.41	IN-235666	Lgts. - 8ft galv delineator post	
Total BARCO MUNICIPAL PRODUCTS INC.			\$323.41			

Paid Chk#	065969	1/6/2020	BJ S GARAGE LLC			
E 21-20-271	VEHICLE R & M		\$1,401.30	84	Strs. - #48 brake drums, shoes, air brakes pods, clevis, labor	
E 21-20-271	VEHICLE R & M		\$70.00	93	Strs. - #10 battery disconnects loose	
Total BJ S GARAGE LLC			\$1,471.30			

Paid Chk#	065970	1/6/2020	BLACKBURN MANUFACTURING CO.			
E 01-20-270	UTILITY R & M		\$579.25	0609209-IN	Lgts. - Markin post	
Total BLACKBURN MANUFACTURING CO.			\$579.25			

Paid Chk#	065971	1/6/2020	BOMGAARS SUPPLY INC			
E 31-20-271	VEHICLE R & M		\$34.99	43515712	Fire - battery charger	
E 03-20-270	UTILITY R & M		\$8.99	43515776	Sew. - duct tape	
E 02-50-550	IMPROVEMENTS		\$165.06	43515801	Wtr. - new gate for wellfield pasture	
E 21-20-270	UTILITY R & M		\$2.19	43517575	Strs. - fasteners	
E 42-20-271	VEHICLE R & M		\$92.48	43517581	Prk. - #9 commercial terminal & battery	
E 02-20-270	UTILITY R & M		\$9.57	43517614	Wtr. - batteries	
E 01-20-270	UTILITY R & M		\$16.17	43517739	Lgts. - HDMI cable for City office computers	
E 01-20-270	UTILITY R & M		\$85.18	43517947	Lgts. - 12 ga cord, 40:1 fuel	
E 21-20-270	UTILITY R & M		\$5.49	43518023	Strs. - lubricant for chain	
E 21-20-271	VEHICLE R & M		\$9.99	43518023	Strs. - antifreeze	
E 21-20-270	UTILITY R & M		\$95.92	43518214	Strs. - ice melter for City office	
E 01-20-270	UTILITY R & M		\$3.18	43519812	Lgts. - round plug	
E 42-20-270	UTILITY R & M		\$28.23	43519866	Prks. - hose clamps, hose menders, hvac tape, pine sol and degreaser	
E 69-20-520	BLDG/ R & M		\$51.96	43519916	Sen. Cntr. - furnace filters	
E 01-20-270	UTILITY R & M		\$20.22	43520320	Lgts. - timer for Christmas lights	
E 02-50-550	IMPROVEMENTS		\$511.19	43520565	Wtr. - stock tank for pasture	
E 02-20-270	UTILITY R & M		\$23.57	43520565	Wtr. - screws and gloves	
E 01-20-270	UTILITY R & M		\$12.75	43520905	Lgts. - batteries	
E 03-20-270	UTILITY R & M		\$10.38	43521199	Sew. - sparypaint, flag markers	
E 02-20-270	UTILITY R & M		\$14.36	43521845	Wtr. - snow control and spray bottle	
E 01-20-270	UTILITY R & M		\$2.12	43521940	Lgts. - battery	

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			Check Amt	Invoice	Comment
E 02-20-270	UTILITY R & M		\$0.77	43522300	Wtr. - bolts
E 01-20-270	UTILITY R & M		\$19.79	43522325	Lgts. - wire connectors
E 21-20-271	VEHICLE R & M		\$11.08	43522373	Strs. - #48 compression sleeve, antifreeze
Total BOMGAARS SUPPLY INC			\$1,235.63		
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Paid Chk#	065972	1/6/2020	BREHMS DRUG INC .		
E 01-20-310	OFFICE SUPPLIES		\$14.86		Lgts. - notebooks
E 02-20-310	OFFICE SUPPLIES		\$14.86		Wtr. - notebooks
E 03-20-310	OFFICE SUPPLIES		\$14.85		Sew. - notebooks
Total BREHMS DRUG INC .			\$44.57		
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Paid Chk#	065973	1/6/2020	BRYAN JENSEN CLOTHING		
E 01-20-268	Uniforms		\$939.88	4769	Lgts. - Uniforms for Ed, Jack and Rob
E 02-20-268	Uniforms		\$641.92	4769	Wtr. - Uniforms for Ron and Jeremy
E 10-20-268	Uniforms		\$297.76	4770	Gen. - Uniforms for Matt
E 03-20-268	Uniforms		\$304.38	4770	Sew. - Uniforms for Bill
E 42-20-268	Uniforms		\$280.95	4770	Prk. - Uniforms for Randy
E 21-20-268	Uniforms		\$649.35	4770	Strs. - Uniforms for Rick and Jamie
Total BRYAN JENSEN CLOTHING			\$3,114.24		
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Paid Chk#	065974	1/6/2020	CARDMEMBER SERVICE		
E 44-20-242	BOOKS		\$529.85		Lib. - books in Oct. and Nov. and finance charge
E 10-20-520	BLDG/ R & M		\$115.08		Gen. - Civic Center trash cans for womens restrooms
E 10-20-310	OFFICE SUPPLIES		\$76.25		Gen. - bluetooth headsets
E 44-20-242	BOOKS		\$187.74		Lib. - Books for Nov. and Dec
E 36-20-320	MERCH & SUPPLY		\$478.05		EMT - Med-E Pak II Kit, Orange Bag
E 01-20-270	UTILITY R & M		\$31.95		Lgts. - HDMI cable for City office
E 42-20-272	TOOLS		\$12.65		Prks. - Bow saw blade
E 02-20-272	TOOLS		\$55.38		Wtr. - Water leak detector
E 02-20-211	ADM. & DUES		\$115.00		Wtr. - Jamie Grade 4 water operator renewal
E 10-20-210	PROF&SCHOOLS		\$666.00		Gen. - Clerk School for Lori and Connie
Total CARDMEMBER SERVICE			\$2,267.95		
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Paid Chk#	065975	1/6/2020	CENTRAL NEBRASKA BOBCAT		
E 21-50-540	MACH & EQUIPMENT		\$3,647.82	120776	Strs. - T595 T4 Track Loader traded 2019 T595 W/BKT
E 02-20-231	CITY GAS & OIL		\$48.16	121413	Wtr. - oil
E 02-20-271	VEHICLE R & M		\$21.99	121413	Wtr. - filter
E 02-20-270	UTILITY R & M		\$145.00	121498	Wtr. - Brushcat 72 rental
E 02-20-270	UTILITY R & M		\$290.00	121541	Wtr. - Brushcat 72 rental
Total CENTRAL NEBRASKA BOBCAT			\$4,152.97		
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Paid Chk#	065976	1/6/2020	CHARTER COMMUNICATIONS		
E 10-20-220	COMMUNICATION		\$89.99		Internet - Fire
E 10-20-220	COMMUNICATION		\$84.98		Internet - City Office
Total CHARTER COMMUNICATIONS			\$174.97		
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Paid Chk#	065977	1/6/2020	CITY HEALTH INSURANCE SAVINGS		
E 03-10-130	INSURANCE		\$363.00		Sew. - Health Savings
E 42-10-130	INSURANCE		\$363.00		Prks. - Health Savings
E 21-10-130	INSURANCE		\$726.00		Strs. - Health Savings
E 01-10-130	INSURANCE		\$1,089.00		Lgts. - Health Savings
E 02-10-130	INSURANCE		\$726.00		Wtr. - Health Savings
E 32-10-130	INSURANCE		\$1,452.00		Pol. - Health Savings
E 10-10-130	INSURANCE		\$1,089.00		Gen. - Health Savings
Total CITY HEALTH INSURANCE SAVINGS			\$5,808.00		
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Paid Chk#	065978	1/6/2020	CITY OF ST PAUL 125 PLAN		
E 32-10-130	INSURANCE		\$40.00		Pol. - Modern Woodmen Life Insurance

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E 01-10-130	INSURANCE	\$30.00		Lgts. - Modern Woodmen Life Insurance
E 02-10-130	INSURANCE	\$30.00		Wtr. - Modern Woodmen Life Insurance
E 03-10-130	INSURANCE	\$10.00		Sew. - Modern Woodmen Life Insurance
E 21-10-130	INSURANCE	\$20.00		Strs. - Modern Woodmen Life Insurance
E 10-10-130	INSURANCE	\$30.00		Gen. - Modern Woodmen Life Insurance
E 42-10-130	INSURANCE	\$10.00		Prks. - Modern Woodmen Life Insurance
Total CITY OF ST PAUL125 PLAN		\$170.00		
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Paid Chk#	065979	1/6/2020	CUSTER COUNTY RECYCLING	
E 04-20-325	Recycle Delivery	\$33.00	181	Lndfl. - recycling trailer
E 04-20-325	Recycle Delivery	\$26.60	186	Lndfl. - recycling trailer
E 04-20-325	Recycle Delivery	\$41.60	190	Lndfl. - recycling trailer
Total CUSTER COUNTY RECYCLING		\$101.20		
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Paid Chk#	065980	1/6/2020	DUTTON-LAINSON CO.	
E 01-20-270	UTILITY R & M	\$243.44	803678-1	Lgts. - WR419 Connector, WR189 Connector, TB-EMB-1 Equip Mount
E 01-20-270	UTILITY R & M	\$15.56	803679	Lgts. - WR159 Connector
E 21-20-270	UTILITY R & M	\$506.00	807271	Strs. - W5 Watch Light (4)
E 01-20-270	UTILITY R & M	\$408.81	810763	Lgts. - 100 amp Cutout
E 21-20-270	UTILITY R & M	\$1,087.62	811643-1	Strs. - Street lights
E 01-20-270	UTILITY R & M	\$1,308.20	S10655-1	Lgts. - Electric Meters
E 01-20-270	UTILITY R & M	\$151.29	S11388-1	Lgts. - Bucket canister
E 01-20-272	TOOLS	\$750.38	S11737-1	Lgts. - Internal rod, C-8106 storage case
Total DUTTON-LAINSON CO.		\$4,471.30		
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Paid Chk#	065981	1/6/2020	ENTECH PEST MANAGEMENT, INC	
E 02-20-520	BLDG/ R & M	\$40.00	34219	Wtr. - December Pest Control
E 10-20-520	BLDG/ R & M	\$45.00	34220	Gen. - December Pest Control
Total ENTECH PEST MANAGEMENT, INC		\$85.00		
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Paid Chk#	065982	1/6/2020	FILTER CARE	
E 21-20-271	VEHICLE R & M	\$65.65	119501	Strs. - #10 #17 #18 cleaned filters
Total FILTER CARE		\$65.65		
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Paid Chk#	065983	1/6/2020	GALE GROUP	
E 44-20-242	BOOKS	\$31.17	68906672	Lib. - books
E 44-20-242	BOOKS	\$31.18	69066154	Lib. - books
Total GALE GROUP		\$62.35		
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Paid Chk#	065984	1/6/2020	HOMESTEAD BANK	
E 10-20-209	Pay ACH Fee	\$22.80		Gen. - ACH fees
E 10-20-211	ADM. & DUES	\$10.00		Gen. - Safety Deposit Box Rent for Box # 3
Total HOMESTEAD BANK		\$32.80		
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Paid Chk#	065985	1/6/2020	HOWARD CO. MEDICAL CENTER	
E 31-20-210	PROF&SCHOOLS	\$37.00		Fire - Kyle Kult vaccine
Total HOWARD CO. MEDICAL CENTER		\$37.00		
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Paid Chk#	065986	1/6/2020	HOWARD COUNTY TREASURER (CCCC)	
E 32-20-214	DISPATCHER	\$2,782.05		Pol. - dispatcher pay
Total HOWARD COUNTY TREASURER (CCCC)		\$2,782.05		
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Paid Chk#	065987	1/6/2020	HYDRO OPTIMIZATION & AUTOMATIO	
E 02-20-211	ADM. & DUES	\$426.00	8738	Water - Annual Fee for Screen Connect
Total HYDRO OPTIMIZATION & AUTOMATIO		\$426.00		
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Paid Chk#	065988	1/6/2020	ITRON INC	

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E 01-20-309	COMPUTER		\$126.00	541269	Lgts. - Jan - Dec 2020 Subscription
E 02-20-309	COMPUTER		\$126.00	541269	Wtr. - Jan - Dec 2020 Subscription
Total ITRON INC			\$252.00		
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Paid Chk#	065989	1/6/2020	JARECKE MOTORS		
E 31-20-271	VEHICLE R & M		\$152.70	11503	Fire - #59 check oil leak
E 36-20-271	VEHICLE R & M		\$866.54	11525	EMT- #99-2 checked charging system, cleared codes, changed oil & filter, replaced belt
E 31-20-271	VEHICLE R & M		\$322.47	11532	Fire - #54 make brackets for mounting fuel tank on pump motor
E 31-20-271	VEHICLE R & M		\$185.00	11533	Fire - #58 pump motor not running, remove & cleaned tank, adjust carb & plug
E 31-20-270	UTILITY R & M		\$260.14	11535	Fire - #55 service fire truck
E 32-20-271	VEHICLE R & M		\$51.65	11571	Pol. - #95 change oil
Total JARECKE MOTORS			\$1,838.50		
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Paid Chk#	065990	1/6/2020	LARM		
E 21-20-250	CITY INSURANCE		\$11.83	13803	Strs. - Added 2020 Bobcat and deleted 2019 bobcat
Total LARM			\$11.83		
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Paid Chk#	065991	1/6/2020	MADISON NATIONAL LIFE		
E 42-10-130	INSURANCE		\$10.74		Prks. - Life Insurance
E 03-10-130	INSURANCE		\$21.48		Sew. - Life Insurance
E 01-10-130	INSURANCE		\$42.96		Lgts. - Life Insurance
E 21-10-130	INSURANCE		\$21.48		Strs. - Life Insurance
E 02-10-130	INSURANCE		\$32.22		Wtr. - Life Insurance
E 10-10-130	INSURANCE		\$21.48		Gen. - Life Insurance
E 32-10-130	INSURANCE		\$42.96		Pol. - Life Insurance
Total MADISON NATIONAL LIFE			\$193.32		
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Paid Chk#	065992	1/6/2020	MENARDS, INC		
E 69-20-520	BLDG/ R & M		\$94.99	91728	Sen. Cntr. - element antenna
Total MENARDS, INC			\$94.99		
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Paid Chk#	065993	1/6/2020	MIDAMERICA BOOKS		
E 44-20-242	BOOKS		\$702.24	504636	Lib. - books
Total MIDAMERICA BOOKS			\$702.24		
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Paid Chk#	065994	1/6/2020	MIDLAND TELECOM, INC.		
E 31-50-540	MACH & EQUIPMENT		\$600.00	35290	Fire - 2 portable radios
Total MIDLAND TELECOM, INC.			\$600.00		
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Paid Chk#	065995	1/6/2020	NEBR SCHOOL LIBRARIANS ASSOC		
E 44-20-210	PROF&SCHOOLS		\$30.00		Lib. - Membership for 1 year
Total NEBR SCHOOL LIBRARIANS ASSOC			\$30.00		
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Paid Chk#	065996	1/6/2020	NEBRASKA RECYCLING COUNCIL		
E 04-20-211	ADM. & DUES		\$150.00		Lndfl. - 2020 Membership dues
Total NEBRASKA RECYCLING COUNCIL			\$150.00		
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Paid Chk#	065997	1/6/2020	OFFICENET INC		
E 01-20-310	OFFICE SUPPLIES		\$44.87	927666-0	Lgts. - W-2, W-3C, 1099 Misc & 1096
E 02-20-310	OFFICE SUPPLIES		\$44.87	927666-0	Wtr. - W-2, W-3C, 1099 Misc & 1096
E 03-20-310	OFFICE SUPPLIES		\$44.87	927666-0	Sew. - W-2, W-3C, 1099 Misc & 1096
E 10-20-310	OFFICE SUPPLIES		\$44.88	927666-0	Gen. - W-2, W-3C, 1099 Misc & 1096
E 01-20-310	OFFICE SUPPLIES		\$20.41	930787-0	Lgts. - desk calendar, paper holder, magnifier
E 02-20-310	OFFICE SUPPLIES		\$20.41	930787-0	Wtr. - desk calendar, paper holder, magnifier
E 03-20-310	OFFICE SUPPLIES		\$20.41	930787-0	Sew. - desk calendar, paper holder, magnifier

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			Check Amt	Invoice	Comment
E 44-20-310	OFFICE SUPPLIES		\$53.91	IN53152	Lib. - Library office copier contract for October
E 44-20-310	OFFICE SUPPLIES		\$72.43	IN54709	Lib. - Library office copier contract for November
E 10-20-520	BLDG/ R & M		\$15.88	IN54973	Gen. - Police copier contract
E 02-20-520	BLDG/ R & M		\$15.00	IN54974	Wtr. - Water copier contract
E 01-20-520	BLDG/ R & M		\$39.67	IN54990	Lgts. - office copier contract
E 02-20-520	BLDG/ R & M		\$39.66	IN54990	Wtr. - office copier contract
E 03-20-520	BLDG/ R & M		\$39.66	IN54990	Sew. - office copier contract
Total OFFICENET INC			\$516.93		
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Paid Chk#	065998	1/6/2020	OLSSON		
E 21-20-213	ENGINEER FEES		\$792.79	345620	Strs. - construction administration, observation and testing 'M' street
E 21-20-213	ENGINEER FEES		\$1,500.00	346553	Strs. - Svcs for the development & submittal of the 176 year plan, lane mile report, NBVS forms, b
E 21-20-213	ENGINEER FEES		\$129.86	346553	Strs. - Services for the NW drainage project
E 21-20-213	ENGINEER FEES		\$245.85	346553	Strs. - Project 19-0034 consulting services (labor)
Total OLSSON			\$2,668.50		
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Paid Chk#	065999	1/6/2020	ONE CALL CONCEPTS, INC		
E 01-20-220	COMMUNICATION		\$7.81	9110193	Lgts. - diggers hotline
E 02-20-220	COMMUNICATION		\$7.81	9110193	Wtr. - diggers hotline
E 03-20-220	COMMUNICATION		\$7.81	9110193	Sew. - diggers hotline
Total ONE CALL CONCEPTS, INC			\$23.43		
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Paid Chk#	066000	1/6/2020	OVERLAND READY MIXED		
E 34-50-550	IMPROVEMENTS		\$661.13	TX 87871	Cem. - new concrete pad for new directory
E 21-20-270	UTILITY R & M		\$157.00	TX 87962	Strs. - Storm sewer repair in front of hospital on Sherman Street
Total OVERLAND READY MIXED			\$818.13		
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Paid Chk#	066001	1/6/2020	PARTS BIN, INC.		
E 21-20-271	VEHICLE R & M		\$27.50		#10 Street Mirror
E 03-20-270	UTILITY R & M		\$17.18		#19 Swr towels, oil filter
E 03-20-231	CITY GAS & OIL		\$7.17		#47 Swr Vac Heavy Duty 3 (518)
E 21-20-271	VEHICLE R & M		\$8.87		#48 Street Adapter / Hose Fitting
E 01-20-271	VEHICLE R & M		\$27.13		Light Valupak / Fuse
E 01-20-272	TOOLS		\$66.02		Light Hose Clamp Pliers
Total PARTS BIN, INC.			\$153.87		
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Paid Chk#	066002	1/6/2020	PENWORTHY COMPANY, INC		
E 44-20-242	BOOKS		\$582.30	0558983-IN	Lib. - books
E 44-20-242	BOOKS		\$207.77	0558987-IN	Lib. - books
Total PENWORTHY COMPANY, INC			\$790.07		
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Paid Chk#	066003	1/6/2020	PETTY CASH, CITY OF ST PAUL		
E 02-20-210	PROF&SCHOOLS		\$11.71		Wtr. - Meal reimbursement for B. Gregoski at water class
E 10-20-210	PROF&SCHOOLS		\$15.15		Gen. - Meal reimbursement for L. Royle for Heartland Clerk mtg.
Total PETTY CASH, CITY OF ST PAUL			\$26.86		
<hr/>					
Paid Chk#	066004	1/6/2020	PHONOGRAPH-HERALD		
E 44-20-234	MAGAZINE & PAPER		\$33.00		Lib. - annual subscription for Library
Total PHONOGRAPH-HERALD			\$33.00		
<hr/>					
Paid Chk#	066005	1/6/2020	REGIONAL CARE, INC		
E 01-10-130	INSURANCE		\$16.50		Lgts. - Health reimbursement
E 02-10-130	INSURANCE		\$11.00		Wtr. - Health reimbursement
E 03-10-130	INSURANCE		\$5.50		Sew. - Health reimbursement

***Check Detail Register©**

JANUARY 19-20

			Check Amt	Invoice	Comment
E 10-10-130	INSURANCE		\$16.50		Gen. - Health reimbursement
E 21-10-130	INSURANCE		\$11.00		Strs. - Health reimbursement
E 32-10-130	INSURANCE		\$22.00		Pol. - Health reimbursement
E 42-10-130	INSURANCE		\$5.50		Prks. - Health reimbursement
Total REGIONAL CARE, INC			\$88.00		
<hr/>					
Paid Chk#	066006	1/6/2020	S E SMITH AND SONS		
E 42-20-520	BLDG/ R & M		\$4.14	636056	Prks. - hook, screws
E 42-20-520	BLDG/ R & M		\$12.06	636190	Prks. - bit and screws
E 34-50-550	IMPROVEMENTS		\$66.31	636238	Cem. - white plastic chain, lage eye
E 34-50-550	IMPROVEMENTS		\$239.96	636306	Cem. - white plastic chain
E 34-50-550	IMPROVEMENTS		\$39.50	636340	Cem. - eye lag
E 34-20-270	UTILITY R & M		\$10.35	636363	Cem. - orange tape, common nails
Total S E SMITH AND SONS			\$372.32		
<hr/>					
Paid Chk#	066007	1/6/2020	SCHAPER & WHITE		
E 10-20-212	LEGAL FEES		\$277.08	1475	Gen. - Legal advice for Herv's Transmission and attend Council mtg.
E 01-20-212	LEGAL FEES		\$412.50	1475	Lgts. - Attend Union negotiations
E 10-20-313	POSTAGE		\$6.85	1475	Gen. - postage for letter to UP Railroad
Total SCHAPER & WHITE			\$696.43		
<hr/>					
Paid Chk#	066008	1/6/2020	SERVI-TECH INC		
E 03-20-232	LAB SAMPLE		\$115.10	H-976806	Sew. - lab sample
Total SERVI-TECH INC			\$115.10		
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Paid Chk#	066009	1/6/2020	SMITH WELDING SHOP, INC		
E 42-20-520	BLDG/ R & M		(\$15.00)		Prks. - credit on books
E 01-20-270	UTILITY R & M		\$1.67	10661	Lgts. - 3" square tubing
E 42-20-520	BLDG/ R & M		\$64.06	10909	Prks. - galv angle 8"x5"
Total SMITH WELDING SHOP, INC			\$50.73		
<hr/>					
Paid Chk#	066010	1/6/2020	SPARQDATA SOLUTIONS		
E 10-20-211	ADM. & DUES		\$250.00	1593	Sparq Meeting Subscription
E 01-20-211	ADM. & DUES		\$662.50	1593	Sparq Meeting Subscription
E 02-20-211	ADM. & DUES		\$662.50	1593	Sparq Meeting Subscription
E 03-20-211	ADM. & DUES		\$662.50	1593	Sparq Meeting Subscription
E 21-20-211	ADM. & DUES		\$662.50	1593	Sparq Meeting Subscription
Total SPARQDATA SOLUTIONS			\$2,900.00		
<hr/>					
Paid Chk#	066011	1/6/2020	STATE OF NEBRASKA CENTRAL SERV		
E 10-20-220	COMMUNICATION		\$17.93		Gen. - Parks phone service
E 01-20-220	COMMUNICATION		(\$11.61)		Lgts. - City office phone service
E 10-20-220	COMMUNICATION		\$17.93		Gen. - Pool phone service
E 44-20-220	COMMUNICATION		(\$5.72)		Lib. - Library phone service
E 10-20-220	COMMUNICATION		(\$6.02)		Gen. - Fire Dept. phone service
E 01-20-220	COMMUNICATION		(\$1.76)		Lgts. - City fax line
E 02-20-220	COMMUNICATION		\$110.40		Wtr. - DSI phone service
E 02-20-220	COMMUNICATION		\$17.93		Wtr. - Wtr. Plant phone service
E 10-20-220	COMMUNICATION		\$37.13		Gen. - Police phone service
E 10-20-220	COMMUNICATION		\$17.96		Gen. - Police fax line
Total STATE OF NEBRASKA CENTRAL SERV			\$194.17		
<hr/>					
Paid Chk#	066012	1/6/2020	TASC		
E 10-20-122	125PLAN		\$1,240.36	IN1656392	Gen. - Admin fees and Renewal Fees
E 10-20-122	125PLAN		\$554.00	IN1672166	Gen. - Cobra Admin fee and renewal fee
Total TASC			\$1,794.36		

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Check Amt Invoice Comment

Paid Chk#	Date	Vendor	Check Amt	Invoice	Comment
Paid Chk# 066013	1/6/2020	THIELS TIRE & AUTO REPAIR			
E 04-20-270		UTILITY R & M	\$96.99	25642	Lndfl. - new tire for recycle trailer
E 04-20-270		UTILITY R & M	\$42.80	25710	Lndfl. - re-align rear axle on recycle trailer
Total THIELS TIRE & AUTO REPAIR			\$139.79		
Paid Chk# 066014	1/6/2020	THOMPSON WELDING			
E 01-20-271		VEHICLE R & M	\$10.00		Lgts. - #17 straightened loader pins
E 21-20-271		VEHICLE R & M	\$121.60		Strs. - #48 repaired tailgate cylinder bracket
Total THOMPSON WELDING			\$131.60		
Paid Chk# 066015	1/6/2020	TO HAAS TIRE CO INC			
E 21-20-271		VEHICLE R & M	\$603.79	33-33050	Strs. - #13 2 new tires, mount, service call & bolt
E 21-20-271		VEHICLE R & M	\$98.57	33-35378	Strs. - #18 tractor mount/repair
Total TO HAAS TIRE CO INC			\$702.36		
Paid Chk# 066016	1/6/2020	TRI-COUNTY SAND & GRAVEL, INC			
E 42-20-521		GROUNDS / R & M	\$100.33	59296	Prks. - North ball field
E 03-20-270		UTILITY R & M	\$259.61	59305	Sew. - Sewer main repairs alley behind Archer & Wells Plumbing
E 03-20-270		UTILITY R & M	\$252.36	59310	Sew. - sewer main repairs
E 03-20-270		UTILITY R & M	\$257.94	59341	Sew. - sewer main repairs
Total TRI-COUNTY SAND & GRAVEL, INC			\$870.24		
Paid Chk# 066017	1/6/2020	TWIN LOUPS MUTUAL AID			
E 31-50-540		MACH & EQUIPMENT	\$559.20	58121	Fire - Mutual Aid Agreement
Total TWIN LOUPS MUTUAL AID			\$559.20		
Paid Chk# 066018	1/6/2020	U S POSTAL SERVICE			
E 01-20-313		POSTAGE	\$78.33		Lgts. - Bulk postage permit
E 02-20-313		POSTAGE	\$78.33		Wtr. - Bulk postage permit
E 03-20-313		POSTAGE	\$78.34		Sew. - Bulk postage permit
Total U S POSTAL SERVICE			\$235.00		
Paid Chk# 066019	1/6/2020	UNITED HEALTHCARE INS			
E 02-10-130		INSURANCE	\$2,652.81		Wtr. - Health Insurance
E 10-10-130		INSURANCE	\$3,973.47		Gen. - Health Insurance
E 01-10-130		INSURANCE	\$3,400.24		Lgts. - Health Insurance
E 42-10-130		INSURANCE	\$1,603.57		Prks. - Health Insurance
E 32-10-130		INSURANCE	\$2,662.74		Pol. - Health Insurance
E 21-10-130		INSURANCE	\$2,689.03		Strs. - Health Insurance
E 03-10-130		INSURANCE	\$1,122.45		Sew. - Health Insurance
Total UNITED HEALTHCARE INS			\$18,104.31		
Paid Chk# 066020	1/6/2020	UNITED STATES POST OFFICE			
E 01-20-313		POSTAGE	\$160.00		Lgts. - postage
E 02-20-313		POSTAGE	\$160.00		Wtr. - postage
E 03-20-313		POSTAGE	\$160.00		Sew. - postage
E 04-20-313		POSTAGE	\$40.00		Lndfl. - postage
Total UNITED STATES POST OFFICE			\$520.00		
Paid Chk# 066021	1/6/2020	VERIZON WIRELESSLLC			
E 10-20-220		COMMUNICATION	\$51.85		Gen. - EMT cell phone
E 10-20-220		COMMUNICATION	\$199.99		Gen. - Police cell phone
Total VERIZON WIRELESSLLC			\$251.84		
Paid Chk# 066022	1/6/2020	WANDS AND WHIMSY			
E 44-20-322		PROGRAM EXPENSE	\$278.30	3	Lib. - Ice Princess hired for winter party at the Library

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JANUARY 19-20

			Check Amt	Invoice	Comment
Total WANDS AND WHIMSY			\$278.30		
Paid Chk#	066023	1/6/2020	WESCO DISTRIBUTION, INC.		
E 01-20-270	UTILITY R & M		\$293.83	391954	Lgts. - DS-15M 15KV molded insul, clevis, T&B WR399
Total WESCO DISTRIBUTION, INC.			\$293.83		
Paid Chk#	066024	1/6/2020	WOJTALEWICZ, TODD		
E 21-20-270	UTILITY R & M		\$680.00		Strs. - Clay for old railroad right-of-way on Todd's and Jeff's land
Total WOJTALEWICZ, TODD			\$680.00		
Paid Chk#	066025	1/6/2020	WOODS & AITKEN		
E 10-20-212	LEGAL FEES		\$366.00	98045891	Gen. - legal fee for general labor and CIR Case Killinger
Total WOODS & AITKEN			\$366.00		
11100 CHECKING			\$68,104.08		

Fund Summary

11100 CHECKING	
01 LIGHTS	\$11,442.51
02 WATER	\$7,269.48
03 SEWER	\$3,783.98
04 LANDFILL	\$430.99
10 GENERAL	\$9,645.28
21 STREETS	\$16,099.08
31 FIREMEN	\$2,151.50
32 POLICE	\$7,053.40
34 CEMETERY	\$1,079.25
36 AMBULANCE	\$1,344.59
42 PARK	\$2,634.74
44 LIBRARY	\$4,921.33
69 SENIOR COMM. CENTER	\$247.95
	\$68,104.08

**Main City Office, Utility Superintendent Office, Break Room, Council Chambers, and
Police Station**

(CHECK TO MAKE SURE ALL DOORS ARE LOCKED BEFORE LEAVING CITY OFFICE)

Daily

Empty trash cans
Vacuum / sweep floors
Wipe down (disinfect) counters / desk tops
Clean bathroom mirrors
Clean toilets, bathroom sinks as needed
Refill paper towels in bathrooms (key hanging to the left side in cabinet above toilet), toilet paper, soap dispensers, etc.
Wash dishes in break room
Empty paper shredder
Make sure coffee pot grounds are emptied in trash AND IS OFF

Weekly

Mop Council Chamber floor
Mop bathroom floors
Wipe down (disinfect) door handles, light switches, etc.
Clean dust off of tops of cabinets, pictures, bulletin boards, and gun safe
Sweep supply room next to bathrooms

Monthly

Clean windows (inside)
Wipe down all chairs
Clean Refrigerator if needed

Quarterly

Clean outside windows

****City will provide all cleaning supplies and cleaning equipment (brooms, vacuum cleaner).***

Cleaning must be done after regular business hours (8-5).

City Council meetings are at 7 pm on the 1st and 3rd Mondays of every month.

Planning Commission meetings are at 5 pm the last Monday of every month.

Cemetery Board meetings are at 7 pm on the 2nd Wednesday of every month.

Please note: If Mayor, City Council members, Planning Commission or Elmwood Cemetery Board are present in City Council Chambers, you may still clean other areas until they are finished.

- The City of St. Paul Mayor and City Council members are offering an opportunity for all residents, property owners, and business owners to participate in the development of St. Paul's Downtown Revitalization (DTR) improvement plan, Community Branding, Welcome Sign and a Local Option Sales Tax. Please see the "Notice" below for details of the special meeting.

CITY OF SAINT PAUL
704 6TH STREET
SAINT PAUL, NEBRASKA 68873

NOTICE OF TIME AND PLACE OF
SPECIAL MEETING

NOTICE IS HEREBY GIVEN THAT A SPECIAL MEETING OF THE MAYOR AND CITY COUNCIL OF THE CITY OF SAINT PAUL, NEBRASKA, WILL BE HELD AT 6:00 P.M., _____, JANUARY _____, 20 AT THE _____, ST. PAUL, NEBRASKA. THIS MEETING WILL BE OPEN TO THE PUBLIC. AN AGENDA FOR SUCH MEETING IS KEPT CONTINUALLY CURRENT AND IS AVAILABLE FOR PUBLIC INSPECTION AT THE OFFICE OF THE CITY CLERK AT THE CITY UTILITIES OFFICE. THE PURPOSE OF THIS MEETING IS TO OBTAIN PUBLIC INPUT ON THE DOWNTOWN REVITALIZATION IMPROVEMENTS, COMMUNITY BRANDING, WELCOME SIGN AND A LOCAL OPTION SALES TAX. POSTED THIS _____, _____ DAY OF JANUARY 2020.

CONNIE JO BECK
CITY CLERK/DEPUTY TREASURER

Connie Beck

From: Lori Ferguson - South Central Economic Development District <LoriF@SCEDD.us>
Sent: Tuesday, December 17, 2019 4:57 PM
To: Connie Beck
Subject: 2020 DTR Application
Attachments: PURPOSE OF THE DTR PROGRAM Notes.docx

I received your voice mail. That's exciting for St. Paul that the community is prepared to move forward with implementation of the Downtown Revitalization Plan!

I would recommend establishing a committee to begin discussions early in 2020. They'll want to review the DTR plan and select the item(s) for implementation. This will allow time to obtain quotes, seek alternatives, etc. and have firm plan and budget by early summer. Some prioritizing and work was done earlier this year by Brian at Olsson and may very well be the plan that the City proceeds with in 2020. I would recommend revisiting those thoughts with Brian and the appointed committee to see if anything has changed since the discussions last year.

Attached is the information that I provided the council last year regarding the DTR Implementation grant process. As of today, 2020 guidelines are not available so some of this may change (unlikely but need to make you aware). Assuming that the application deadline is September 15th (or thereabouts in 2020), the City would need to follow this timeline of events in order to have an application submitted by the deadline. These should be considered as "no later than" dates/deadlines:

- 2nd Council meeting in August – hold a public hearing on the grant application (a requirement of DED)
- 10 – 14 days prior to the 2nd council meeting – publicize the public hearing (this includes the budget numbers from the application)
- June 15th – have a firm project plan and budget in mind – developed with the assistance of the City engineer – so that an application can be prepared

I will update you accordingly, once 2020 guidelines are made available. The committee should also keep in mind that DTR projects require a minimum 25% match toward project costs. I believe that was a big concern last year.

I will be on vacation starting December 23rd and returning after January 1. If you have any questions, please feel free to e-mail me and I will respond when I return! Lori

Lori Ferguson, Community Consultant
South Central Economic Development District, Inc.
401 East Avenue, 2nd Floor - PO Box 79 – Holdrege, NE 68949
Website: www.scedd.us
Phone 308.455.4770

PURPOSE OF THE DTR PROGRAM. The purpose of the Downtown Revitalization Program is to leverage investment that will contribute to significant revitalization or redevelopment of **downtown infrastructure** and develop a greater capacity for growth, **addressing health and safety concerns and commercial revitalization** within the traditional business centers of your community. This provides a sound basis for fostering local economic development through public and private sector partnerships. This recognizes the importance of the condition and viability of a downtown to increase the community's tax base and cultivates a tangible center for community activity. These projects directly relate to business retention, expansion, and location decisions, but also address public gathering space, recognizing that downtowns reflect the economic core and persona of our communities.

Activities assist communities in their implementation of comprehensive downtown revitalization plan in order to stabilize and enhance clearly defined downtown areas, providing benefit to low- and moderate-income residents of the community or aid in the elimination of substandard or blighted structures and areas in the downtown.

DTR resources are for implementation of the project (i.e., physical improvements to the built environment); such funds become available to the applicant upon successful completion of the requirements of a downtown revitalization predevelopment/planning study. Because responsible, intelligent implementation arises from well-informed planning processes, applicant must make available to DED their DTR study prior to, or along with the application for DTR resources.

The maximum grant amount for downtown revitalization activities will be \$400,000, exclusive of supporting project and administrative costs. **Priority is given to projects meeting the primary national objective of benefiting low- and moderate-income persons** over those addressing slum and blight. CDBG regulations require 70% of benefit be for LMI persons. Façade improvements cannot meet LMI but can meet Slum/Blight.

ELIGIBLE ACTIVITIES. The primary national objective of the CDBG Program is the "development of viable urban communities by providing decent housing and a suitable living environment, particularly for low- and moderate-income persons." Eligible activities are those identified as State Priorities in the Housing and Public Works program categories.

DTR project activities must be primarily located in the downtown area (i.e., central business district, downtown redevelopment district, etc.) of the applicant community, but may include limited adjacent areas that provide access to the downtown where need and nexus are adequately demonstrated. The proposed activities may be broad in nature and should include both public and private activities.

The following activities are eligible within the DTR category. If any activity is not noted below, please consult DED in order to determine if any other proposed activities are eligible for the DTR category.

- All public facility and infrastructure activities eligible under the Public Works (PW) Category and located in the downtown area.
- DTR activities may include, but are not limited to, the following:
 - Public facilities improvements, including to existing or new facilities serving as public gathering spaces;
 - Street improvements including curb, gutter, and sidewalk, which may include energy efficiency improvements for lighting, storm sewer improvements, or flood control drainage improvements;

- Removal of architectural barriers and single or multi-use facility improvements that are designed to provide public recreational and social activities;
- Removal of architectural barriers that restrict accessibility for elderly and handicapped person in support of public facilities/infrastructure, including buildings used predominantly for the general conduct of government;
- Loans to businesses located in the designated downtown business district for façade improvements, which may include energy efficiency improvements;*
- Loans to businesses located in the designated downtown business district to improve deficiencies in meeting community codes, which may include energy efficiency improvements;*
- Acquisition, clearance, and code enforcement activities that support other revitalization activities;
- Historic restoration, rehabilitation, and preservation for physical structures and infrastructure in a defined downtown business district; etc.

**These activities cannot meet the LMI National Objective; therefore do not receive priority/preference*

GRANT AMOUNT, MATCH AND LEVERAGE.

Downtown Revitalization	CDBG Maximum
Downtown Revitalization	
Single Community – Implementation	\$400,000

In 2019, there is a minimum of \$250,000. A 25% Match is required. No more than half of the total project match may be in-kind source contributions.

APPLICATIONS ARE DUE SEPTEMBER 15, 2019.

SCORING MATRIX.

Selection Criteria Matrix – CDBG DTR Category		
Item	Criteria	Points Possible
1.	Project Design	<i>Threshold: 150 points</i> 300
2.	Project Readiness	<i>Threshold: 100 points</i> 200
3.	Business & Community Support	<i>Threshold: 100 points</i> 200
4.	Matching Funds	50
5.	LMI Benefit	50
6.	Municipal Equalization Fund (MEF) Score	100
7.	Achievements (<i>Applicant may only earn points as an EDCC or LCC, not both.</i>)	75
Total points		<i>Minimum Threshold: 350 points</i> 975
<i>On-Site Review (Conducted at DED discretion. NOTE: No points awarded, in supplement of Application only.)</i>		

National Objective:

All DTR projects funded and CDBG-funded activities must meet a National Objective of the CDBG Program. ***A project or project activity that fails to meet a national objective is ineligible for CDBG resources.*** These national objectives include:

- Benefitting low- and moderate-income persons (LMI), including:
 - On an area basis (LMA),
 - Serving a limited clientele (LMC), or
 - LMI Housing (LMH); or
- Aiding in the prevention or elimination of slums or blight, including:
 - On an area-basis (SBA) and
 - On a spot basis (SBS).

Some Key Parts of the Phase II Application:

Prior to a community accessing DTR resources, applicants must complete predevelopment/planning study. In general, Applicants must submit the following:

1. A complete DTR predevelopment/planning study;
2. A concise description of the project area;
3. A description of the potential DTR activities discussed during the predevelopment/planning phase;
4. A description of the proposed DTR activities that will be implemented if awarded DTR resources;
5. A description of activities completed thus far within the downtown; and
6. Specific input from downtown businesses and community partners on the types of activities the applicant community proposes for implementation within the downtown during the project.

Applicants are strongly encouraged to submit photographs of the downtown structures, identifying those structures involved in past, present, or future revitalization efforts.

Local community input and assistance will be important to gather items not yet completed above as well as things such as the preparation of façade program guidelines, business surveys, etc., as requested by SCEDD staff. These items should be provided in a reasonable time frame and complete in scope. Staff will be glad to answer questions, assist as needed in the development and completion of locally tasked items.