



Inside this issue:

CodeRED Emergency Notification System	2
Elko New Market Water Tower Project Summary	2
New Prague Area Community Education	3
Lakeville Area Community Education	3
Recycling & Stormwater	3
August/September Meeting Calendar	4
2016 Community Events	4

Branding, cont...

Provide your input:

When the preliminary brand has been identified, the City will post it to our website and seek input from residents and businesses via email and a public information session. Watch our website and local social media sites for more details soon.



Renee Christianson
Community Development Specialist

Branding Initiative Lays Foundation for Marketing ENM

It's no secret Elko New Market lacks general awareness in the Twin Cities. The real secrets are the tight-knit neighborhoods, a relatively affluent population – including a large number of young families – craving places to spend its money locally, and an active Chamber of Commerce and City administration that foster business growth. The City wants people outside the community to know this story – not to change the community's small-town feel but rather to help attract businesses that will deliver amenities to improve the quality of life and diversify the City's tax base.

The City is in the process of shaping that story. Working with locally based Renown Marketing Communications, a steering committee comprised of representatives from several neighborhoods, businesses, both Lakeville and New Prague Area schools, and the commercial development community is defining Elko New Market's brand.

What is a brand? A brand is not a mission or vision statement, or a philosophical approach. It is more than a tagline. It is a way of living or operating. It captures and conveys the character of the community, positions it favorably in the market, and shapes communications, events and interactions with residents, businesses and developers. It serves as the foundation for marketing.

How's it being developed? In drafting brand concepts, the steering committee has considered their own personal experience and knowledge of Elko New Market, as well as a brand assessment of surrounding and similar communities, the 2015 Community Survey of residents, and research conducted earlier this year with commercial real estate brokers and developers. The committee selected two concepts that will be tested in focus groups with residents and businesses this month.

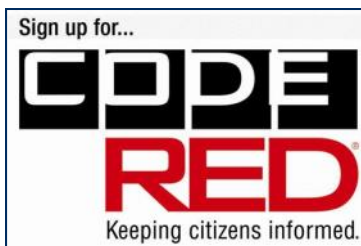
(Continued on left...)

New Community Development Specialist

Attracting new business and residential developments to Elko New Market has been a key priority for the City Council for several years. In light of this priority and development inquiries at pre-recession levels, the City has hired Renee Christianson, the City's part-time Economic Development Coordinator, for the full-time position of Community Development Specialist. Renee will be the first point of contact for developers and businesses considering Elko New Market. In addition, she will administer and monitor planning policies, activities, properties and projects, ensuring compliance with applicable rules and regulations; and provide expertise and recommendations to the City Council on all matters related to zoning, development and associated ordinances.

Renee is well qualified for the position. In

addition to her part-time role here, Renee was a Senior Business Development Analyst for the Scott County First Stop Shop. In that position, her primary responsibility was to attract businesses to Scott County. From 2001-2010, she was Planning Director for the City of New Prague, handling all aspects of planning and development, including overseeing all development proposals from concept through construction, negotiating development agreements on behalf of the City, and developing comprehensive land use and transportation plans. She is also owner of Cully's Coin Laundry in Belle Plaine, a licensed real estate agent and a board member for the Scott County Area chapter of Let's Go Fishing, a nonprofit organization that provides senior citizens, veterans and disabled people free fishing and boating excursions on Cedar Lake.



CodeRED Emergency Notification System

The Elko New Market Police Department has an emergency mass notification system. The system, CodeRED, is a high-speed telephone emergency notification service allowing public safety agencies the ability to deliver pre-recorded information to targeted areas within the county.

There are several types of situations which could lead to a notification from CodeRED, including:

- Emergency: Amber Alerts, Evacuations, Active Shooters, Wildfire, etc.
- General: Road Closures, Utility Outages, Water Main Breaks, etc.
- Weather: Tornado, Flash Flood, Thunderstorm or Winter Storm Warnings

How to receive notifications: Go to <https://public.coderedweb.com/cne/en-US/EA5343CC0ED6> and sign up. You can provide more than one phone number to receive alerts. A link to CodeRED is also provided on the City website at www.ci.enm.mn.us on the Police Department page.

Note: CodeRED is provided as a supplemental emergency communication method and should not be relied upon exclusively.

CodeRED will attempt to deliver the message to each registered number up to 3 times in order to maximize the number of delivered messages.

The messages will consist of six key elements:

1. Statement that it is a CodeRED emergency message from Scott County Sheriff's Office.
2. Time and date of the call.
3. Scope of the emergency.
4. Area(s) affected by emergency.
5. Action that needs to be taken.
6. Directions for obtaining more information.

Although many landline telephones are automatically registered with the emergency notification database, you are encouraged to go online and register your own personal information. By doing so, you will be ensuring that the data pertaining to you and your home is as accurate as possible.

Elko New Market Water Tower Project Summary



As part of the final phase of the water system improvements that the city of Elko New Market initiated in 2015, rehabilitation of the City's 150,000 gallon water storage tower has begun. This elevated storage tower, located in the Pete's Hill Open Space off of Meadow Ridge Drive, was originally constructed in 1997 as part of the Elko water system. Since construction, no significant work has been performed at the facility aside from routine maintenance.

Rehabilitation of the tower will include cleaning of the inside and exterior of the tank, installation of new safety handrails on the top of the tank for maintenance workers, spot repairs and painting of both the tank interior and exterior. Re-painting of the tower will prevent corrosion of the structure, thus extending the expected service life of the tower.

During cleaning of the exterior of the tank, work crews will be sand blasting the exterior to

prepare it for painting. During exterior cleaning, sandblasting, and painting operations, City staff will be closing the biking and walking trail that runs adjacent to the tower. This closing is necessary to protect the public from any potential injury as workers will be working overhead of the trail area. Trail closings will be during the times workers are on site, and will be posted on both ends of the trail. We ask that the public respect these closings as a matter of public safety.

Work has already begun on the interior cleaning portions of the project, and it is anticipated that work will begin on the exterior in the next couple of weeks, depending on weather conditions. The entire project should be complete by the end of August.

If you have any further questions, please contact Public Works staff at (952)461-2777.

New Prague Area Community Education

Summer is on its last leg and Community Education is all geared up for the fall with the arrival of the Fall Catalog filled with so many fun activities for the entire family. While you can find all that is offered on our website at ce.isd721.org, following are some highlighted activities scheduled for Elko New Market.

STEM Activities (Science Technology Engineering Math)

- ~ Chess Summer Camp (Gr. 1-6) – Aug. 8-11
- ~ Crazy Chemistry (Gr.1-5) – Aug.16-18
- ~ Amusement Park Fun (Gr. 2-6) – Aug. 16-18

Fitness

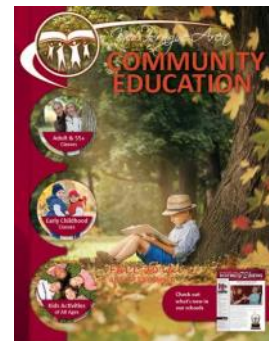
- ~ Boot Camp With Sandy (Adults)

- ~ Pom Class (Gr. 1-4) – Starts Sept. 7
- ~ Children's Self-Defense (Ages 5-12) – Starts Sept. 9
- ~ Flag Football (Gr. K-5) – Starts Sept. 20

Other

- ~ Smart Driver Course (4 hr. refresh) – Aug. 9
- ~ Project Runway (Gr. 4-8) – Aug. 15-19
- ~ Teen Poetry Jam (Ages 13-18) – Aug. 25, Sept. 1
- ~ New Prague Trojan Pride Crafts (Gr.K-5) – Sept. 13

Check the brochure for all the ECFE classes available in ENM for parents and their very young children.



Lakeville Area Community Education

Summer Fun Still coming your way....through Lakeville Area Community Education:

LEGO WeDO Robotics, August 8-11th, 9 am - Noon, Wagner Park Shelter

All new projects for summer 2016! Build a ferris wheel, car, smart-house, crane and more. Program them to complete various tasks using LEGO Mindstorms WeDo software. In this Youth Enrichment League summer camp, students are challenged to build, test, program and modify multiple projects, then use those projects to investigate basics of structural engineering and computer coding. Restrain

summer brain drain, sign up today.

Babysitting 101 at the Elko New Market Library August 8 & 10, 9-11:30 am

Gain the skills and confidence to be a great babysitter. This course is fun and fast-paced with hands-on activities, exciting video, roleplays and lively discussions. Bring a peanut free snack and water to class.

For complete program information and online registration for classes, visit LakevilleAreaCommunityEd.net or call (952) 232-2150.



Recycling & Stormwater

Recycling is an essential stormwater and water quality protection practice. How does recycling into stormwater? Well, stormwater is pretty dirty stuff when you think about it. During a rain event, the water that lands on paved surfaces like roads and parking lots picks up everything in its path. The plastic bag from the store, the Styrofoam cup from your local coffee shop, the plastic water bottle, the paper bag from the fast food place...they're not in your car anymore but that's not the end of their stories. Let's see where you get your drinking water or the lake that you are swimming or cruising...Hmmm. Apart from the low-life aspect of the litterbug,

most of the items that are discarded are recyclable. Paper bags and plastic bottles are recyclable. So, another option must be sought. Paper cups don't usually provide the insulating properties that Styrofoam does and they are more costly than Styrofoam, so that is not a really good option. But, whatever happened to that thing known as the coffee mug...or how about a travel mug? They are good insulators for hot and cold and they can be used over and over and over, with a good washing, of course. Splurge for a re-usable coffee mug and know that you're helping protect and conserve our water resources.



CITY OF ELKO NEW MARKET

601 Main Street
PO Box 99
Elko New Market, MN 55020

Phone: (952) 461-2777
Fax: (952) 461-2782

PRSRRT STD

ECRWSS
U.S. POSTAGE PAID
ELKO NEW MARKET,
MN 55020
PERMIT 14

Election Information

Primary Election

Tuesday, August 9, 2016
7:00 a.m.—8:00 p.m.

General Election

Tuesday, November 8, 2016
7:00 a.m.—8:00 p.m.

*****ECRWSSSEDDM*****

Postal Customer
Elko New Market, MN



Residents should be aware that all dogs residing within Elko New Market city limits must be licensed with the City. Please clean up after your pet. In addition, frequent or continual barking is prohibited. Questions? Call (952) 461-2777

August 2016 Calendar

2	Parks Commission—Rescheduled	4:00 pm
4	Planning Commission—Canceled	7:00 pm
11	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm
25	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm

September 2016 Calendar

1	Parks Commission—Rescheduled	4:00 pm
1	Planning Commission	7:00 pm
5	Labor Day Holiday	City Offices Closed
8	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm
22	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm

(All meetings are subject to change.)

2016 Community Events

2016 Event Schedule

Night to Unite	August 2
Halloween Party	October 29

2016 Three Rivers Park District FREE Events

August 27	FREE Family Canoeing
	<i>Register Now (limit 15 paddlers)!</i>
October 1	Fundamentals of Archery
	<i>(See City Website for details and online registration.)</i>

Watch upcoming newsletters and the City website at www.ci.enm.mn.us for more community events as they are scheduled.

