

2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES
OF THURSDAY, February 11, 2016

Meeting called to order by Chairman Gustafson at 3:07 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Chairperson Joe Gustafson; Alderperson Ed Wagner; Bob Trussoni; Dan Knoeck; Bob Haight; Justin Casperson; Ann-Marie Nelson Brine; and, Michelle Morley (via phone).

ABSENT: Mayor Chris Meyer (excused); and Sam Warp (excused).

ALSO

PRESENT: Josh Miller, City Planner; and Sam Schroeder, Zoning Administrator.

Approval of Minutes – December 10, 2015 and January 14, 2016

CPSC16-01 Motion by Casperson second by Knoeck to approve the minutes of December 10, 2015.

Motion Carried.

CPSC16-02 Motion by Brine second by Wagner to approve the minutes of January 14, 2016.

Motion Carried.

Citizen Comments

Review of the Town Hall kickoff Meeting with the Public

The committee all agreed that there was a great turnout with a wide demographic of people. The committee also reviewed the summary report provided by SEH for the Kickoff meeting.

Discussion of Future Public Participation Efforts

The committee discussed the possibility of expanding on the successful kickoff meeting to smaller focus groups throughout the community to either local shops/businesses or local organizations. The goal would be to identify demographics or specific age groups and have them provide like data between groups to compare the differences. Topics may include hopes and concerns for the community and/or personal data such as where they're from and why they came here. One demographic that the committee pointed out that was lacking was input from 18-26 year olds. Ideas to get feedback from this age group was to concentrate on the UW and Tech colleges in Marshfield.

Miller further explained that Marshfield Young Professionals recently had the idea to combine one of their events with the City's efforts to update the Comprehensive Plan. The last week of April in Wisconsin is Young Professional's Week, where each organization is responsible for hosting 2 events. One idea was to have an event similar to the kickoff meeting with the focus on your professionals and millennials in the community.

Update on Community Survey

Miller explained that the community survey was sent out this week along with a press release to the public informing them of the survey and encouraging them to take the time to complete it. Surveys are due February 24th, 2016. UW-River Falls Survey Research Center is hoping to have a report returned to the committee sometime in May. Miller also pointed out that individual surveys are also available at the library and City Clerk's office. These survey results will be compiled separately than the random mailing survey.

Review Existing Conditions Report Chapters – Transportation

Miller briefly went over the draft transportation chapter of the Existing Conditions Report. He further explained that the City is working on a downtown parking analysis that may also be included in the report and discussing bicycle routes at the upcoming Plan Commission meeting.

Knoeck left at 4:40pm

Set Meeting Date and Future Agenda Items

The next meeting will be scheduled for Thursday, March 10, 2016, in Conference Room 108 at 3:00 PM. Topics for the agenda will include: approval of the February 11, 2016 minutes, and additional Existing Conditions Report chapters.

One item on the agenda is to elect a Vice Chair.

Meeting adjourn at 4:47 P.M.

Respectfully submitted,

Sam Schroeder
Zoning Administrator