



CITY OF MARSHFIELD  
**MEETING NOTICE**

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**SPECIAL COMMON COUNCIL MEETING  
CITY OF MARSHFIELD, WISCONSIN  
TUESDAY, JULY 28, 2015  
City Hall Plaza, Room 108  
5:30 p.m.**

NOTE TO VISITORS AND GUESTS: Welcome to this meeting of the Common Council. We appreciate your interest in the City of Marshfield. Item "E" on the agenda (below) provides an opportunity for the Mayor and Council to receive comments from members of the public. If you would like to make a comment, please write your name and address and indicate your topic on a form at a table near the entrance to the Council Chambers prior to the beginning of the meeting. After being recognized by the Mayor at the appropriate time, please address the Council from the podium, first stating your name and address.

- A. Call to Order by Chris Meyer, Mayor
- B. Roll Call
- C. Conduct strategic planning session #6 (reduce/prioritize identified goals)
  - 1. City facilities
  - 2. Infrastructure
- D. Discuss date/time for next session – Tuesday, August 25<sup>th</sup> at 5:30 p.m.
- E. Adjournment

Posted this day, July 24, 2015 at 11:30 a.m., by Deb M. Hall, City Clerk

Notice

*It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715)486-2023.*

**SPECIAL COMMON COUNCIL MEETING MINUTES**  
**JUNE 23, 2015**

**PRESENT:** Buttke, Cummings, Earll, Feddick, Feirer, Jockheck, Reinart, Spiros, Wagner  
**ABSENT:** Hendler  
**OTHERS:** City Administrator Barg, Mayor Meyer

Mayor Meyer called the meeting to order at 5:32 p.m. in Room 108 of the City Hall Plaza.

The Mayor and Council reviewed the items mentioned under the heading of “economic development” at another strategic planning session earlier this year, and identified the following 4 high-level goals:

- Attract/retain quality businesses
- Offer environment (utilities, workforce, etc.) where companies can start and flourish
- Assist new business opportunities (incubators, financing, etc.)
- Identify/focus on areas where we might be most successful (health care, technology, etc.)

Barg advised that the next strategic planning session is set for Tuesday, July 28th at 5:30 p.m. in Room 108 of City Hall.

With no other business before the Council, Wagner moved and Spiros seconded the motion to adjourn. Motion carried unanimously. Meyer declared the meeting adjourned at 6:47 p.m.

Respectfully submitted,  
Steve Barg, City Administrator

## **SUMMARY OF ISSUES RAISED DURING COUNCIL'S STRATEGIC PLANNING SESSIONS 2-3**

### **Recreation/quality of life**

- Central location for community information (events, etc.)
- Improve the downtown district to make it a greater draw
- Offer recreation options that serve various demographics
- Provide good mix of different types of park facilities/uses
- Increase use of fairgrounds property (recreation, events)
- Complete upgrades to make park facilities ADA compliant
- Water (future of Hefko pool; manmade water feature, etc.)

### **City facilities**

- Make the best possible use of existing facilities
- Police station
- City Hall
- Civic center
- Utility facilities
- City garage (including shoe factory)

### **Infrastructure**

- Tree replacement
- Water pipes
- Street funding (referendum?)
- Alternatives to curb/gutter or ditches
- Stormwater
- Airport
- Clinic/hospital

### **Economic development**

- High paying/quality jobs
- Development incentives
- Water capacity
- MACCI/Main Street/CVB teamwork
- Downtown
- Geographic constraints
- TIF strategy
- Business/industrial parks
- EDB
- Highway 10 corridor
- Business/workforce development
- Housing to support business

### **Financial management**

- Role of City in funding community projects (guidelines?)
- Special referendum for specific projects
- Room tax increase?
- User fees – current?
- Sell our services (GIS, communications, etc.)
- Break from County taxes for services we already provide
- Debt policy
- Staffing levels

### **Communication/partnerships**

- Identify our customers
- Communications manager (fund w/excess cable funds?)
- Communications strategy
- Tighten relationships w/other agencies, etc.

## **SUMMARY OF HIGH-LEVEL GOALS IDENTIFIED DURING COUNCIL'S STRATEGIC PLANNING SESSIONS 4-5**

### **Recreation/quality of life**

- Evaluate "recreation complex" idea
- Increase communication/cooperation with others
  - Effectively promote recreational opportunities
- Strive to develop a greater sense of community

### **Economic development**

- Attract/retain quality businesses
- Offer environment (utilities, workforce, etc.) where companies can start and flourish
- Assist new business opportunities (incubators, financing, etc.)
- Identify/focus on areas where we might be most successful (health care, technology, etc.)

## **GOALS FOR SESSIONS 6-7**

**Session 6 (July 28<sup>th</sup>):**

Identify high-level goals for city facilities and infrastructure

**Session 7 (August 25<sup>th</sup>):**

Identify high-level goals for financial management and partnerships