SEPTEMBER 10, 2007

Special meeting of the Common Council was called to order by Mayor Meyers at 6:00 p.m., in the Council Chambers, City Hall Plaza.
PRESENT: Michael Feirer, Alanna Feddick, Trish Siegler, Ed Wagner, Josh Hansen, Donald Krueger, Tom Buttke and Pete Hendler.
ABSENT: Tim Kraus and John Spiros

The flag was saluted and the pledge given.

PUBLIC COMMENT PERIOD
None

Director of Planning and Economic Development Miller explained that back in April a Strategic Planning session was held and as a result of the "key items for action" discussion, the group identified three over-arching goals for the city:

1. The City of Marshfield will be a healthy, sustainable city.
2. The City of Marshfield will be a place for life-long learning.
3. The City of Marshfield will be a destination for people of the surrounding region and long-term, for people of Wisconsin and surrounding states.

Also during the process of the Strategic Plan the assessment of existing documents and existing community input summarized the concerns for the community and the council. The critical issues were about the city's economy and economic development.

She explained that the Goals and Objectives Matrix has been broken down into categories:

1. Housing and Neighborhood Development Initiatives
2. Economic Development Initiatives
3. Natural and Cultural Resources Initiatives
4. Utilities and Community Facilities Initiatives
5. Transportation Improvements
6. Research Identity
7. Education Initiatives
8. Promotion and Marketing
9. Tourism Initiatives
10. Downtown Initiatives
11. Creative Partnerships Initiatives
12. Other Ordinance Changes

The Council needs to take those different issues and pick two or three goals from the matrix that fit into those over-riding issues. Work plans will then be developed and they will also be taking a look at who is working on what and what is currently ongoing.

Alderperson Siegler stated that she and Amber Miller gave a presentation to the Noon Rotary Club about the Strategic Planning process. Members of the Rotary Club had a couple of suggestions:

1. Keep the messages simple.
2. Focus on Economic Development and putting our initiatives in that direction.

Amber Miller recommended using the following goals:

1. Economic Development Initiatives
2. Natural and Cultural Resources Initiatives
3. Promotion and Marketing or Tourism Initiatives (these can be combined)

Some of these goals can be combined. At this point they did not combine any of them because they are listed as separate goals as part of the Strategic Plan.

Administrator Brehm said that the City has adopted a Vision Statement. On page 4 of the Strategic Plan it talks about those over-arching goals as mentioned by Amber. If we are to achieve those goals, than that is working towards our vision for the City of Marshfield. In order to measure how successful we are doing, you need to decide which initiates you want to implement to attain those goals.

Alderperson Wagner said that on page 2 of the matrix it talks about creating an Economic Strategic Plan for the City of Marshfield. What we are actually talking about is a Marketing Plan and we currently don't have one. This should be the highest priority if we are serious about economic development. Also listed is the coordination of local efforts with regional economic development strategies. He has been involved with some of those before and it works just fine until there is a real business out there that wants to locate somewhere within that region and then each community goes into survival mode. He would de-emphasize regional activities or trying to partner with other communities.

Mayor Meyers responded that the City is currently involved in two aspects of regional cooperation. One is Centergy and the second is the on-going talks about the possibilities of combining Revolving Loan Funds. Actually the State Department of Commerce is encouraging regional groups.

Amber Miller added that the reason it has worked in Marathon County is the Non-Compete Agreements that these communities sign. The Green Bay Area Chamber of Commerce has just gotten all of their communities in their area to sign off on a regional program and they have signed off on a Regional Non-Compete. This means that they are not going to try and poach businesses from one community to another. If you can't get the communities to agree to it than regional cooperation does not work.

Alderperson Wagner said that when he looks at the players involved and the responsibilities involved in economic development, he feels that it needs to be streamlined and simplified a great deal. But at the same time there is one player that is not included and that is the Marshfield Utility. They should be included because if we do in fact have the second best power rates in the State of Wisconsin than that is obviously a marketing tool that needs to be done.

Alderperson Krueger commented that you need to look ahead and recognize where you can get additional businesses but then you need to look to see if you have the infrastructure available for these businesses and do we have the road systems available. We need to be set so that we are ready if businesses do want to relocate.

CC07-270 Motion by Siegler, second by Hansen that the three (3) goals for the Strategic Planning process to focus on are:

1. Economic Development Initiatives
2. Sustainability
3. Transportation Improvements

Alderperson Buttke felt that Promotion and Marketing is very important but he can understand that with the three goals that are included in the motion along with a Marketing Plan that promotion goes along with it. If you don't have promotion than it doesn't do any good to do any of this.

Alderperson Hendler agrees with Alderperson Siegler. The suggestions that were made are diverse enough to cover enough territory to provide us initially with a good starting point.

Alderperson Siegler said that choosing these three areas to place our energies on right now doesn't mean that the other areas shouldn't be touched. All the committees and departments that are involved should have and work towards some of the goals that are mentioned on the list and even being creative and work outside of this list as long as we are working towards the same mission and vision.

Amber Miller asked Alderperson Siegler for some clarification regarding the motion. Sustainability is not one of the categories so is she referring to the Natural and Cultural Resources Initiatives? She could split out the Cultural and Natural Resources if Alderperson Siegler just wants to do Natural Resources.

Alderperson Siegler responded that Sustainability is more than that. She knows that this is not listed on the Matrix but Sustainability could almost be its own area with some of the components that are listed throughout the matrix placed underneath it.

Amber Miller said that it could but it would change all of the other categories. They have tried to divide them by the different Transportation Improvements and Utilities and Community Facilities and Education.

Alderperson Siegler agreed to go with Amber's suggestion of Natural and Cultural Resources Initiatives.

Motion **CC07-270** was amended to:

1. Economic Development Initiatives
2. Natural and Cultural Initiatives
3. Transportation Improvements

CC07-271 Motion by Hendler, second by Wagner to call for the question. All Ayes
Motion carried

Vote on **motion CC07-270 as amended**: All Ayes
Motion carried

CC07-272 Motion by Siegler, second by Feddick to approve the matrix as amended. All Ayes
Motion carried

Alderperson Siegler emphasized the need to keep working with existing relationships and partnerships and than going outside the box and trying to identify further individuals to work with on different objectives. Because we have so many different organizations and committees involved, she would like to see those committee agendas include talking about these goals and objectives so the committees address them.

Mayor Meyers added that we could send a directive out to each of the committees regarding the matrix and start to have them recognize how they are expected to be involved in some of this stuff, now and in the future.

Motion by Buttke, second by Hendler to adjourn at 7:09 p.m.
Motion carried

Deb M. Hall
City Clerk