

The City of Fridley, Minnesota

Invites your interest in the position of

CITY MANAGER



ABOUT THE CITY OF FRIDLEY

www.ci.fridley.mn.us

The Community

The City of Fridley is a first-ring suburban community with an estimated 2010 population of 27,398. The City is located 10 minutes north of downtown Minneapolis and 25 minutes northwest of downtown St. Paul. Incorporated in July of 1949, Fridley covers 10 square miles of area and is home to some of the most important industries in the Midwest, nation, and the world. An industrial spine around the rail corridor has served the City well and has provided the City with nearly as many jobs as the number of citizens who reside in the community. Fridley is home to the largest number of employees in Anoka County.

Fridley is home to the world headquarters of Medtronic Inc., and its major employers include BAE Systems (formerly United Defense); Cummins; Unity Medical Center, part of the Allina Healthcare system; Minco Products, Inc; and Kurt Manufacturing Company. Both Minneapolis and St. Paul draw their municipal water supplies from the Mississippi River at Fridley.

Fridley's Early History

The post-European/American settlement history of Fridley begins with the construction of the Red River Ox Cart Trail in 1844, which traveled through Minnesota Territory from Minnesota to North Dakota. The road was used to transport furs to the south and other various supplies to the Red River Valley settlers in the north. In 1847, John Banfill became the first settler in the area, which was known at the time as Manomin, which means "wild river." It comprised the modern-day municipalities of Columbia Heights, Frid-

ley, (History continued from page 1)

Hilltop, and Spring Lake Park. The area soon grew quickly in size. In 1851, Banfill platted the actual town of Manomin. There, a general store and sawmill were built next to Rice Creek, named after Henry Mower Rice, a settler who just two years earlier had acquired a lot of land in the area. In 1853, the town got its first post office, and a year later, a ferry crossing the Mississippi River was established.

In 1855, Abram M. Fridley, for whom the city is named, was elected as the first territorial representative for the area. In 1857, the area separated from Ramsey County. Manomin County was established, and it became the smallest county in the United States, having only 18 sections. This distinction was short-lived after it was annexed by Anoka County in 1870 and became a township with the same name.

In 1879, the Minnesota State Legislature, of which Abram M. Fridley was still a member, changed the township's name to bear his last name.

In 1949, the village of Fridley was incorporated. The *Fridley Free Press* was also established. A lawsuit that challenged the incorporation of the village caused the funds to be frozen, which led to a Minnesota state law allowing cities to operate municipal liquor stores to raise revenue. The Fridley liquor store proceeds were the primary funding for the daily city operations until the lawsuit was resolved in 1950. Fridley still operates two stores today. In 1957, the village became a "home rule charter city."

Education

There are four public school systems located in Fridley. The Fridley school system, Independent School District (ISD) #14, is made up of one high school, one middle school, and two elementary schools. Three other districts have schools located in Fridley: ISD #13 (Columbia Heights); ISD #16 (Spring Lake Park) and ISD# 11 (Anoka-Hennepin). In addition to public schools, Fridley has several private and parochial schools, which offer a variety of options for education, including: Totino-Grace High School; Calvin Christian High School; Woodcrest Baptist Academy (K-12); Grace Lutheran (K-7); and, the Al-Amal Islamic School (preschool-12).

Transportation & Transit

Interstate 694 and Minnesota State Highways 47 and 65 are three of the main arterial routes in the City.

The BNSF Railway main transcontinental Twin Cities to Portland/Seattle double track line passes through Fridley.

The Amtrak Empire Builder passes through Fridley twice daily on this line, but does not stop within the city.

The massive BNSF Northtown Classification Yards are located in Fridley.

The Minnesota Commercial Railway also serves Fridley, with a terminal warehouse located there.

The Fridley Station is served by the Northstar Commuter Rail line running on the BNSF tracks into Minneapolis.

The Mississippi River flows through Fridley, although it is not navigable for barge traffic north of the Camden Bridge. Small boats, however, can travel upstream to the Coon Rapids dam without a portage. There is a boat landing for small boats in the river near Interstate 694.

Transit services in Anoka County give residents a variety of transportation options. These options include Traveler Fixed Routes and Dial-a-Ride, Northstar Commuter Rail, Metro Transit, and the



Anoka County Volunteer Transportation Program.

Parks and Recreation

The Fridley Parks and Recreation Department proudly offers a comprehensive year-round recreational activity program for residents of all ages. The department staff facilitates and initiates opportunities in recreation, leisure, enrichment and social pursuits. They also work in cooperation with community organizations, schools and agencies in an effort to facilitate a broad variety of recreational opportunities within the City.

Fridley offers 38 city parks totaling 316 acres of land and is home to the 127-acre (0.51 km²) Springbrook Nature Center park and nature reserve on its northern border with Coon Rapids. The Western border of Fridley comprises the Mississippi National River and Recreation Area. Portions of islands within the recreation area are in the Fridley city limits.

Springbrook Nature Center

A uniquely diverse natural area of native habitats and wildlife. It has 127 acres of native prairies, oak and aspen forests, oak savannah, and extensive wetlands. Springbrook is a popular City of Fridley park, and is a destina-



tion for people from the greater Minneapolis-St. Paul regional metropolitan area. Its three miles of hiking trails, floating boardwalks, and interpretive center live animal exhibits are an attraction for families, children and friends.

Fridley has the following Anoka County parks within the city:

- Manomin County Park (Rice Creek where it enters the Mississippi River and Locke Lake)
- Rice Creek West/Locke Park and Regional Trail (Rice Creek)
- Islands of Peace County Park (Mississippi River)
- Anoka County Riverfront Regional Park (Mississippi River)

The City festival is called '49'er Days, which commemorates Fridley's 1949 incorporation. It is usually held in mid-June.

Fridley by the Numbers

(Source: Met Council)

Demographics (at time of the 2010 Census)

Population	27,398 (est.)
Median age	37.1
Median household income	\$52,024
Per capita income	\$25,699
Below poverty line	10.6% of Population
Households	11,187
Families	7,057
Housing units	11,760

Racial Makeup

72.1	Caucasian (white not Hispanic)
11.1%	African American
7.3%	Hispanic or Latino
4.9%	Asian
1.2%	Native American
0.1%	Pacific Islander
4.2%	Multi Racial

Ten Largest Employers

Medtronic	3,003 employees
Cummins	1,700 employees
Unity Hospital	1,570 employees
Target	842 employees
BAE Systems	748 employees
Minco Products	517 employees
ISD #14 (Fridley schools)	475 employees
Walmart	294 employees
Kurt Manufacturing	233 employees
Lofthouse Bakery	215 employees

ABOUT THE CITY GOVERNMENT

The City of Fridley has a Council-Manager form of government. Under this form of government, the elected City Council sets the policies for the operation of the City. The day-to-day administrative responsibility of the City rests with the City Manager who is appointed by the City Council. The City Council consists of five members: a Mayor, a Councilmember-at-Large and three Councilmembers representing each of Fridley's three (3) wards. Each member of the Council serves a four-year term.

The City Manager is the administrative head of the City who oversees the functions of all departments and is the primary liaison between the City Council and City staff. The City Manager's Department publishes the bi-monthly *City Newsletter*. This Department is also responsible for providing local cable television programming, which includes daily broadcasts of City Council meetings, commission meetings, Fridley news and other community-oriented programming.

The City Manager is responsible for overseeing approximately 130 FTE's (full-time employees), along with an additional 200 seasonal/temporary and part-time employees. Fridley's current budget is approximately \$17 million.

The City is in the process of recruiting for an experienced City Manager responsible for continuing the strong leadership and vision of this suburban community. The current City Manager is retiring after 24 years of distinctive and valued service.

The Fridley Mayor and City Council

Mayor - Scott J. Lund

Councilmember-at-Large - Robert L. Barnette

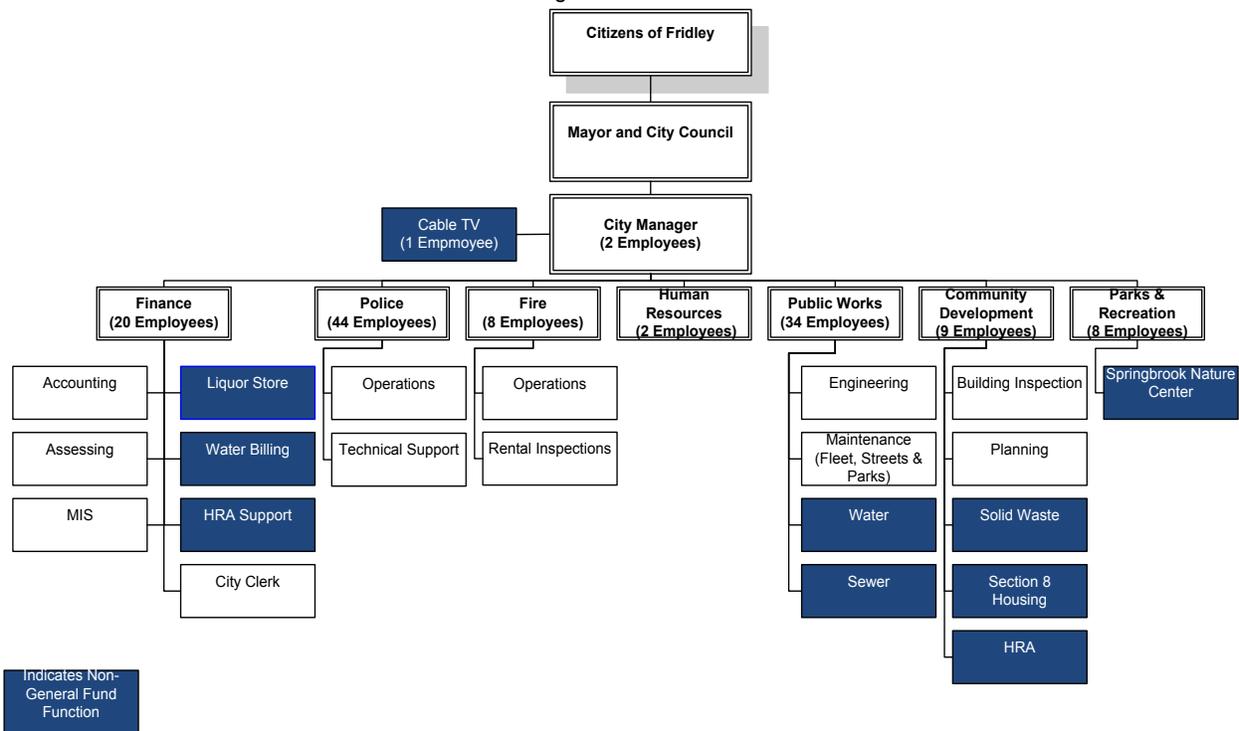
Councilmember, Ward I - James T. Saefke

Councilmember, Ward II - Dolores M. Varichak

Councilmember, Ward III - Ann R. Bolkcom

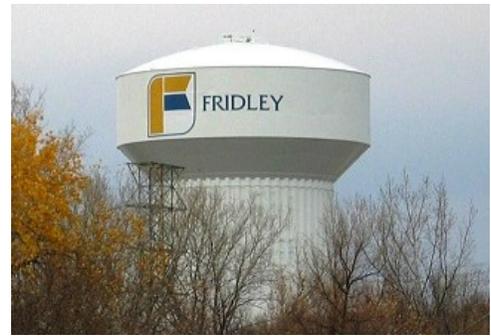
City of Fridley, Minnesota

Organizational Structure



ISSUES AND OPPORTUNITIES

- The Mayor and Council members highly value the City's bi-monthly newsletter which is written by the retiring City Manager and want it to continue under the leadership of the next City Manager.
- There is strong interest in an aggressive economic development program, which utilizes the City's many assets to "Sell Fridley" with a focus on generating new jobs, as well as filling currently vacant industrial, commercial and retail properties.
- Fridley is largely "built out" but has several highly attractive prime redevelopment sites.
- Continuation of careful and skillful fiscal and budget management is necessary to maintain the City's overall financial strength, to meet future needs, and to ensure adequate reserves.
- The commuter rail system reduced service at the Fridley station because of insufficient usage. The City wants to encourage increased ridership in order to restore the previous level of service and hopefully increase it.
- Fridley is one of two Minnesota cities, which is limited by charter to an annual tax increase of no more than the increase in the local Consumer Price Index or 5%, whichever amount is lower. Utility rates are exempt from this limitation.



Unity Hospital

REQUIREMENTS

Education and Experience

Minimum qualifications are a bachelor's degree (Masters' degree preferred) in public administration or a related field, and successful experience as either a local government manager or full assistant local government manager gained in a community similar to Fridley in type and complexity. Experience gained in an inner-ring suburban community would be a plus.

Although not required, residency in the City of Fridley is highly preferred.

The ideal candidate will possess the following leadership, management and personal characteristics:

Leadership Style:

With the Mayor and City Council

- The City Manager is expected to be an effective conduit between Council and staff.
- Communication is key. The City Council is used to receiving a weekly manager's report and timely responses to Council's questions and requests. Members expect to be "kept in the loop" through receiving the same information and the same treatment from the City Manager. The City Manager is expected to be sensitive to Mayor and Council requests and to respond to them in a timely manner.
- The City Manager will not be a "yes" person and will take a stand on issues of importance, but will fully support City Council decisions regardless of the original staff recommendation.
- The City Manager produces a resident call in cable TV program named "Call On The Council," which features a different Council Member and City Manager or department manager on a rotating basis.

With staff

- The existing Fridley municipal staff is a source of community pride. Generally, senior staff members are respected for being both technically competent

and effective at management. To continue to thrive, staff requires a City Manager who is both a skilled manager and an effective leader.

- The City Manager is expected to periodically get out of the office to visit other City work places and work sites.
- He or she will delegate effectively while monitoring performance without being too controlling.
- Currently all communication between the Mayor and Council and staff is expected to go through the City Manager.

With outside organizations:

- The City Manager is expected to be visible, accessible and appropriately involved with business, civic, and community-based organizations and events. He or she is expected to encourage staff to also be involved.
- The City Manager will take a leadership role in establishing and maintaining productive relationships with critical outside private and governmental agencies, such as state and federal legislative delegations and funding agencies, other cities, Anoka County, BNSF, Metro Transit, Metro Cities, the League of Minnesota Cities, Xcel Energy, Centerpoint Energy, the City's commissions and others.

Areas of Special Expertise

- Economic development targeted at both business retention and creating jobs.
- Personally is technically competent in the full array of municipal functions and is skilled at hiring and developing good subordinate talent.
- Planning and community development with particular experience and strength in redevelopment.
- Finance and budget, including ability to find new revenue sources. Approaches financial management both frugally and progressively.
- Skilled in management team leadership and effective staff utilization.



Interpersonal Characteristics and Personal Qualities

- Is adept at strategic planning and is naturally forward thinking and visionary rather than more inclined to be reactive
- Is a willing listener who encourages input
- Has a “people oriented” and friendly personality
- Is effective at communicating with staff - keeps ears to the ground
- Is adept at public speaking
- Is transparent - not viewed as “cloaked in secrecy”

- Is reasonable and uses good judgment and common sense
- Respectful of employees and their functions
- Well-organized
- Bright
- Honest
- Sense of humor
- Patient





COMPENSATION

The compensation for the City Manager position will be highly competitive. The starting compensation level is dependent upon the selected individual's qualifications and matched with the desired attributes being sought by the City. The City will pay reasonable and customary moving expenses for the next City Manager, who is not required to live within the City, but preferred.

For more information about this unique opportunity, visit Fridley on the web at www.ci.fridley.mn.us.



TO APPLY

In order to be considered for this position, please send your resume and cover letter with current salary by Friday, January 18, 2013, to:

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