

MINUTES

Northern USA FUDA Steering Committee

August 11, 2011

Community Room, DeForest Library, Library St., DeForest WI

4:30 p.m.

Present: Scott Mink, Jim Simpson, Alan Buchner, Rick Mueller, Bill LeGore, Jeff Freppon, Greg Smithback, Paul Blount

Staff Present: Bridgit Van Belleghem, Dan McAuliffe, , Mark Roffers, Mike Centinario, Steve Fahlgren

Absent: Bruce Stravinski, Shawn Haney, Kevin Richardson, Steve Steinhoff

Others Present: Jon Becker, Jon Wipperfurth

1. Introductions

Mr. Simpson convened the meeting at 4:32 p.m.

Ms. Van Belleghem introduced new community planner Rachel Holloway. Ms. Holloway introduced herself and her professional history.

2. Review of May 11, 2011 and July 14, 2011 meeting minutes

A motion was made by Mr. Buchner, 2nd by Mr. Freppon, to approve the May 11 minutes.

Mr. Simpson asked that names on page 2 be corrected: “Lawton” and “Bales”.

The motion passed with friendly amendment, with Mr. Mueller and Mr. Mink abstaining.

A motion was made by Mr. Mink, 2nd by Mr. Smithback, to approve the July 14 minutes.

Mr. Roffers requested that p.3 reads “communities do not wish to make some type of decision now, which will work against them in the future” and that p.5 reads “some recent changes included...” that the corridor was “enlarged” not “adjusted”.

Mr. Centinario requested fixing the heading to denote July 14, not June 8th.

Mr. Simpson noted that on p.3 “an island of proposed non-USA in country view” was brought in.

The suggestions were accepted as friendly amendments.

[Mr. LeGore arrived at 4:35 p.m.]

The motion carried with Mr. Mueller abstaining.

3. Public Comment

None

4. Old Business

None

5. Update on the Environmental Conditions Report

Ms. Van Belleghem said that staff is taking comments on the latest draft of the Environmental Conditions Report (ECR), and will edit it internally.

Mr. Simpson asked staff to list the most current dates for other three sections when sending out summaries. Ms. Van Belleghem will put a deadline in her email to the Steering Committee.

Mr. Roffers asked that his comments on the natural resources section be processed before sending the ECR out to this group, to minimize the comments others have to make.

Ms. Van Belleghem discussed the other sections that need review. She said the comprehensive plan piece is finished, the gaps analysis phase has been completed, but the piece with respect to FUDA has yet to be done.

Mr. Buchner asked about the potential of FUDA being done by the County. Ms. Van Belleghem commented briefly on staff's expected process for FUDA and the ability to scale that up. She emphasized the importance of local buy-in in the process, and noted the principles of the RPC and the requirement for approval of all parties for any major change.

[Mr. Blount arrived at 4:47pm]

Mr. Becker commented on a clarification of the rules, saying there is some desire for an all-county approach, but there are advantages to different approaches.

6. Preparing Public Participation and Outreach

- a. Develop a strategic public participation and outreach proposal to bring to the steering committee as a whole

Ms. Van Belleghem reviewed the overarching strategy and the process leading up to the public engagement events.

[Mr. Wipperfurth arrived 4:55]

Ms. Van Belleghem reviewed the public participation strategy, which includes Phase 1 for ongoing publicity efforts, Phase 2 for Visual Preference Survey in meetings and online, Phase 3 for scenario planning in meetings and online, and Phase 4 report back to the community. She said ideally FUDA plan writing can begin in January. The strategy also includes special focus groups aimed at youth and seniors, where staff will go to these groups at school and at the senior center. There will also be computer stations made available for people to participate in the surveys outside of meetings, and materials will be posted online. Staff will share materials with the Steering Committee prior to going public. Ms. Van Belleghem asked if local staff and Steering Committee members could help publicize events at RiverFest and elsewhere.

Mr. Blount asked what age range will be targeted for youth outreach? Ms. Van Belleghem said school-age children, maybe middle school.

Mr. Roffers said people coming to meetings will want to know what's going on and won't know what FUDA is, so having some introductory content would be good. He also suggested using a general exercise or questionnaire about their values in the first meeting, on issues like economic development and environment, at different scales, in addition to the VPS.

Mr. LeGore said having these concepts to share would be good to inform people what we're talking about when publicizing these events.

Mr. Simpson requested a finished draft of the ECR before that meeting so we can say a draft is done.

There was discussion about the public participation strategy. Ms. Van Belleghem said the strategy presented is an intense strategy, as opposed to just sending out an email, and if needed could be cut to two (2) community meetings per FUDA area.

Mr. Roffers said it is good idea to come back and report to people to show them what we've done.

Ms. Van Belleghem said we would be reporting on the VPS, and the scenario planning/development process, which may be more than one scenario.

Ms. Van Belleghem said she imagines poster boards showing a collection of all the concepts we've been talking about, and sustainability indicators showing data we can consider when weighing different options. She said the process is open at this point and flexible. She anticipates that choosing scenarios will happen in the FUDA planning process, then indicators will be paired with those scenarios.

Mr. Blount asked which community events are being considered?

Ms. Van Belleghem reviewed staff's community events calendar and asked for other ideas.

Steering Committee members suggested concerts in the park and farmers market in DeForest, a river clean-up the weekend after RiverFest, public safety night out, and Mr. Smithback may be at a Town of Vienna picnic some weekend in September.

Ms. Van Belleghem said we need to set community meeting dates. She said the locations are flexible, and we should have 2-3 meetings for this, that more would be nice but maybe not feasible.

Everyone agreed with publicizing at these events, and having the public meetings the following week.

The committee agreed to aim for doing the VPS the week of Sept. 19th and 23rd.

Mr. Mueller suggested doing outreach at football games.

Mr. Roffers suggested the Comfort Inn in Vienna as a free community center that could be used.

The committee discussed the September dates. DeForest will go first, then people who miss that could go to one of the other meetings. The first DeForest meeting will be Sept. 22, Vienna on Sept. 28, and the 29th for Windsor, all at the town halls.

For the October meetings, it was decided to aim for after planned official mtgs. The committee suggested Oct. 13th for DeForest, Windsor on Oct. 24th, and Vienna on Oct. 18th. Ms. Van Belleghem asked committee members to let her know by Wednesday so we can have the calendar set and start making outreach materials.

Mr. Simpson asked how much participation is expected from committee members at the meetings?

Ms. Van Belleghem asked steering committee members to at least attend their own community's meetings, or at least one person from the committee, and make one meeting in the area if you can't get to the one in your own community.

b. Review the draft Visual Preference Survey

Dan McAuliffe briefly reviewed the Visual Preference Survey. He said a VPS can be used to educate the public or they can inform us what the community would like to see which is the goal with this one. The categories are in five categories: Single Family Residential, Multi Family Residential, Arterial/Highway Districts, Downtown Neighborhood Center Districts, and Open Space. Staff omitted industrial and business parks since they did not think this process would impact that type of land use, but they could be added if the Steer Committee desires. He said the Staff Team recommended we show maps that identify potential locations of future development. People will rate images on "overall image character" from -2 to +2 based on gut reactions, then comment more in-depth on why they rated them how they did. He said it would save time to start broad and then ask for more information on the likes and dislikes.

Comments from the steering committee included:

(Single Family Residential)

- Remove garbage bins from photos
- Very big yard is too rural for within the Urban Service Area, a medium-sized is better
- Maybe include little fact sheets for the staff or facilitators on density and sustainability indicators
- Mid-century style ranch homes are also relevant here for finding information
- Nature Valley in Vienna is a good example

(Multi-Family Residential)

- The 8-unit apartment stands out as dated and unsuccessful, and couldn't work at least in DeForest due to design rules and roof lines
- Try some newer, traditional-style developments by cannery in Sun Prairie

(Arterial/Hwy)

- One of the Madison mayors claims the highest returns were on mixed use developments
- Check Middleton for good examples
- Be careful of big stores "versus" hometown styles

(Downtown)

- Maybe Monona's big-box style w/ underground parking? It may not be market justifiable here but there are big-box styles that could work in DeForest
- Good mix of sizes

(Open Space)

- Staff tried to keep buildings in there to show the relationship with developed areas
- Distracted by reflective sign on the dirt trail image
- How about photos of more active open space uses? e.g. ball diamond by a prairie, or a mix like Conservancy Plaza, or soccer fields in Verona

Mr. McAuliffe asked about a dog park image, or a water park/splash pad? Ms. Van Belleghem asked about pocket parks. Some members liked these ideas. Mr. Simpson suggested Heritage Gardens which has small areas made into pocket parks. Mr. Becker recommended boardwalks, which others liked. Ms. Van Belleghem suggested river-front development or amenities; Mr. Mueller said this is good for housing too.

Mr. McAuliffe said people will break into groups then and comment more. Committee members said the actual survey should go slower.

Mr. Simpson asked to include big numbers on the slides and on paper so people can keep track.

Mr. Buchner asked if the time commitment for the whole presentation is about 2 hours? Staff said yes for the meetings, but probably less time for the online version.

Mr. Simpson asked if this will be limited to people in our communities? Mr. McAuliffe said we can have questions on sheets to help identify which community people live in. Ms. Van Belleghem said we have equity goals that are requirements due to the grant too. She said this includes income level.

Each meeting will have this brief discussion, then a short concluding part to share next steps.

Mr. Simpson likes the VPS, but doesn't know how we will get from those meetings to the scenario planning two weeks later. He said a meeting shorter than two hours would be good for staff too.

7. Next steps

At the next meeting, CARPC staff will come with the materials for public meetings more finalized (they'll already be shared beforehand), and talk about the Environmental Conditions Report and edits to that. Ms. Van Belleghem will email the ECR ahead of time with executive summaries.

8. Adjournment

A motion was made by Mr. Buchner, seconded by Mr. Mink, and the motion carried.

The meeting adjourned at 6:05 p.m.

Recorded by Rachel Holloway