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Community's Brand Defined

"Small-town culture. Emerging possibilities."

"Where is Elko New Market?" "Why do you want to be there?" These are questions most of us field from outsiders regularly. The appeal of our community may not be evident to them, but we know Elko New Market is a pretty great place. In the City's continued effort to promote business growth and development in our City, we are excited to introduce our new brand and tagline:

Brand position: In Elko New Market, families and businesses are invited to take root and grow. Our small-town lifestyle fosters safe and vibrant neighborhoods built on genuine relationships. Businesses will find an environment conducive to development and growth in our emerging, metro-area community, where possibilities are within reach.

Tagline: Small-town culture. Emerging possibilities.

The brand emerged after several rounds of research with businesses and residents, and much deliberation and wordsmithing by the City's branding steering committee. The final brand helps position the community as an inviting place, where one can find a simpler way of life within the metro area. It differentiates Elko New Market by conveying the depth of relationships that exist among neighbors, and the safety and vitality of the neighborhoods. "Small-town lifestyle" is a key difference between Elko New Market and communities

north of us and yet the phrase doesn't pigeonhole the community as a small town.

From a business standpoint, "emerging" differentiates Elko New Market from well-developed communities such as Lakeville or Shakopee, whereas "metro-area" sets us apart from Faribault or even New Prague. "Environment conducive to development and growth" conveys a pro-business attitude and suggests the presence of factors important to businesses.

How was the brand developed?

The City engaged locally based Renown Marketing Communications to lead the brand development process in conjunction with a City-appointed Steering Committee of residents and non-residents representing a variety of interests. The steering committee relied on their personal experience in the community and previously gathered research with residents and commercial/business interests to create draft concepts that were tested in focus groups with residents and businesses in August. After additional refinement, the proposed brand was offered for public comment in early October. The Economic Development Authority approved the brand at its meeting on October 27.

Next steps? The brand will be rolled out within the community and the south metro in the upcoming months. Watch future newsletters for more information.



2015 Shop with a Cop Photo

Donate to "Shop with a Cop" Today

With your help, our local police officers will brighten the holidays for one local family in need when their kids Shop with a Cop. The Elko New Market Chamber of Commerce is now accepting donations online (www.ENMChamber.org) and

at participating merchants around town.

Also look for donation opportunities at the Tree Lighting Ceremony on Saturday, December 3 and during Ladies Night Out on Friday,



Department Spotlight

Fire Department prepares for community growth with new equipment

The Elko New Market Fire Department has come a long way since Fire Chief Todd Friedges joined the Department 27 years ago. Then, a used bread truck was its rescue vehicle and a hand-me-down pumper truck was used for fighting fires. Today, the department is fully equipped with 9 vehicles and a trailer – all bought new – to respond to any type of emergency in its 56-square-mile district.

The Department recently took delivery of its two newest trucks – a Rosenbauer Viper™ Aerial/Ladder truck and a new 3,000-gallon Freightliner tanker truck. These new trucks will ensure the department will be able to meet the area's needs as the population grows and businesses locate here. The ladder truck, in particular, will help contain fires at larger homes, and commercial and industrial buildings.

"We could've used a ladder truck at every fire we've responded to in the past two years," Friedges said. "Our goal when fighting fires is to prevent them from endangering neighboring structures. A ladder truck lets us do that by getting over the top of a fire on two sides." While nearby communities have ladder trucks to assist at fires in Elko New Market, their delayed response times hinders optimal positioning of the ladder truck because engines previously on the scene are staged closest to the structure and are at work.

The 47-foot nose-to-tail ladder truck is so easy to use it could be operated by just two firefighters – one to operate the ladder using the wireless remote control and another to run the pump. The lighted, camera-equipped ladder extends 109' above the ground and can provide 1,500 gallons per minute of water to a fire and be used to rescue someone from second-story heights. Hydraulic

jacks on both sides stabilize the truck when the ladder is extended. The fire engine cost about \$250,000 more than a standard new engine but the chief is confident the investment will pay off through saved lives and property during its 25-year lifetime.

The Department's new tanker replaces a 1987 Ford tanker that has been retired. Because two-thirds of the department's service area is in townships where hydrants do not exist, tanker trucks are a must for the Department.

The new ladder and tanker trucks join a fleet that includes 2 Grassfire Rigs – one donated by the N.E.W. Lions Club – 2 First Responder vehicles, a Rescue truck and Tanker owned by New Market Township, another engine, a John Deere Gator and a trailer. The fleet has grown through the partnership between the City, New Market Township and Cedar Lake Township as well as Fire Relief Association proceeds from pull tab sales.

"When I became Chief in the late 1990's we did not have one new piece of equipment," Friedges said. "We've come a long way. The community should really be proud of the Department."

The community should be proud not just because of the caliber of equipment. Our well-trained department of 27 paid, on-call firefighters responds to an average of 200 calls a year, 80 percent of which are medical calls. Our certified First Responders, some of whom are also EMTs, are often the first on the scene of an emergency as our full-time ambulance service provided by Northfield Hospital covers a wide territory and is not always nearby.



Fire Chief Todd Friedges



Newest Police Officer Melissa Wirtz

Having grown up in a small town, Melissa Wirtz looks forward to serving, and making a difference in, Elko New Market as its newest full-time police officer. She became interested in a career in law enforcement while in high school and soon after became a reserve officer for the Elk River Police Department.

Most recently, Wirtz was a lieutenant with the Hennepin County Medical Center's security department and a security officer for the Anoka Police Department. In 2012, she received HCMC's Jack Limoseth Award for Service (Officer of the Year Award) for her work ethic and commitment to the department. She is also an International Police Mountain Bike Association security cyclist.



Expired Prescription? 'Take it to the Box' at City Hall

Take it to the Box, an anonymous prescription drug disposal program, is now available in Elko New Market. The secured disposal box is located at City Hall and is accessible during normal business hours. This popular program helps ensure prescriptions are used only by the person to whom they are prescribed, and helps prevent environmental damage caused by flushing or improperly disposing of medications.

In 2015, 2,752 pounds of medications were collected at drop boxes in law enforcement offices throughout Scott County. Each box is emptied periodically by two, armed law enforcement officers.

Accepted: Prescription liquids, pills and ointments.

NOT accepted: Needles or syringes of any

kind, used or unused.

To properly dispose of syringes:

1. Place them in an empty coffee can or detergent bottle (a container that won't get pierced by the needles).
2. Duct tape the full container
3. Label the container with a permanent marker: "Used Syringes or Syringes,"
4. Put in your garbage (not recycling)

If you'd like a refrigerator magnet to remind you to 'Take it to the Box,' or have general questions, contact Kathy Welter at (952) 239-6885 or email kwelter@co.scott.mn.us.

This service is paid for by the Scott County Attorney's Office.



Your Questions Answered

Why do dogs in the City need to be licensed?

Dog licenses help protect you, your neighbors and your pets. They let us know if your dog is current on rabies vaccinations, if for some reason, it was to bite someone or if it were a

threat to someone.

Also, if your dog wanders from your yard, Police and Animal Control know who to call.





Community Input Sought for 2040 Comprehensive Plan
Click here to take survey.

<https://www.surveymonkey.com/r/8828TML>

Elko New Market to Update Comprehensive Plan

The City of Elko New Market is in the early stages of an update of its Comprehensive Plan.

Generally speaking, a comprehensive plan is a city's desired vision of itself within a future timeframe. More specifically, a comprehensive plan contains an inventory of community characteristics, an analysis of how those characteristics are changing and renders a vision of what the community wants to look like 20 or more years in the future.

Minnesota law requires every municipality and every county within the seven county metropolitan area, including the City of Elko New Market, to prepare and submit a comprehensive plan to the Metropolitan Council every ten years. These updates are required to ensure consistency with the regional system plans that are prepared by the Metropolitan Council. Of specific note is that existing comprehensive plans must be updated by the end of 2018. Elko New Market's most recent Comprehensive Plan was approved in 2008.

The Metropolitan Council has established basic requirements for what must be included in comprehensive plans. The Elko New Market Comprehensive Plan Update must address such issues as land use, transportation, water resources, parks, housing and implementation. Further, the Plan must address economic competitiveness and resilience.

By law, Elko New Market's Plans must be

consistent with a Metropolitan Council's policy document entitled Thrive MSP 2040. The [Thrive MSP 2040](#) document guides development in the metropolitan region over the next 30 years. Comprehensive plans must also align with the Metropolitan Council's regional system and policy plans. The system plans outline regional policy regarding transportation, water resources, parks and open space, and housing. The system plans are updated after each decennial census to address projected growth in population, households and jobs in the metro area.

The gathering of public input will be a significant part of the Comprehensive Plan Update process. Such efforts will include stakeholder interviews/surveys with the City Council and the City's advisory boards, local business representatives, area developers, residential neighborhood and Chamber of Commerce representatives. In addition, community input opportunities will be provided at informal public open house meetings as well as a formal public hearing held by the Planning Commission.

Community input is currently being sought in the form of an on-line survey. Please see the City's website for a link to the survey, which will be open until Monday, November 28th, 2016. Resident and business owner input is an important part of the Comprehensive Plan process!

ELKO NEW MARKET 2030 TRANSPORTATION PLAN RECOMMENDED FUTURE ROADWAY FUNCTIONAL CLASSIFICATION

FIGURE 4.1
2008

Legend

Future Functional Classification

- Principal Arterial
- A Minor Arterial/Connector/Minor Arterial
- Future A Minor/Connector/Minor Arterial
- Minor Arterial/Reserve
- Future A Minor/Reserve
- B Minor Arterial
- Minor Collector
- Future Major Collector
- Minor Collector
- Future Minor Collector
- Local Road

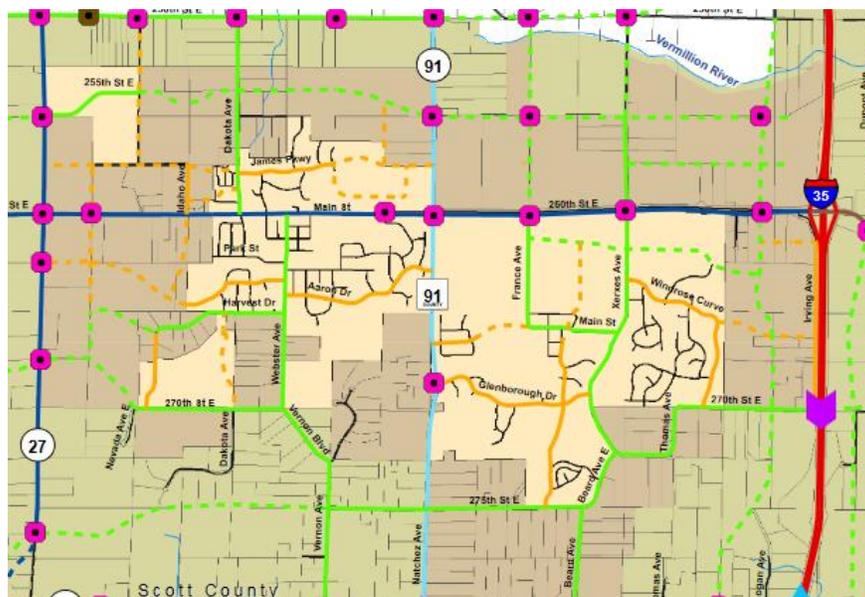
Interstate 35 Crossings

- Future Interchange
- Future Overpass

Future Road Access

- Existing Future Permanent Access Location (Likely) & Full Intersection
- Road Access
- Locations to be Phased (Unfilled)
- 2030 MUSA Reserve Boundary
- Undesignated MUSA Boundary
- Elko New Market City Limits
- County Boundary
- Watercourses & Drainageways

Note: The corridor alignments identified are conceptual to illustrate general connectivity and continuity needs to serve post 2030 growth. It is understood that environmental, feasibility, and traffic studies are necessary for each corridor identified, and that these studies may require coordination with Scott County, Mn/DOT, and adjacent townships. Actual alignments may vary. Future Road Accesses with Scott County roads were field reviewed by Scott County through the Southeast Scott County Comprehensive Plan Update (April 2005).



Have a Concern or Complaint? The City Wants to Know!

We at the City are always interested in ways to improve public services for our residents.

We invite your feedback and have several ways for you to express your concerns or suggestions:

1. Citizens Concern Form: Posted under "City Forms" on the top left of the City's home page (www.ci.enm.mn.us), the Citizens Concern Form is the best way to bring a matter to our attention. Submitted forms give us an historical account of complaints and accountability for resolving recurring issues. This form can be submitted online or a PDF can be downloaded for completion and returned to the City.
2. Call City staff or a Councilmember: Sometimes, you may prefer to talk to someone directly have questions or want to understand the reasons why we do things

the way we do. Please call City Hall at (952) 461-2777, or contact the Mayor or one of your Councilmembers.

3. Public comment at Council meetings: At the beginning of each Council meeting, there is a designated time for public comment on matters not on the meeting's agenda. This is a good opportunity to share your concern with both the council and the staff at one time. The Council can then direct the item to the appropriate staff, committee or commission. The public comment period is limited and we ask that you keep your comments brief out of consideration for others who want to participate in public comment and others that have items on the agenda. *(Hint: you don't need to stay for the rest of the meeting if you don't want, but it would be great if you could)*



What is Storm Water Runoff?

One of the most substantial, yet unrecognized groups of water contaminants is storm water pollutants. When it rains, storm water runs over yards, roads, highways, parking lots, parks, and playgrounds, carrying with it everything in its path, including debris and pollutants. Eventually, this flow will travel to a watercourse, either over land or via a storm drain. Storm drains are frequently located alongside streets and parking lots. Unlike sanitary sewers that divert water to a treatment plant directly from your home, storm drains lead directly to surrounding lakes and channels without any type of treatment. All the debris and pollutants that were picked up by storm water runoff, end up in your lakes and streams!

Where Does the Pollution Come From?

Most contaminants are made up of common items used by residents, businesses and visitors, such as fertilizers, car oils and greases, yard clippings, soil, and pet wastes. Below are some tips you can follow to help keep pollution from entering lakes and streams via storm water runoff:

- Never dump anything down a storm drain!
- Use an oil pan when changing oil to keep fluids off the pavement. Check local body shops and quick lubes to find a place to properly dispose of used oil.
- Use a broom rather than a hose to clean up grass clippings and dirt.
- Wash your car on your lawn so excess water, chemicals, and dirt is filtered through the lawn.
- Bag pet waste and dispose of it in a trash can.
- Leave grass clippings on your lawn as an alternate nutrient to fertilizer. If a fertilizer, choose a slow-release product and test your soil to find out how much fertilizer your lawn needs.



CITY OF ELKO NEW MARKET

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

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

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Hydrant Flushing

The Public Works Department will be performing some hydrant flushing during the week of November 14th through the 23rd. Please refrain from during laundry as discoloration could occur.

*****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

November 2016 Calendar

3	Planning Commission Canceled	7:00 pm
11	Veterans Day	City Offices Closed
15	Parks Commission—Rescheduled	4:00 pm
17	City Council Work Session—Time Change	6:00 pm
	City Council Business Meeting	7:30 pm
24	Thanksgiving Holiday	City Offices Closed
25	Day After Thanksgiving	City Offices Closed

December 2016 Calendar

1	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm
6	Planning Commission	7:00 pm
13	Parks Commission	4:00 pm
15	City Council Work Session	6:30 pm
	City Council Business Meeting	7:30 pm
23	Christmas Eve	City Offices Close at Noon
26	Christmas Day	City Offices Closed

(All meetings are subject to change.)

2016 Community Events

Save the Date! Community Christmas Tree Lighting Ceremony: Saturday, December 3

2017 Community Events

2017 Tentative Event Schedule

Egg Hunt	April 8
City Wide Garage Sale	May 19-21
Spring Clean Up	June 3
Fire Rescue Days	June 22-25
Night to Unite	August 1
Halloween Party	October 28

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

