



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Hwy 53 Corridor Master Plan Steering Committee

Friday, June 23, 2017

12:00 PM

3rd Floor Conference Room

Call to Order, Roll Call

The meeting was called to order at 12:13pm.

Present: 4 - Andrea Richmond, Scott Neumeister, Elaine Yager, Vicki Markussen

Excused: 4 - Tim Kabat, Robin Moses, Nick Roush, Arthur Sommerfield

Approval of Minutes

1. Approval of the May 16, 2017 Meeting Minutes.

Scott Neumeister moved to approve the minutes. Vicki Markussen seconded. The motion passed 5-0.

Agenda Items:

2. Review of outline/framework of the Plan Document.

Will Kratt gave a presentation of the draft plan to the Committee. A handout was provided. Will stated that the draft is textual only at this time. 75% of the content is complete. They are in the early stages of the plan document layout. All of the maps and graphics are being updated. The plan is intended to have a high use of graphics, including photos. Will's presentation included an outline of the plan that included its components, chapters, sections implementation and appendices. Jason Gilman stated that it would be beneficial to include a regulatory section to the Implementation component. Might want to look at potential deregulation to incentivize development. John Slack stated that the Implementation Section was not fully completed yet but will look at opportunities for regulations or deregulations. Caroline Gregorson asked if the areas of highest potential be identified in the plan with data to support the designation. Will Kratt stated that they would be. John Slack stated that the current document is not clear on the the priorities yet. Caroline stated that this would help prioritize the bigger items. Will Kratt stated that a matrix would be developed for the plan clearly depicting the short and long term priorities.

3. Next Steps.

Will Kratt provided an overview of the next steps in the process. He stated that this included finalizing the content, maps, layout, editing. Also need to plan the final event that presents the plan to the public. Will need to work with staff on aspects of the implementation component. Will Kratt asked the Committee and staff to review the plan and provide their feedback by July 7th. Will Kratt stated that the design team will need to collaborate with staff to review suggested policy changes, funding options for priorities, recommendations, document structure. Jason Gilman suggested that the document should include a strategy to utilize the Redevelopment Authority and a matrix of grant opportunities. Vicki Markussen asked if the plan will address the northside's floodplain issues. Will stated that there will be a section addressing this issue. Vicki also asked how this plan will be different from previous plans as this is the 3rd or 4th vision for the corridor. Will stated that the previous plans were not prepared with the level of detail that this one will be. Elaine Yager commended the staff and design team on the progress that has been made and stressed the importance of continuing the momentum.

Next Meeting Date/Agenda Items

Adjournment

Scott Neumeister moved to adjourn the meeting. Elaine Yager seconded. The motion passed 5-0. The meeting was adjourned at 1:12pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.