



**Meeting:** Downtown Citizen Steering Committee Meeting #8

**Date:** November 21, 2013

**Time:** 6:00 – 8:00 p.m.

**Location:** Associated Bank, 6<sup>th</sup> floor Conference Room  
433 Main Street

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*Last Updated On: November 26, 2013*

## **MEETING SUMMARY**

### **1) Call to Order**

N. Sparacio called the meeting to order at 6:03 p.m.

### **2) Approval of October 17, 2013 Meeting Summary**

A motion was made by R. Byrne and seconded by G. Spevacek to approve the summary of the October 17, 2013 meeting. Motion carried. Vice Chair, A. Galt, arrived.

### **3) Discuss Draft State of the Downtown Report**

The project team provided several options for gathering Steering Committee feedback on the draft State of the Downtown Report. The Committee agreed that the time dedicated to this discussion should be limited for the sake of the other agenda items. A. Galt set a 10 minute time limit for discussion. Questions and discussion included the following main points:

- Can orienting features or images be added to the maps? The Study Area overview map would be the best place to possibly do this, as the other maps can quickly become cluttered with too many features and layers. The Street names are included on every map as the primary source of orientation.
- The planning history section does not include every city plan developed for the downtown, but it does include the major, comprehensive planning efforts that were adopted by the city. A listing of some of the other known studies may be a possible addition.
- The appendices are being finalized which include a historic building inventory and the public workshop reports.

N. Sparacio will send out a Doodle poll to determine a time to meet for those interested in providing further comments and revisions for the Report. Committee members and advisors can also provide written comments to N. Sparacio at any time.

### **4) Review Results of Online Survey**

D. Grove reported on the results of the online survey. The survey was open for responses from November 7 through November 20 which resulted in 281 completed surveys. The survey sought responses to the same development and public improvement scenarios presented at the October public workshop. Low attendance at the October workshop was one of the primary reasons for providing the online survey, but the combined numbers of survey respondents and workshop participants bring the total to 340. This represents the greatest amount of community input so far in this process, and is especially meaningful given the length and amount of detail included in the survey.

Online survey feedback resulted in some slight shifts in preferences when compared to the public workshop responses. As one example, the Shoreline Enhancement concept edged out Bridge Enhancements as the highest priority public improvement, but both continued to show strong

support from the community. In contrast, community preferences regarding the Downtown Core concepts were further solidified. There continues to be clear preference for the Pine Street Extension concept over the Town Square concept. A full written report of the survey responses will be completed soon.

**5) Review Draft Vision and Goals**

A first draft vision statement and a set of goals and objectives were provided to the Committee for review. The project team explained the function of these plan elements as making broad value statements about the community's aspirations. These draft materials will be further discussed at a future meeting after the Committee has had time to review the drafts in detail. Initial comments centered around making additions to the vision statement to emphasize the role of the downtown as an attraction and draw, and to add other specific references to desired activities like shopping and the arts. Initial discussion on the goals and objectives acknowledged the importance of the existing businesses in the study area, and pointed out a need for strengthening the transportation connectivity objectives.

**6) Discuss Plan Recommendations Report**

- a) The project team described the expected format and structure of the Plan Recommendations Report. There will be many avenues to address the various issues and opportunities that the Committee has discussed over the months. Higher levels of detailed planning will be focused on catalytic components like key redevelopment sites and high priority public realm improvements. Priorities in this regard will be refined in the coming weeks as guided by community input, Steering Committee participation, feasibility analysis, and discussions with potentially affected stakeholders. Implementation items will come together in an action plan that identifies responsible parties, other key stakeholders, recommended timing, and estimated costs where appropriate.
- b) Further discussion focused on potential content for the Plan Recommendations Report. The Committee further reviewed the 10 development scenarios and 8 public realm improvements that have been presented to the public in several forms since the October 16 public workshop. Of the two town square concepts, the Committee strongly supports the larger Pine Street Extension concept and wants to make this a near term recommendation of the plan. There was discussion as to whether it is meaningful to plan anything for the Larsen Green area given the impending proposal by Walmart that would consume most of the site. The Committee concluded that their charge includes developing a plan for the Larsen Green area, and the desired direction is a mixed-use approach that could include some type of larger anchor. That anchor could be a grocery store, a college campus or building, or an office use, any of which would leave room for complimentary residential uses, would potentially reuse the existing office buildings, would fit the design of the downtown environment, and have a positive relationship with land uses and buildings on the west side of Broadway. The project team will develop an appropriate scenario for this site based on the feedback.

**7) Preview December 12 Public Workshop**

The purpose of the December 12 public workshop is to present an initial draft of the downtown master plan to the community. This will be a "stitch-together" version of all the key components of the plan including the vision, goals, objectives, policies, and recommendations. These will be "works in progress," as the Committee will have the opportunity to make adjustments at its December

meeting after having received the public feedback. The next workshop will be held at the Neville Museum on a Thursday evening where we've had the best results with attendance levels.

**8) Set Next Meeting**

The Committee meets on the third Thursday of each month, so the next meeting will be December 19<sup>th</sup> at Associated Bank at 6:00 p.m.

**9) Public Comment**

There were no public comments in addition to the discussion of the Citizen Steering Committee on the agenda items.

**10) Adjourn**

A. Galt adjourned the meeting at 8:20 p.m.

**Meeting Attendees**      Present, Excused, Absent

<u>P</u> Alex Galt	<u>P</u> Ian Griffiths
<u>P</u> Brent Weycker	<u>P</u> Jamie Blom
<u>P</u> Carol Karls	<u>P</u> Jeff Mirkes
<u>E</u> Chris Naumann	<u>P</u> Lawrence Ferry
<u>A</u> Chris Niles	<u>P</u> Mayor Jim Schmitt
<u>E</u> Chuck Lamine	<u>P</u> Miriah Kelley
<u>P</u> Cindy Mills	<u>P</u> Nicole Zich
<u>P</u> Dan Moore	<u>P</u> Rob Byrne
<u>P</u> Ald. Dave Boyce	<u>P</u> Scott Dettman
<u>P</u> Glenn Spevacek	<u>P</u> Tim Duckett
<u>P</u> Heather Mueller	<u>P</u> Tina Quigley

**Support Team**

Nic Sparacio, Planning Department  
Neil White, Economic Development Department  
Daniel Grove, Lakota Group

**Others Present**

Bill Meindl