

Resolution authorizing the Planning and Development Department to solicit proposals for the City Vision 2040 Downtown Master Plan and establishing the City Vision 2040 Steering Committee.

RESOLUTION

WHEREAS, the City Vision 2020 plan was created in 2004 as a comprehensive update of the City Vision 2000 Master Plan with a detailed strategic implementation program and prioritized actions; and

WHEREAS, downtown La Crosse has continued to see development success through this plan and is prepared to create a vision for the next 20 years; and

WHEREAS, there is a continued need to address transportation, economic development, urban design, land use, environmental constraints and historic preservation downtown; and

WHEREAS, Downtown Mainstreet, Inc. (DMI) will be an active participant in the planning process through administrative staffing assistance and technical assistance through its participation in the Wisconsin Economic Development Corporation's Main Street Program; and

WHEREAS, the Common Council has appropriated \$50,000 in the 2018-2022 CIP (#208) and \$50,000 in the 2019-2023 CIP (#273) to enable the Planning and Development Department to pay for project related costs that include, but are not limited to, consultant services, newspaper advertisements, equipment and supplies, meeting venues, printing, and other related costs; and

WHEREAS, the City desires broad public participation and representation in the planning program led by a steering committee.

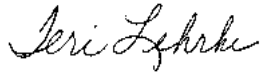
NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby authorizes the Planning and Development Department to prepare a Request for Proposals (RFP) to solicit proposals for professional services to assist in creating the City Vision 2040 Downtown Master Plan.

BE IT FURTHER RESOLVED that the Common Council hereby establishes the City Vision 2040 Steering Committee consisting of one member of the Common Council, one member from the Board of the Downtown Neighborhood Association, one representative from Western Technical College, and seven citizens representing key stakeholder groups such as the Downtown Mainstreet Board of Directors, downtown business owners and/or downtown property owners to be appointed by the Mayor and subject to confirmation by the Common Council.

BE IT FURTHER RESOLVED that the Steering Committee is authorized to interview and recommend a firm to enter into a professional services agreement to the Common Council for approval.

BE IT FURTHER RESOLVED that the Common Council hereby authorizes the Mayor and staff to effectuate this resolution.

I, Teri Lehrke, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on July 11, 2019.



*Teri Lehrke, City Clerk
City of La Crosse, Wisconsin*