



# CITY COUNCIL MEETING MINUTES

Richfield, Minnesota

## City Council Work Session

October 28, 2025

<b>ITEM #1</b>	<b>CALL TO ORDER</b>
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The meeting was called to order by Mayor Pro Tempore Hayford Oleary at 5:46 p.m. in the Bartholomew Conference Room.

*Council Present:* Sean Hayford Oleary, Mayor Pro Tempore; Sharon Christensen; Walter Burk; Sean Hayford Oleary; and Rori A. Coleman-Woods.

*Absent:* Mary Supple, Mayor.

*Staff Present:* Katie Rodriguez, City Manager; Jan Youngquist, Economic Development Manager; Sam Crosby, City Planner; Melissa Poehlman, Community Development Director; Kate Aitchison, Communications Manager; Michelle Friedrich, City Clerk

*Others Present:* Ryan Short, CivicBrand Cofounder; Erin Vrieze-Daniels, Economic Development Authority (EDA) Chair; Gordon Hanson, EDA Commissioner; John Young, EDA Commissioner arrived at 6:04 pm.

<b>ITEM #2</b>	<b>ITEM DISCUSSION – I-494 PHASE 2</b>
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Economic Development Manager Youngquist presented the downtown branding and placemaking strategy, engagement, and community feedback highlights and challenges. Economic Development Manager Youngquist introduced CivicBrand Cofounder Ryan Short. Mr. Short reviewed the Placemaking Playbook, the branding process of focusing on merging downtown identity with small, incremental improvements across Richfield to achieve goals. Discussion covered opportunities for public art, trail connections, signage, and activation of underused spaces such as parking lots and other potential, public gathering areas.

Council and commissioners emphasized the importance of cohesive branding, clear signage, and pedestrian-friendly gathering areas, while ensuring improvements align with existing city character. Council and commissioners supported activating spaces through seasonal uses, food trucks, and community art, but expressed differing views on specific locations.

Mr. Short presented three branding design concepts — Shapes, Patchwork, and Line — with Option 2 (Patchwork), receiving the most support for its flexibility and vibrant design. Discussion

highlighted the need for consistent signage, internal design standards, and public engagement in final branding decisions.

Public comments supported continued use of "The Hub," requested community input on colors and art, and raised concerns about maintenance and cost.

Economic Development Manager Youngquist provided a summary of the Council and EDA discussion and noted support for continued placemaking efforts, exploration of Option 2 branding designs, and implementation of temporary/tactical projects before permanent installation.

<b>ITEM #15</b>	<b>ADJOURNMENT</b>
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Mayor Pro Tempore Hayford Oleary adjourned the meeting at 6:52 pm.

Date Approved: November 14, 2025



Sean Hayford Oleary  
Mayor Pro Tempore



Michelle Friedrich  
City Clerk



Katie Rodriguez  
City Manager






# 2025-10-28 Work Session Minutes

Final Audit Report

2025-11-19

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