

SPECIAL COMMON COUNCIL MEETING MINUTES

APRIL 28, 2015

PRESENT: Feirer, Feddick, Jockheck, Earll, Wagner, Reinart, Cummings, Spiros, Buttke, Hendler
ABSENT: None
OTHERS: City Administrator Barg, Mayor Meyer (left the meeting at 5:55 p.m.)

Meyer called the meeting to order at 5:31 p.m. in Room 108 of the City Hall Plaza.

On March 24th, Council discussed 3 of the 6 areas identified from the first strategic planning session on February 10th. At this meeting, Barg led discussion of the final 3 categories, with the results as follows:

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.

Barg advised that the next special Council strategic planning session would be on Tuesday, May 26th at 5:30 p.m. in Room 108 of City Hall. At that time, the Council will be asked to review and prioritize the areas identified from all of the 6 categories.

With no other business before the Council, Spiros moved and Jockheck seconded a motion to adjourn. Motion carried unanimously. The meeting was adjourned at 6:37 p.m.

Respectfully submitted,
Steve Barg, City Administrator