



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

City Vision 2040 Steering Committee

Wednesday, January 8, 2020

9:00 AM

3rd Floor Conference Room

Call to Order

Robin Moses called the meeting to order at 9:03 am.

Roll Call

Others present: Robin Moses, Andrea Schnick, Tim Acklin, Deb Stangel, Brian Fukuda, Jack Zabrowski, Ashley Marshall, Jim Flottmeyer, Chris Butler, and media.

Present: 8 - Chris Kahlow, Will Kratt, Courtney Lokken, Jamie Dahl, Charlie Handy, Mary Larson, Casey Meehan, Chad Staehly

Excused: 2 - Danielle Petersie, Mike Keil

Agenda Items:

1. Introductions

The committee provided introductions. Staff also provided introductions.

2. Appointment or Election of Chair

By rule of the City the Council Member is automatically the Chair. Chris Kahlow accepted the position of Chairperson.

3. Election of Vice Chair

A motion by Mary Larson, seconded by Charlie Handy, to nominate Will Kratt as Vice Chair. The motion carried by voice vote.

4. Steering Committee Role and Expectations

Andrea Schnick provided roles and expectations via email prior to the meeting. Schnick opened up to questions about role and expectations.

5. Code of Ethics

Committee approved Code of Ethics.

6. Purpose of Master Plan and Planning Process

Robin Moses gave presentation on the purpose of the Master Plan and planning process. Original plan was in 1992, revised in 1996 and 1999. Moses stated we need to plan for the next 20 years. Moses noted 130 - 140 new businesses have emerged in the Downtown area in the last 5 years. She also stated the number of hotel rooms have doubled. Moses stated over \$500 million is being invested in Downtown. The objective is to plan for the future to prepare a comprehensive update of the City Vision 2020 Plan including strategic implementation program that lists specific prioritized actions. Tim Acklin provided an overview of the importance of creating a plan which included: Establishing a common vision, guide to decision making, promote Economic Development, protect public resources and private investments. Moses stated the City has invested \$350,000 into the Downtown Facade Program which has been turned into \$21 million reinvestment into Downtown. Robin Moses went over the goals and challenges for the future.

7. Review of Previous City Vision Plans

Robin Moses stated she would scan in the original Downtown Plan for the committees review, along with the work provided by intern.

8. Review and Edits for Request for Proposals and Explanation of Process

Andrea Schnick stated she has received some comments back already from the committee members. Schnick stated the goal is to finalize the Request for Proposals to be able to send it out to consultants. Schnick stated February 4, 2020 would be the deadline to receive proposals back. Schnick went through the process schedule stating the goal is to select a consultant in March and receive finalized documents in October. Document was edited based on feedback from staff and committee. A motion by Charlie Handy, second by Will Kratt to approve the RFP document. The motion carried by voice vote.

9. Set Day/Time for Future Meetings

A motion by Casey Meehan, second by Courtney Lokken to approve the 3rd Wednesdays at 9 am. The motion carried by voice vote.

The next meeting will be February 19, 2020 at 9 am.

Adjournment

A motion by Charlie Handy, seconded by Casey Meehan to adjourn. The meeting adjourned at 10:35 am.

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.