



Minnesota High Speed Rail Commission Meeting

Thursday, January 3, 2019
9:30 AM – 11:30 AM

Jury Assembly Room, Goodhue County Justice Center
454 W. 6th Street, Red Wing, MN 55066

Union Depot, Suite 200
214 4th Street East
St. Paul, MN 55101
651-266-2760

www.mnhighspeedrail.com

RIVER ROUTE MEMBERS:

Dakota County
Regional Rail Authority

Goodhue County
Regional Rail Authority

Ramsey County
Regional Rail Authority

Wabasha County
Regional Rail Authority

Winona County
Regional Rail Authority

Cottage Grove

Goodview

Hastings

La Crosse Area
Planning Committee

Lake City

Prairie Island Indian Community

Red Wing

St. Charles

St. Paul

St. Paul Park

Utica

Wabasha

Winona

AGENDA

Item		Action
1.	Call to Order and Introductions	
2.	Approval of Agenda	Approval
3.	Page Election of Officers *	Approval
4.	Page Recognition and Appreciation of Tom Faella, James Pomeroy and Janice Rettman *	Approval
5.	Page Minutes of September 6, 2018 Meeting *	Approval
6.	Page Checks and Claims *	Approval
7.	Page Set 2019 MN HSR Commission Meeting Calendar *	Approval
8.	Page Renaming and Rebranding: Selection of a New Name and Logo *	Approval
9.	Page Solicitation for a Lobbyist: Selection of a Qualified Firm *	Approval
10.	Page Public Advocacy and Outreach Activities November – December 2018 Activity Report *	Information
11.	MnDOT Passenger Rail Report: Dan Krom and Frank Loetterle, MnDOT a. TCMC Intercity Passenger Rail Study	Information
<u>(Following the presentation, there will be an opportunity for public comment)</u>		
	b. State Legislative Update	Information
12.	Commissioner Reports	Information
13.	Other a. Next scheduled meeting: March 7, 2019	Information

*Information Enclosed

Questions? Contact Kevin Roggenbuck of the Ramsey County Regional Railroad Authority at 651-266-2790 or by email at kevin.roggenbuck@co.ramsey.mn.us

Agenda Item #3**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members

FROM: Staff

DATE: December 27, 2018

RE: Election of Officers

The Minnesota High Speed Rail Commission Joint Powers Agreement (JPA) calls for the election of a Chair and Vice-Chair from the Commission's membership at the first regular meeting of each calendar year. The JPA also states that the Chair and Vice-Chair shall consist of at least one Financial Party member and serve for a term of one year with the Chair presiding at all meetings of the Commission.

The Vice-Chair assumes the duties of the Chair during the absence of the Chair.

In 2018, the following members were elected to office:

Chair – Janice Rettman, Ramsey County Board of Commissioners
Vice-Chair – Mark Vaughn, City of Hastings Councilmember

The Chair will call for nominations, a close of nominations, and then a vote to elect.

Agenda Item #4**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members

FROM: Staff

DATE: December 27, 2018

RE: Recognition and Appreciation of Tom Faella, Jim Pomeroy and Janice Rettman

In the spring of 2009, a group of elected officials from cities and counties in Minnesota between Saint Paul and La Crescent, WI formed the Minnesota High Speed Rail Commission. Not long after, the La Crosse Area Planning Committee (LAPC) joined as an ex-officio member and recently as a Financial Party member.

The Minnesota Department of Transportation secured state and federal funding to study a high speed passenger rail service plan and route from the Twin Cities to Chicago and began work on the Tier 1 Environmental Impact Statement. The Commission was actively advocating on their behalf.

Currently, work on a high speed passenger rail connection to Chicago is suspended and the focus of both MnDOT and the Commission has turned to implementing a second round-trip passenger train along the River Route at conventional speeds. The Commission also shifted its focus to advocacy for a second train to Chicago, both with stakeholders in the corridor and with state legislative leaders.

Three founding members of the Commission who went through all this are stepping aside this month. The proclamation on the following page recognizes their hard work, dedication and leadership as members of the Minnesota High Speed Rail Commission.

Proclamation for Tom Faella, Jim Pomeroy and Janice Rettman

WHEREAS, the Minnesota High Speed Rail Commission is a joint powers board comprised of elected and executive officials representing 17 local and regional governments from Saint Paul, MN to La Crosse, WI, and

WHEREAS, the Minnesota High Speed Rail Commission is a leading advocate for faster and more frequent passenger rail service in the River Route from Saint Paul, MN to Chicago, IL, and

WHEREAS, Tom Faella, former executive director of the La Crosse Area Planning Committee, secured funding for the Twin Cities-Milwaukee-Chicago Second Train Study twice, allowing for the rail traffic control modelling to be completed so both service alternatives could be taken into the environmental analysis, and

WHEREAS, Jim Pomeroy, Winona County Commissioner, provided guidance and direction to the Commission, volunteered for a variety of task forces and ad-hoc committees and advocated for the Twin Cities-Milwaukee-Chicago Second Train, and

WHEREAS, Janice Rettman, Ramsey County Commissioner, served four years as the Commission's chair, advocated for the Twin Cities-Milwaukee-Chicago Second Train at the legislature and guided the Commission through periods of transition in its mission and name, Now Therefore be It

RESOLVED, the Minnesota High Speed Rail Commission recognizes Tom Faella, Jim Pomeroy and Janice Rettman through voice vote approving this proclamation and certificates of recognition.

Agenda Item #5

**MINNESOTA HIGH-SPEED RAIL COMMISSION MEETING
GOODHUE COUNTY JUSTICE CENTER, RED WING, MN
THURSDAY, NOVEMBER 1, 2018
MEETING SUMMARY**

MEMBERS:

City of Red Wing, Jay Owens	City of St. Charles, Wayne Getz
Wabasha County, Rich Hall	City of Winona, Paul Schollmeier
City of Cottage Grove, Ryan Burfeind (Ass't City Engineer)	Winona County, Jim Pomeroy
Ramsey County, Janice Rettman	Goodhue County, Paul Drotos
Dakota County, Mike Slavik	City of St. Paul, Jane Prince
City of Hastings, Mark Vaughan — (Minutes updated 3/7/19)	La Crosse Area Planning Commission, Tom Faella

OTHERS:

Ramsey County RRA; Kevin Roggenbuck	All Aboard Minnesota, John Goodman
Ramsey County RRA, Sandie Jacobson	All Aboard Minnesota, Jack Barbier
Jeff Dehler	All Aboard Minnesota, Brian Nelson
MnDOT, Dan Krom	

1. CALL TO ORDER AND INTRODUCTIONS

Chair Rettman called to order at 9:31 a.m.

2. APPROVAL OF AGENDA

A motion to approve was requested. Commissioner Drotos moved for approval of the agenda, seconded by Councilmember Schollmeier. The motion passed unanimously by voice vote.

3. MINUTES OF THE SEPTEMBER 6, 2018 MEETING

A motion to approve the minutes from September 6, 2018 was requested. Councilmember Getz moved for approval of the minutes, seconded by Mr. Faella. The motion passed unanimously by voice vote.

4. CHECKS AND CLAIMS

A motion to approve was requested. Councilmember Getz moved for approval of the checks and claims, seconded by Mr. Faella. The motion passed unanimously by voice vote.

5. 2019 WORK PLAN AND BUDGET

The Commission discussed including lobbying and rebranding of the MN HSR name in the 2019 Work Plan and Budget. Mr. Roggenbuck provided the report. At the direction of the Commission, lobbying and rebranding have been added to the 2019 Work Plan and Budget, using the \$17,000 contingency amount. Mr. Roggenbuck contacted Ramsey County Communications staff to estimate the cost of rebranding, and consulted with Washington County and Nick Riley, Ramsey County Government Relations, regarding lobbying costs. Mr. Roggenbuck said the amounts in the 2019 Work Plan and Budget are enough to get this additional work done, while staying within the contingency amount in the previous draft and

not increasing dues. The memorandum describes the 2019 Work Plan and Budget offered for approval.

1. Passenger and Freight Rail Advocacy Activities.
2. Advocacy and Legislative Coordination (includes lobbying for state funding of MnDOT's passenger rail planning activities including future phases of work on the Twin Cities-Milwaukee-Chicago intercity passenger rail service study)
3. Public engagement – need to add this to Jeff's work scope and to our work plan.
4. Management, policy and administrative activities \$10,000.
5. Identity and Branding \$6,000.

This leaves the Commission with \$1,000 in the contingency fund. We will issue a Request for Informal Quotes through the Ramsey County Procurement Office.

A motion to approve was requested. Commissioner Pomeroy moved for approval of the 2019 Work Plan and Budget, seconded by Commissioner Slavik. The motion passed unanimously by voice vote.

Jeff Dehler provided a presentation on the activities included in the work plan relative to public engagement, lobbying and rebranding.

Reiteration of the 2019 work plan for public engagement:

- Strategic mix of online, mass media and face to face communication activities.
- Opinion pieces – December, March.
- Unique stories from Amtrak passengers.
- Partnering on corridor advocacy and events – All Aboard MN, college campuses.
- Legislative Communications Support.
- Commissioner Key's *The Lake City Graphic* – example of an article printed in the Star Tribune opening North Star or Amtrak for bicycling. One reason why people use trains to get to a destination – Red Wing – for biking trails/trips.
- Students all aboard for Northstar campaign – Jeff's partner Jill Brown worked with St. Cloud students to raise awareness to use commuter rail (North Star) to Big Lake and then the bus from Big Lake to St. Cloud. This is something that could work very well with Winona and Red Wing. This is something we're planning to do in the coming year.

Move Minnesota uses a software product to track what legislators are doing, what actions are taking place. This is something for us to consider at a later date.

Renaming/Rebranding

- TCMC Second Train Identity Project.
- Enhanced Get Involved Campaign (Voter Voice).
- Develop new name, logo/brand and color scheme.
- Develop and implement a communication strategy regarding rebranding.
- January Commission Meeting – workshop – goal is to provide options.
- February – develop brand strategy.
- March Commission Meeting – review and narrow names and black and white logos (have 8-10 names to review along with some black & white logos) Narrow down the names to 2 or 3 options.
- April: Create color logo options.
- May Commission Meeting: select name and logo.
- By June 1: Implementation.
- They will rephrase our boiler plate "The About the Commission" piece.

Chair Rettman recommended contacting Mr. Roggenbuck with any and all suggestions on names.

After much discussion it was agreed to call a special meeting or workshop in the first week of December to brainstorm new names, logos and discuss rebranding. The decision on the new name can be made at the January meeting. Mr. Dehler and Ms. Brown will facilitate the first meeting, then possibly invite the design consultant. The one concern Mr. Dehler has is there will be a few new members in January so not sure when we want to solicit their participation as well.

Mr. Roggenbuck will set up a special December meeting. He will send an email to the Commission members as soon as possible with date, time, and place. Mr. Roggenbuck stated once we adopt a new name he will work with Mr. Dehler to create new stationery, new color palette, revise the Joint Powers Agreement, etc., and revise the bylaws to change the new name.

6. SET 2019 MN HSR COMMISSION MEETING CALENDAR

Mr. Roggenbuck said the Commission's bylaws state that we are to set the meeting calendar to the next year at the January 3 meeting. The Commission can have a discussion and decide on its 2019 meeting calendar at this meeting, but per the bylaws, action to adopt the meeting calendar is to take place in January. Mr. Roggenbuck explained that certain business items come before the Commission at specific times of the year, necessitating a meeting. For example, in November the Commission approves the work place and budget for next calendar year and often discusses legislative strategy for coming legislative session.

Commissioner Slavik stated our May and July meetings have been frustrating because we are still waiting to hear what's happening with the legislative sessions. Maybe we combine the May and July meetings and have one meeting in June. However, with the renaming and rebranding we may need all these meetings. Chair Rettman suggested making the July meeting a placeholder. Members can assume the July meeting will be canceled unless a business item requires that we meet.

This will be on the agenda in January for a vote.

7. PUBLIC ADVOCACY AND OUTREACH ACTIVITIES

Mr. Roggenbuck reported on this earlier. We will pay for the boost on bigger news items on Facebook. Mr. Dehler has been working on updating our website. We are migrating away from high speed discussion and migrating toward the TCMC Second Train and traditional train travel.

8. MNDOT PASSENGER RAIL REPORT

Dan Krom reported on this. We have fragmented freight planning, fragmented passenger planning. Mr. Loetterle provided us with a great update on our reorganizing and consolidation into the Office of Freight and Commercial Vehicle Operations at MnDOT at our September meeting. Mr. Krom spoke to the Commission about the importance of having state funding available to match federal funding that is available through grant programs. He described a recent example where Amtrak would have provided \$1M toward a grant application for grade crossings improvements on the NLX route, but because Minnesota did not have matching funds, Amtrak pulled their \$1M three days before the application was due. Mr. Krom wants to get everything in place and be ready for a grant application when the opportunity arises. For example, Minnesota could fund part of the capital improvements for the TCMC Second Train with a grant, making the rest of the project easier to complete. Chair Rettman agreed that it is important to have the grant template ready as soon as possible.

Mr. Krom rode a state of the art train in Florida between West Palm Beach and Miami in September – with bike racks, state of the art ultra-modern stations, development of the corridor. Problem in Minnesota we can do public/private funding for road projects but not for rail projects.

Save the Date for State Rail Conference – you will be receiving this notification in the mail. This is a webinar to be held December 5 from 9 am to 2 pm. Kevin will forward this information to all Commission members. Seating is limited however people can also attend via webinar.

No State legislative updates.

Chair Rettman opened the meeting for public comment:

Brian Nelson with All Aboard MN said they have been conducting outreach sessions all over the state. We just conducted one in St. Cloud. The mayor of St. Cloud had questions about whether the second train were extended to St. Cloud would that preclude funding for the North Star. No, it wouldn't. There's interest in extending the second train to Moorhead as well.

9. COMMISSIONER REPORTS

Commissioner Drotos reported on the international rail system in China – high speed trains and most of them are underground. These lines are being extended into India and Europe. This needs to be a world-wide travel standard!

Mr. Faella thanked All Aboard MN for the public meeting held in La Crosse. It was focused on the second train and was well attended. The event received local press coverage from two television stations and one radio station.

Kevin Roggenbuck, Mike Rogers and Dan Krom attended the Midwest Interstate Passenger Rail Commission Annual Meeting in Milwaukee. Mr. Roggenbuck gave a report on this. Good updates on passenger rail from all nine states that attended. The group toured the new streetcar maintenance facility and boarded one of the new streetcars that was recently put into service. A representative from Florida's Brightline service, the only privately owned, operated and maintained passenger train in the U.S., gave a presentation on how this service was developed and how its business model is will provide capital for expansion.

Chair Rettman acknowledged Commissioner Pomeroy and Mr. Faella for their work on this Commission. She stated both of them have been stellar in their commitment to being visionary and helping to move things forward, and doing it. She thanked them for their service on the Commission.

10. OTHER

- a. Next scheduled meeting: January 3, 2019

Upon completion of the agenda, the meeting was adjourned at 10:57 a.m.

Agenda Item #6**MEMORANDUM**

TO: Minnesota High Speed Rail Commission Members
FROM: Staff
DATE: December 27, 2018
RE: Checks and Claims
ACTION: Approval

Attached is invoice #181252 from Jeff Dehler Public Relations for services related to advocacy and outreach for the MN High Speed Rail Commission. The invoice covers the time from October 21 through December 20, 2018. The invoice includes some out of pocket expenses.

Staff reviewed the invoice and found them to be accurate.

Invoice # 181252	\$ 6,139.28
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TOTAL	\$ 6,139.28
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The Commission entered a two-year contract (RRA000083) with Jeff Dehler Public Relations beginning on September 12, 2018. The total amount of the contract is \$75,000. Including the amount in invoice #181252 above, the remaining contract balance is \$66,638.22.



Educate. Communicate. Motivate.

December 21, 2018

Kevin Roggenbuck
Ramsey County Regional Railroad Authority
Union Depot, Suite 200
214 4th Street East St.
Paul, MN 55101

Dear Kevin:

Enclosed is an invoice from DehlerPR for work performed on behalf of the Minnesota High-Speed Rail Commission from October 21 through December 20, 2018. Invoice 181252 totals \$6,139.28. This includes out of pocket expenses of \$135 to IdealSpeech for website updates, \$350 and 1,312.17 to Jill Brown for Communications Services, and \$21.57 to 1&1 internet for extended support.

Rebranding – Dehler – 8.75; Noyed – 2

- Renaming, planning
- Rename workshop presentation, materials, implementation plan
- Renaming logo and name review
- Draft survey
- Draft comparison report to Joint Powers Boards
- Create survey template

Media relations – Noyed- 1.25

- Media check
- Draft media updates for social media and website

Corridor Advocacy – Dehler-2; Noyed – 1.25

- Legislative strategy
- Spotlight edits
- All Aboard MN Annual Meeting
- Reach out for supporter spotlights

Public Information - Noyed – 13

- Check HSR email inboxes, comment checks and responses
- Draft and edit enews and eblasts
- Create Facebook events for meetings, Draft and schedule FB posts
- Draft and coordinate website updates
- Create website content
- Email campaign creation and content
- Holiday event posts
- Update champions list

Strategic Counsel – Dehler – 15.25; Noyed – 6.5

- Planning; emails, phone calls/meetings between consultants, webmaster, MnDOT representatives and K. Roggenbuck
- Project management: Report, File and database management
- Reporting and commission communications
- Rename rebrand memo, second train identity, voter voice
- Work plan for new contract
- Commission Communications
- Meeting prep – proposed work
- Memos

Please note, Jeff Dehler Public Relations legal address is in Minnesota. Please remit payment to:

Jeff Dehler Public Relations
10569 Camille Ct
Indianapolis, IN 46236

Please don't hesitate to call if you have any questions about this invoice. Thank you!

Sincerely,

Jeff Dehler, APR

DehlerPR | Minneapolis | Indianapolis | Nashville | JeffDehlerPR@gmail.com | 763-443-1093
jeffdehlerpr.weebly.com

Jeff Dehler Public Relations LLC
 10569 Camille Ct
 Indianapolis, IN 46236-8293
 763-443-1093
 jeffdehlerpr@gmail.com

Invoice



BILL TO
MNHSR Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

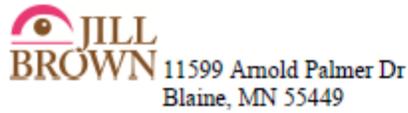
SHIP TO
MNHSR Kevin Roggenbuck Ramsey Co. Regional Rail Union Depot, Suite 200 214 4th Street East St. Paul, MN 55101

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
181252	12/21/2018	\$6,139.28	01/20/2019	Net 30	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
10/22/2018	-Kyle Noyed \$50	Public Info - Photos, update formatting on template, finalize blasts, draft and schedule spotlight posts, emails, schedule enews, add links to event	1:15	50.00	62.50
10/22/2018	-Kyle Noyed \$50	Strategic Counsel - Stats/report/draft memo, finalize budget tracker, create new budget tracker	2:00	50.00	100.00
10/23/2018	-Jeff Dehler \$120	Strategic Counsel - Report, meeting prep, memo - branding work, proposed work	3:00	120.00	360.00
10/26/2018	NMU Subcontracted	Invoice from IdealSpeech for website updates	1	135.00	135.00
10/30/2018	-Jeff Dehler \$120	Strategic Counsel - update memo, meeting prep	2:00	120.00	240.00
11/01/2018	-Jeff Dehler \$120	Strategic Counsel - Commission Meeting	4:00	120.00	480.00
11/05/2018	-Jeff Dehler \$120	Rebrand - Renaming. Planning	3:30	120.00	420.00
11/06/2018	NMU Subcontracted	Invoice for communications services from Jill Brown	1	350.00	350.00
11/08/2018	-Kyle Noyed \$50	Strategic Counsel - Review work plan/memo	0:30	50.00	25.00
11/08/2018	-Kyle Noyed \$50	Rebrand - Review joint powers boards, draft comparison report	1:30	50.00	75.00
11/08/2018	-Jeff Dehler \$120	Strategic Counsel - 2019 Work Plan	0:45	120.00	90.00
11/10/2018	-Kyle Noyed \$50	Public Info - draft spotlight feature posts, review All Aboard meeting invite, draft website story and FB posts	1:00	50.00	50.00

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
11/14/2018	-Jeff Dehler \$120	Strategic Counsel - edit work pla 2018-2019, annual report outline, work plan	5:30	120.00	660.00
11/15/2018	-Kyle Noyed \$50	Public Info - schedule FB posts, MNHSR emails/FB comment check	0:30	50.00	25.00
11/16/2018	NMU Subcontracted	Invoice from 1&1 internet for extended support	1	21.57	21.57
11/17/2018	-Jeff Dehler \$120	Corridor Advocacy - All Aboard MN Annual Meeting	2:00	120.00	240.00
11/26/2018	-Kyle Noyed \$50	Public Info - Communications planning, draft meeting invite eblasts, create meeting event, draft and schedule spotlight posts, create template for annual report, research an draft event posts for FB, draft commission meeting web content	3:30	50.00	175.00
11/27/2018	-Jeff Dehler \$120	Rebrand - Renaming workshop presentation, materials, workshop planning, implementation plan.	3:00	120.00	360.00
11/28/2018	-Kyle Noyed \$50	Public Info - Review suggested articles, reformat template, create blocks, draft and edit jan and feb posts, draft and schedule holiday train posts, update annual report/eblast templates, draft and schedule news story posts, schedule jan and feb social media	4:15	50.00	212.50
11/28/2018	-Kyle Noyed \$50	Corridor Advocacy - Research contact info, reach out for supporter spotlight	0:30	50.00	25.00
11/28/2018	-Kyle Noyed \$50	Media - media check	0:30	50.00	25.00
11/30/2018	NMU Subcontracted	Jill Brown invoice for Professional Services	1	1,312.71	1,312.71
12/01/2018	-Kyle Noyed \$50	Media - Draft and schedule news item posts, instructions to webmaster on recent news item, review news items	0:45	50.00	37.50
12/01/2018	-Kyle Noyed \$50	Strategic Counsel - update budget tracker, google analytics, facebook analytics, reporting	1:15	50.00	62.50
12/03/2018	-Kyle Noyed \$50	Public Info - Draft December enews articles, check, organize respond to MNHSR emails, update constant contact/champions lists, draft and schedule spotlight posts	1:30	50.00	75.00
12/03/2018	-Kyle Noyed \$50	Corridor Advocacy - Communications with supporters on spotlights	0:15	50.00	12.50
12/08/2018	-Kyle Noyed \$50	Public Info - draft and scheduled news item posts, draft and edit December Enews	0:45	50.00	37.50

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
12/13/2018	-Kyle Noyed \$50	Strategic Counsel - Update stakeholders list	1:15	50.00	62.50
12/17/2018	-Jeff Dehler \$120	Rebrand - renaming logo and name review, draft survey	2:15	120.00	270.00
12/18/2018	-Kyle Noyed \$50	Rebranding - Build Rebrand survey	0:30	50.00	25.00
12/19/2018	-Kyle Noyed \$50	Corridor Advocacy - Edit supporter spotlight, emails with supporter	0:30	50.00	25.00
12/19/2018	-Kyle Noyed \$50	Public Info - check, respond and organize HSR email	0:15	50.00	12.50
12/20/2018	-Kyle Noyed \$50	Strategic Counsel - Activity report, stats	1:30	50.00	75.00
				BALANCE DUE	\$6,139.28



Invoice

Date	Invoice #
11/2/2018	MNHSR 9

Bill To
MHSR, attn: Jeff Dehler

Serviced	Description	Qty	U/M	Rate	Amount
10/5/2018	Call with Jeff. Follow up.	1	hr	100.00	100.00
10/9/2018	Call with Mod Co. Emails with Jeff re branding project.	0.5	hr	100.00	50.00
10/10/2018	Draft memo on branding.	0.75	hr	100.00	75.00
10/17/2018	Work with Jeff on memo; updates from staff	0.25	hr	100.00	25.00
10/26/2018	Strategizing with Jeff. Working on branding memo.	0.75	hr	100.00	75.00
10/29/2018	Edits to branding memo.	0.25	hr	100.00	25.00
				Total	\$350.00

Phone #	E-mail
612-889-2611	jilcbrown@msn.com



Invoice

Date	Invoice #
11/30/2018	MNHSR 10

Bill To
MHSR, attn: Jeff Dehler

Serviced	Description	Qty	U/M	Rate	Amount
11/2/2018	Account admin for Oct.	0.25	hr	110.00	27.50
11/12/2018	Prep and call with Jeff and Luke. Follow up emails.	1	hr	110.00	110.00
11/26/2018	Prep and phone meeting with Jeff and Luke re rebranding. Research.	1.5	hr	110.00	165.00
11/29/2018	Prep and attend brainstorming session at Red Wing. Meeting with Jeff on communications planning. Drive.	8	hr	110.00	880.00
11/30/2018	Emails and account admin for November.	0.5	hr	110.00	55.00
11/29/2018	Mileage to meeting in Red Wing.	138		0.545	75.21
				Total	\$1,312.71

Phone #
612-889-2611

E-mail
jilcbrown@msn.com



creative.idealspeech.org
 michael@idealspeech.org
 (952)201-1550

Invoice 0069
 October 20, 2018

FROM

Idealspeech Creative
 1449 Wellesley Avenue
 St. Paul, MN 55105

TO

Jeff Dehler Public Relations, LLC
 3427 Utah Ave. N
 Crystal, MN 55427

ITEMS

	Date	Hours	Cost
MNHSR - News & Member Updates	9/25	1.0	\$60.00
MNHSR - New Pages, Updates	9/25	1.0	\$60.00
MNHSR - Document Upload	10/20	0.25	\$15.00

Special Notes

*Credit Cards Accepted via Square Register
 Checks Accepted via our Mailing Address
 Make Checks Payable to Idealspeech Web Design, LLC*

AMOUNT DUE

Total Hours	2.25
Hourly Rate	\$60.00
TOTAL	\$135.00



1&1 IONOS Inc.
701 Lee Road
Suite 300
Chesterbrook, PA 19087
USA

Kris Longhenry
MNHigh Speed Rail
3427 Utah Ave N

Minneapolis, MN 55427-1974
UNITED STATES

Invoice Date: 11/16/2018
Invoice: 202022368938
Contract: 27845148
Customer ID: 25273708

Help Center: ionos.com/help
My 1&1 IONOS: my.ionos.com/invoices

Phone support: 1-877-300-8316
E-mail support: billing@ionos.com
Service hours: 24/7

Please have your personal phone PIN available for quick and secure authentication when speaking with our agents. You can set and manage this by logging in to my.ionos.com.

Invoice Summary (1&1 Beginner Package Linux)

Billing period starting: 11/15/2018

Item	Service	Charges	Usage	Total
1	PHP5.4 Extended Support 11/03/2018-02/03/2019	\$7.19 a month	3 mo.	\$21.57
Total amount due <small>Please DO NOT send cash, check or money order</small>				\$21.57

The total amount due will be charged to your credit card within the next seven days. Thank you.

Do you have questions regarding this invoice?
Please refer to your [Help Center](https://ionos.com/help) or log in to my.ionos.com for further information.



Agenda Item #7

MEMORANDUM

TO: Minnesota High Speed Rail Commission Members

FROM: Staff

DATE: December 27, 2018

RE: Set 2019 MN HSR Commission Meeting Calendar

ACTION: Approval

The Commission meets on the first Thursday of January, March, May, July, September and November, as defined in the bylaws. Meetings can be canceled if there are no time-sensitive action items. The bylaws also state that the Commission shall establish the time and day of their meetings at their annual meeting, which is the January meeting.

The Commission discussed its meeting schedule in November and focused on two options; 1) combine the May and July meetings into a June meeting or 2) consider the July meeting to be canceled unless action is required on a business item.

For discussion, staff has noted recurring action and information items that typically appear on the Commission's agenda, and related events that may generate discussion at a Commission meeting. Over the last two years, the Commission meetings served as a means for MnDOT to engage the public on the Twin Cities-Milwaukee-Chicago Phase 1 Second Train study. July is the only month with not recurring items or related events. The list is shown below.

January: Election of officers; state legislative session begins

March: Legislative update and discussion of bills

May: Train Day

July: No recurring business items or events

September: Liability insurance waiver decision; review draft work plan and budget for the next calendar year

November: Approve work plan and budget for the next calendar year; discuss legislative strategy for the coming legislative session



MEMORANDUM

TO: Minnesota High Speed Rail Commission Members

FROM: Staff

DATE: December 27, 2018

RE: Renaming and Rebranding the Mn HSR Commission

ACTION: Approval

At the November 1 Commission meeting, members discussed renaming and rebranding the Commission to better align with its current focus, implementation of the Twin Cities-Milwaukee-Chicago Second Train, running along the River Route at up to 79 miles per hour. With a desire to complete the renaming/rebranding in time for the 2019 legislative session, the Commission decided to convene a workshop where a group of members could meet with our consultant team and develop a few new names and logos for the full Commission's consideration and approval at the January 3 meeting.

A group of Commission members met on November 29 with three members of our consultant team, Jeff Dehler, Jill Brown and Luke Soiseth (MOD and Co.). The group discussed the evolution of the Commission's mission and focus, performed a SWOT analysis (strengths, weaknesses, opportunities and threats), and brainstormed new names and logos. A summary of the workshop discussion is on the following pages. The consultant team provided black and white electronic copies of several names and logos via email in December for refinement and further comment.

At today's meeting, Jeff Dehler and his team will lead the Commission through a review of the workshop and discussion of the names and logos favored by the workshop attendees.

MN HSR – Renaming/Rebranding Workshop
 November 29, 2018
 Goodhue County Justice Center, Red Wing

MEMBERS:

Commissioner Paul Drotos, Goodhue County
 Commissioner Cheryl Key, Wabasha County
 Commissioner Mike Slavik, Dakota County
 Ton Faella, Director, La Crosse Area Planning Committee
 Vice Chair/Councilmember Mark Vaughan, City of Hastings
 Councilmember Paul Schollmeier, City of Winona

OTHERS IN ATTENDANCE:

Commissioner Elect Chris Meyer, Winona County
 Kevin Roggenbuck, Ramsey County Public Works and RRA
 Sandie Jacobson, Ramsey County Public Works and RRA
 Jeff Dehler, DehlerPR
 Jill C. Brown
 Luke Soiseth, Mod & Company

Welcome and Introductions

The workshop was called to order by Vice Chair Mark Vaughan at 9:34 am. Introductions were made.

Workshop Outcomes

Mr. Dehler opened the workshop with a brief presentation of the expectations of today's meeting and described how rebranding can be done either through in-person meetings or staying in contact via email with this committee.

Schedule and Process

Mr. Dehler confirmed with the Committee that the goal is to provide the Commission with new names and color logos for a decision at the January 3rd meeting.

The committee preferred to review and comment on black and white logos and names online rather than convening another workshop. Mr. Soiseth said he can create a Survey Monkey for this Committee to respond to the black and white logos and names.

Review Commission Mission and Vision

Mr. Roggenbuck provided background/history on the Commission, its original mission and how their focus has evolved over time. The Commission has always been focused on passenger rail, although it also recognized that freight railroads benefit from track and switch improvements built for passenger rail.

Mr. Dehler led the committee in stating the Commission's current mission. Mission statement examples include:

- We advocate for the expansion of passenger rail service between the Twin Cities and Chicago.
OR
- We advocate for the addition of one round-trip passenger train between the Twin Cities and Chicago....along the River Route.

Committee members discussed elements of a mission statement:

- it should be simple and show people why this is a good idea
- references to high speed may be impediments to this Commission
- our main objective is to have additional service, something larger “to improve the corridor and economic vitality of XYZ through an addition of one round trip”
- we also need to make this route better, safer, the economic pillar of the state of MN and a way to move people
- tourism is important to the cities along the River Route
- we need to educate the public, especially the younger generations

Mr. Dehler suggested we do the SWOT analysis first before we finalize the mission statement.

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

Ms. Brown explained that we’ll gather data to carve out a niche in people’s mind as to what our core mission is. The group began working on the SWOT Analysis:

STRENGTHS (what’s working well within the organization)

Broad geographical reach

Members of Commission are passionate about this

Kevin/Having affiliation with Ramsey County to hold the Commission together/resources

Be prepared for opportunities

Amtrak Support

WEAKNESSES

Conflict resolution (Very different opinions to the point we had one commission member leave)

Missing representation along the line

Not connected to counter parts in Wisconsin & Illinois

Education of our members and the public

Outreach needs updating/editing

Dakota County doesn’t support HSR language

Timeline 2022

- Understanding of government pace

OPPORTUNITIES

Train technology is green (sustainable) – less auto traffic in the future

Elections

Ridership is increasing along this line

Economic development with stations

Tourism

Outreach needs updating/editing (Clean up our messaging on our material)

Senator Miller/Rep Pelowski leadership

Other rail projects = more riders

Last mile connections (Uber/Lyft)

All Aboard MN – grow fan base

Rail is connecting people & product

Moving Minnesota

THREATS

ZipRail process

Finding funding to advance our cause (getting commitment from our government)

Change of elected officials

Current image (High Speed Rail)

Awareness of Us

Chicago

- Crime coming here
- Money going out of Minnesota

Benefits beyond station

Legislative delegates mostly anti rail

Other railroad projects

Ms. Brown asked the committee if each of the members has the TCMC Second Train in their legislative plan for 2019 for their county or city. Many said “no” but their organization has publicly supported conventional passenger rail and the second train. Some legislators are willing to discuss a second train to Chicago but there are still many who are anti rail, including urban rail transit.

The committee discussed whether their mission is focused only on passenger rail. The Commission has often promoted passenger rail improvements as also being beneficial to freight movement. If our mission statement says more about the people and our product, then we don’t need to include it in our name.

Brainstorm New Name for the Commission

The committee discussed whether to keep Minnesota and Commission in the name, thinking it could make a difference with greater Minnesota legislators. We do not have to include the word Commission in the new name. We can have a tag line that further describes us if that’s something the committee is interested in. Mr. Dehler stated “New name New train” can be a tag line for rolling out the new name of this Commission.

Some committee members liked the current logo of a moving train because the train appears to be moving the name of the Commission.

Ms. Jacobson then read off the names that were suggested at the September and November regular Commission meetings and Commissioner Drotos offered several names.

Jeff Dehler asked the Commission members to choose their 3 top/favorite names. Councilmember Jane Prince had given her recommendations to Mr. Roggenbuck & Mr. Dehler before leaving the November 1st meeting since she couldn’t attend today’s special meeting.

The top three names are:

Great River Rail

Great River Rail Connection

Great River Route

Members asked whether the name should identify that we are promoting passenger rail. Discussion followed about keeping the name broad or be specific. Although there are barges on the river and traffic

on the highways, we are advocating for the rail connection. There was more discussion about whether we should show rail through a graphic, versus using the word rail within the name.

Mr. Dehler summarized the discussion. Having the train and the river as part of the visual is a good thing. Are there other things that should be included in the visual? Members suggested adding Minnesota to it, include river route or river connection as part of the logo even if it's not in the name.

Vice Chair Vaughan stated that members can email Jeff Dehler, Ms. Brown and Luke if you still have questions or ideas that could be part of the options brought to the full Commission on January 3. Mr. Dehler it will be the third week of December when they send things out to this committee for our review. In the meantime, feel free to contact us. Mr. Dehler's group will include tag lines with the logos and ask you for your feedback.

A motion to adjourn the meeting was requested. Commissioner Slavik moved to adjourn the meeting, seconded by Mr. Tom Faella. Vice Chair Vaughan adjourned the meeting at 11:35 am.



Agenda Item #9

MEMORANDUM

TO: Minnesota High Speed Rail Commission Members

FROM: Jeff Dehler Public Relations

DATE: December 27, 2018

RE: Solicitation for a Lobbyist: Selection of a Qualified Firm

ACTION: Approval

As part of the approval of the 2019 Work Plan and Budget at the November 1 meeting, the Commission authorized the issuance of a Request for informal Quotes (RFIQ) through the Ramsey County Procurement Office for a lobbyist. The purpose of hiring a lobbyist is to assist the Commission in securing state funds in the 2019 legislative session for the next phase of work in the Twin Cities-Milwaukee-Chicago Second Train, the environmental analysis and the final design of recommended improvements.

The RFIQ was issued on November 16 and quotes were due to be received by December 14. Ramsey County received two quotes, Egan Public Affairs from Red Wing, MN and Larkin Hoffman Attorneys, Minneapolis, MN. Staff reviewed the quotes and shared them with Nick Riley, Ramsey County Government Relations, for his review. Below are notes from the joint review.

Egan Public Affairs

- Past and present client base of approximately 30 organizations include passenger rail clients (on Board Midwest) advocating for increased passenger rail service to Chicago and freight railroads
- Dennis Egan would represent the Commission
- Former mayor of Red Wing, MN
- Considered fully qualified to represent the Commission

Larkin Hoffman Attorneys

- Currently represents Ramsey County on several legislative initiatives in addition to approximately 40 additional clients
- Offers a team-centered approach
- Represented a variety of clients and legislative initiatives
- Considered fully qualified to represent the Commission

Staff offers this review for your consideration in deciding whether to hire a lobbyist.



Agenda Item #10

MEMORANDUM

TO: Minnesota High Speed Rail Commission Members

FROM: Jeff Dehler Public Relations

DATE: December 27, 2018

RE: Public Outreach and Advocacy Activities: October – December Update

ACTION: Information

Major Activities

Since our last report of October, our major activities have included the renaming, rebranding process kick off, monitoring elections and upcoming changes, preparing legislative plans for the upcoming legislative session, and growing awareness of the TCMC Second Train project via emails, social media, and local news coverage.

Work Summary

- Renaming/rebranding planning, commission workshop, graphic design, committee survey
- Monitored and promoted new TCMC website content throughout the MNHSR website
- Two emails sent to subscribers; one e-newsletter, one meeting reminder drafted
- Draft 1 of 2018 annual report
- Monitored media coverage, updated website news page
- Posted approximately 80 Facebook updates with an emphasis on the TCMC and River Route holiday events. Responded to comments. Monitored shares
- Rotated content on website homepage feature, and other website updates including photos and slideshow content on homepage
- Began updating elected officials in the stakeholders list

Rebranding Process

The process to rename and rebrand the commission began during this period. A workshop was conducted with a committee of commission members and a survey was created to get feedback from the committee. The commission is expected to finalize its new name and choose a new logo image at its meeting of Jan. 3.

Analytics Report

Highlights

- Website visits are up slightly with a large number of new visits. The homepage remains the most visited page, with a few new TCMC Second Train pages growing in audience size significantly since publication.
- We sent 2 emails to subscribers.
- Facebook likes remained steady at 2,061

Website:

The Google analytics report for <http://www.mnhighspeedrail.com> for the current time period is attached. Below are basic web statistic comparisons. Website views are up slightly from the last period with new pages growing in audience size.

Time Period	Sessions	Sessions/Day	Pages/Session	Ave Session Duration	% New Sessions
Oct 21-Dec 20, 2017	580	10	1.48	1:13	85.7%
Dec 21-Feb 20, 2018	726	12	1.96	1:16	90.4%
Feb 21- Apr 20, 2018	676	11	1.93	1:17	97%
Apr 21-June 20, 2018	763	12	1.79	1.21	97%
Jun 21 – Aug 20, 2018	1028	16	1.75	1:22	94.1%
Aug 21 – Oct 20, 2018	647	11	2.65	2:34	97%
Oct 21- Dec 20, 2018	746	12	1.59	1:08	97%

E-newsletter:

Emails were sent to subscribers via Constant Contact including a meeting invite and meeting invite reminder. These emails also pointed out new website content and recent news coverage. December e-newsletter and January meeting invite reminders were drafted to be sent in late December and early January. The 2018 annual report is the beginning stages and will be sent when the branding process is complete. Emails continue to outperform industry averages for both Government and Transportation-related businesses and organizations.

The industry average open rate for Government Agencies or Services is 22.93% with a 9.55% click rate.

The industry average open rate for Transportation is 17.51% with a 15.19% click rate.

The statistics for the MNHSR emails sent this period are:

- 10/26 Meeting Invite – 34% open rate, 10% click rate
- 10/29 Meeting Invite Reminder – 30% open rate, 17% click rate

Facebook:

Facebook posts placed an emphasis on the holiday events taking place in the River Route as well as new website content and recent news coverage. There has been a little bit of excitement and increased interaction since the recent election when it comes to possible progress on the project. No posts were boosted during this period.

Facebook still shows the posts to fewer users but attempts at getting shares and activity have driven the number of higher viewed posts back up. Crafting shareable posts will continue to be a focus moving forward.

The Facebook Insights report for the current time period included these basic statistical comparisons:

Time Period	Likes	Posts Reaching >300
October 21 – Dec 20, 2017	2,064	15
Dec 21, 2017 – Feb 20, 2018	2,070	12
Feb 21 – April 20, 2017	2,058	11
April 21 – June 20, 2018	2,058	7
June 21 – August 20, 2018	2,063	12
August 21 – Oct 20, 2018	2,065	11
October 21 – Dec 20, 2018	2,061	18

The top 5 performing posts from the period were:

Posted	Post Message	Unique Users	Comments	Likes
12/16 8:45 AM	The Midwest High Speed Rail Association wants to revitalize the Midwest with rail travel.	1,207	1 on shares	40 on post 19 on shares 3 love on post 2 love on shares 1 haha on shares
12/5 10:35 AM	Here's an interesting look at rail travel between the Twin Cities and Mankato. Scroll down to learn about the vision for a Mankato-Twin Cities Express.	737	1	23 on post 1 on shares
12/3 11:05 AM	Get to know the vision of the Rail Passengers Association	660	2 on shares	23 on post 7 on shares 3 love
12/3 7:34 AM	The Pioneer Press takes a look at what recent election results could mean for expanded passenger rail in Minnesota.	620	3 on post 6 on shares	19 on post 2 on shares
11/29 8:31 AM	Take a look at an opinion on high-speed rail between the Twin Cities and Chicago from Wisconsin.	593	9 on post 1 on shares	9 on post 1 on shares 18 on post 1 on shares 3 love