

**2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES**  
**OF THURSDAY, DECEMBER 10, 2015**

Meeting called to order by Chairperson Gustafson at 3:04 P.M. in Conference Room 108 of City Hall Plaza.

**PRESENT:** Chairperson Joe Gustafson Mayor Chris Meyer; Justin Casperson; Alderperson Ed Wagner; Bob Trussoni; Michelle Morley; Ann-Marie Nelson Brine; Dan Knoeck; and, Sam Warp.

**ABSENT:** Bob Haight

**ALSO**

**PRESENT:** Josh Miller, City Planner.

**Approval of Minutes – November 12<sup>th</sup>, 2015**

**CPSC15-05** Motion by Casperson second by Warp to approve the minutes of November 12, 2015.

**Motion Carried.**

**Citizen Comments**

No comments.

**Review Facilitator Proposals**

**CPSC15-06** Motion by Knoeck second by Wagner to contract with SEH to facilitate the kickoff meeting.

**Motion Carried.**

Miller gave a brief summary of the proposals and shared the estimated costs for each.

- SEH proposal - \$2,000 - \$3,000 depending on details.
  - Review and summarize exiting goals, objectives, and policies
  - Two facilitators
    - Issues and Opportunities facilitation discussion
    - Visioning and goal setting exercises
  - Workshop write up
- Cedar Corporation – not to exceed \$4,750.
  - Pre-event meeting
    - Review planning topics
    - Identify info the City would like to collect
    - Identify strategies to engage the public
    - Assign roles
    - Provide public relations
    - Inspect facilities
  - Two facilitators
    - Provide and coordinate materials for meeting
    - Set up meeting facility

- Facilitate event with assistance from City Staff and Steering Committee
- Provide summary report

### **Develop Framework for the Town Hall Kickoff Meeting with the Public**

Miller asked the Committee what type of exercises we should include in the workshop? Five big ideas for 2037? Headline exercise? There were no additional suggestions at this time.

The Committee discussed a lot of ideas but ultimately came to a consensus with the slogan: “Imagine Marshfield 2040”. The Committee was in favor of using the slogan for the poster, postcards, and table tents.

Meyer suggested getting a list of committees from Amy to send out postcards to. Put in MACCI Perspectives. Send to Main Street.

Table tops for restaurants. Print about 100. Daily Grind, Patio, McDonald’s, Hardees, Sunrise Restaurant, Nutz Deep II. Ask to put information in newsletter for groups like the Lions Club, Rotary, Kiwanis.

### **Update on Community Survey**

Random sample vs paper copies available? Have a separate survey and be clear on what it will be used for. Need to provide the opportunity for those that aren’t randomly surveyed. The Committee felt that a separate paper survey should be available.

If we don’t get enough surveys returned, will we send out another one? Is it valid then? Staff will check with UW-River Falls Survey Research Center.

The Committee decided that MACCI gift card for both surveys: four to five \$100 gift certificates.

### **Review Existing Conditions Report Chapters – Land Use and Housing**

Meyer left at 4:17 pm.

Miller asked the Committee if there are other comparisons you feel would be good to make or other conclusions that could be drawn from the data? The Committee suggested we compare Marshfield with Cities in the tables and compare the Counties in the narrative.

Miller also explained the issues we’ll have for household and population projections in that the Department of Administration shows a decline and those are numbers we have to use or have justification for using other projections.

Knoeck left at 4:29 pm.

## **Update to Proposed Comprehensive Plan Schedule**

Miller explained the reason for the change in schedule. Wagner said we need to make the survey release a big event.

## **Set Meeting Date and Future Agenda Items**

The next meeting will be scheduled for Thursday, January 14, 2016, in Conference Room 108 at 3:00 PM. Topics for the agenda will include: continued discussion on the survey, Kick-off meeting, and additional Existing Conditions Report chapters.

## **Meeting adjourn at 4:36 P.M.**

Respectfully submitted,

Josh Miller  
City Planner