



**Plan Commission
Meeting Minutes
June 23, 2020**

3930 N. Murray Ave. Village of Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 6:30 p.m.

President Allison Rozek	Aye
Trustee Kathy Stokebrand (Acting Chair)	Aye
Leah Blankenship	No
Eric Couto	Aye
Tim Hansmann	Aye
Therese Klein	Aye
Barbara Kiely Miller	Aye
Sangeeta Patel	Aye
Daniel Wycklendt (arrived after item 3)	Aye

Others present were Planning Director Bart Griepentrog, Planning Administrative Clerk Crystal Kopydlowski and Meredith Perks with Vandewalle & Associates.

2. Approval of May 19, 2020 meeting minutes.

Ms. Kiely Miller stated she had some small changes she would email to staff. Trustee Stokebrand asked for the Plan Commission initiatives to be listed in the motion for easy reference in the future.

Mr. Couto moved to approve the minutes as amended, seconded by Ms. Kiely Miller.

Vote 8-0 to approve.

3. Discussion of proposed Comprehensive Plan Update Schedule.

Planning Director Bart Griepentrog introduced the item per the project schedule that was provided to the Plan Commission. He explained that department heads met earlier in the day with Meredith Perks and Jackie Mich from Vandewalle & Associates to discuss the schedule and public participation plan and that any changes or updates from that meeting may not reflect in the provided schedule.

Mr. Griepentrog said the purpose of this meeting is to go through the schedule and make sure it meets the expectations of the Plan Commission. He said the goal is to get the comprehensive plan update adopted prior to it expiring in January.

The schedule provided is the starting point and it outlines the public participation elements, potential meetings of the Plan Commission, public meetings, public engagement and meetings of the Village Board to adopt the plan.

Meredith Perks, with Vandewalle & Associates, explained that the schedule was shared in the packet materials and reflects the full scope of work Vandewalle & Associates will be doing as part of this planning process along with some target dates and phases of the plan update with the goal to complete the plan by the end of the year with adoption in January of 2021.

In the first part of the schedule, Ms. Perks noted the kickoff meeting with staff and the adoption of the public participation plan. Next steps are the due diligence phase of the project where they will work behind the scenes to update data and demographics and take a look at current conditions in the Village as well as start the public input process. The public open house and stakeholder interviews are scheduled for mid-July and the specific date may be tweaked. The bulk of the drafting done both by Vandewalle and village staff will happen in July to mid-August. There will be check-ins and discussions throughout that process.

Trustee Stokebrand asked who the stakeholders are and how many different groups there will be. Ms. Perks said that they group people based on area of expertise and that they will work with village staff to identify who the specific stakeholders should be. She said meetings with stakeholders will be a virtual meeting similar to this meeting.

President Rozek said that during the transportation study a technical advisory committee was used and she said the Plan Commission is the technical advisory committee for the comprehensive plan update. She added that staff will give the consultant recommendations but if staff has questions moving forward they will turn to the Plan Commission for input.

Trustee Stokebrand asked based on the contract how many focus groups/people can be incorporated into the process. Mr. Griepentrog said that there are four stakeholder groups per the contract and getting four cohesive groups established was the goal. He said during the earlier staff meeting themes for the groups were discussed and renters came up as a possible group. They also discussed having people on both sides of the development spectrum which may include an actual developer who would understand what it would take to develop in Shorewood and a resident who has opposition to what has occurred. Ms. Perks said that small business and local business owners was discussed too. Mr. Griepentrog said a focus group compiled of volunteer committee members and committee chairs was discussed also. This is a collaborative discussion currently and none of the four groups have been decided.

President Rozek said that public input is best and suggested steering away from individuals representing individuals and focus on key stakeholder representatives who represent more than themselves. An example would be the BID Director representing businesses. She added that collecting public opinion through online survey or open houses where all the public is invited is best in this short time.

Trustee Stokebrand asked why only the Issues & Opportunities Chapter and Land Use Chapter are mentioned on the schedule but no others. Mr. Griepentrog stated that the Intergovernmental Chapter is mentioned too and these chapters are the ones that the Plan Commission chose to highlight and task the consultant with updating.

Ms. Perks explained the drafting would happen in July and August. The final phase of adoption would happen in the fall with Plan Commission meetings in which chapters are presented for input. In fall a public input meeting will happen in October to present the plan to the public. Then a full draft will be presented to the Village Board in October and November for adoption in January 2021.

Ms. Kiely Miller said that the first public open house is scheduled for about three weeks away and asked what the plan is to make the public aware of the meeting and what the meeting will consist of. Ms. Perks said the open house is to make the public aware of the planning process and get initial ideas from the community. It will be more of sharing information on the process and getting feedback from the public. The format will be some sort of virtual meeting with a presentation and materials to review through the web page.

Mr. Griepentrog said the open house is highlighted for the week of July 13th but his understanding is that there may be conflicts with other Village committee meetings and a town forum. The date for the open house will be confirmed at the July 6th Village Board meeting. He suggested the open house being the week of July 20th. The date will be confirmed at the beginning of July giving about three weeks to promote the meeting.

Ms. Patel asked if there was any flexibility with the January deadline due to COVID. Mr. Griepentrog said he confirmed with the state that there is no financial or technical penalty for not having the plan adopted on time. Any delay would delay the Village from updating the Village Code because the code should comply with the Comprehensive Plan. President Rozek said this doesn't delay changing the code it is more if someone would sue the Village the code could be deemed invalidated.

Trustee Stokebrand suggested putting notice of the Comprehensive Plan update and Open House in the next Village Manager's Memo. Mr. Griepentrog said he cannot promise anything with the manager's memo deadline being tomorrow at noon but he could get an introduction included possibly.

President Rozek suggested the Village's mission statement should be reviewed before any public participation should be started. She said that, as a technical advisory committee on the comprehensive plan, the plan commissioners haven't discussed what they are looking for with this plan update. She also said that having a series of maps that show existing conditions, areas susceptible to change and owner occupied versus non-owner occupied properties would help when having future discussion with the public especially with the Issues and Opportunities Chapter.

Mr. Griepentrog stated he could poll the commissioners for their thoughts moving forward in regards to the Issues & Opportunities Chapter. He asked if President Rozek's intent was to have the maps she mentioned available at the first open house meeting. She said it should be the first step before any public involvement but she said the Village is small and they could be presented later. Ms. Perks said that other plans have had different versions of the map described and she would look into the areas susceptible to change map in Milwaukee. She said if the data is currently available it could be a quick process to create the map but if it is not that could impact timing. She said it is a great idea and would look into its feasibility.

Trustee Stokebrand asked if the BID/CDA has a list of vacant buildings. Mr. Griepentrog said that our department database would have that information as well. She said the overall goal would be to have the data available as soon as possible and by the second week in July if possible. Mr. Griepentrog said that would work.

4. Discussion and recommendation of Comprehensive Plan Public Participation Plan.

Ms. Perks began by explaining the public participation plan is a required element of the comprehensive plan process. The purpose of the plan is to outline goals for the public participation and describing how the public will be involved. The goal in this process is to hear from the public and get their input and have a plan at the end of this process that reflects the Village of Shorewood and the community's ideas, values and objectives.

There will be a number of techniques for getting public input. This will be a balance of individual input and targeted/group representation input. Ms. Perks stated that because of the unique situation we are currently in that using other means to get input will encourage participation more. The technique/specific input opportunities include an open house (virtual), public meetings to review drafts and get input, focus groups and utilizing the Village's existing outreach channels (both digital and other ways that residents are

reached). At the end of the techniques would be the required formal public hearing to adopt the plan and recommend it to the Village Board. Public input will occur throughout the drafting process.

Mr. Griepentrog said he clarified in the staff meeting use of social media and that the intent is not to engage via social media but rather to drive people to a more formal way to respond. This could be a post with a link to the draft on the village website with a more formal area to leave comments.

Trustee Stokebrand said she saw a lot of reference to written comments and asked if calls and comments during the virtual open house would be transcribed. Ms. Perks said the open house will be recorded allowing for review of the comments made during the event. She said comments are collected and reviewed to see how they can be incorporated into the plan.

President Rozek asked if with a virtual meeting there is a way to allow residents to click an area to type their comments. Mr. Griepentrog said that it was discussed to offer a link to a survey monkey or comment page so that the presentation could occur without a back and forth comment chat feature. The presentations could be linked to the village webpage which would include the survey or form for more formal comment submission.

President Rozek asked if it was possible to have the public comments from the virtual events transcribed into writing and submitted along with all the paper/form comments. Mr. Griepentrog said he was not comfortable answering that because due to the lengths of the virtual events staff may not have the time to transcribe the comments. He also added that all formal comments submitted should have a name and address attached to them and he cannot guarantee that all those would be able to be transcribed. Staff will do the best they can to document what is received. Ms. Kiely Miller said she transcribed the Wilson Drive comments and it took her hours to complete them. In addition to making them available to the steering committee they were put on the village webpage and a matter of public record. She didn't know if having staff transcribe the comments was best because it is very time consuming.

President Rozek said that because of so much planning efforts being done lately the consultant should review the comments received from other recent planning efforts. This is another form of public involvement. Mr. Griepentrog said the comments from recent planning efforts were summarized and can be provided to Vandewalle & Associates.

Trustee Stokebrand stated she noticed that comments were sent to Village Clerk Sara Bruckman and asked if we wanted to have that extra layer instead of them coming directly to him. She asked if there was a statutory reason they were being directed to the village clerk. Mr. Griepentrog said that comments received during public hearings go to the village clerk but he said other comments should come to him and he can update that in the plan.

Mr. Hansmann asked what was required in order to provide comments on the web page. He asked if it was name and address or if more was required. President Rozek stated name and address are what has always been required. Mr. Griepentrog said name and address could be required fields on the comment form but it will be hard to verify all names and addresses. President Rozek asked if there was a way to add a field identifying what type of stakeholder the person would be. Mr. Griepentrog said that could be added.

Ms. Kiely Miller said she was concerned with reviewing zoning and who the stakeholders are. She said in the past she remembered reading the Central District Master Plan and seeing that the stakeholders included developers who didn't live in Shorewood but may

have been interested in building in Shorewood and they don't have to live with it afterwards. She said whether stakeholders are with the BID or someone representing each of the citizen volunteer groups, those individuals from those groups should be included. She suggested doing outreach to residents who perhaps haven't participated before. She said the makeup of the stakeholders is important and that they should include people who have an investment in Shorewood.

Ms. Patel said she was fine with the public input plan but asked if they would be submitting individually as Plan Commissioners what kind of maps or information they would like included in the plan. Mr. Griepentrog said he was ok with information being sent right now or at any time during the drafting. She said one thing to keep in mind when doing the comprehensive plan update would be a map of all the different types of housing and where it is located in the village. President Rozek asked for clarification if she was meaning a map showing owner versus renter occupied or a map showing types of housing units. Ms. Patel said she was looking more for a map showing the types of housing.

Trustee Stokebrand asked when the Shorewood Today would come out during this process. Mr. Griepentrog said the next would be sometime in fall and he could confirm with Tyler Burkhardt. He said they could still advertise for it for continued engagement.

Trustee Stokebrand said the map of areas susceptible to change sounds good and it would be good to set up a doodle poll as a way for commissioners to get back to staff about what they are all interested in getting out of this update. She also added that the stakeholders are important and that adding a representative from the school district, various committees, Friends of Atwater Beach, Women's Club and Men's Club would increase the diversity of your pool and speak for the group. President Rozek added that someone from the county should be included too.

President Rozek asked what specific changes to the plan have been stated. She said looking into advertising or publicizing the word broader and looking into comments from past planning studies and efforts. Ms. Patel said recording names and addresses with comments was another. Mr. Griepentrog said a lot was discussed but nothing specific to the plan. He said the plan as drafted is good. He noted requests for specifics of how to submit public comments and the composition of the focus groups.

Trustee Stokebrand said on the second page of the draft of the public participation plan it talked about providing public comments at the beginning, during, end or a combination of. She encouraged comments at the beginning and the end only. President Rozek agreed. She added that with Zoom like meetings it is hard to keep order in a public meeting with back and forth comments. She would like to see some more structure in regards to public comments. Ms. Perks said the language is meant to mean keeping in with what is already being done at existing meetings within the village and following what the current protocol is. President Rozek asked if the point of public comment was to hear public comment or if it was to ask questions of the consultant and to get dialogue back and forth. She said there is a value in back and forth comments but suggested having it at the beginning or end because it can sometimes get off topic and it is hard to control.

Mr. Hansmann asked if there was a chat box feature with Zoom. President Rozek said there is but the Village has had a bad experience with it.

Mr. Couto said he has no interest in the back and forth comments. He said having them at the beginning or end is acceptable.

Mr. Griepentrog said the chat feature is impossible for staff who are trying to run a meeting and then moderate the chat comments. He is in support of disabling this feature.

He prefers opening up with public comments but without questions and placing a time limit on the comment portion. He said if any back and forth is needed it would be at the end. The conversation needs to be focused and not detract from the purpose of the meeting.

Ms. Klein agreed with Mr. Griepentrog to have comments before and at the end with a time limit.

Ms. Kiely Miller agreed with Mr. Couto. She referred to the Wilson Drive meetings in which during the presentations on the project individuals could raise their hands to comment and then during the Village Board discussions of the project then President Johnson had limited comments to 3 minutes. She acknowledged these things are harder with a digital format but agreed with finding a way to not have a less productive meeting than they are used to.

Ms. Patel and Mr. Wycklendt agreed with Mr. Griepentrog's statement on public comments.

Trustee Stokebrand agreed the time limit is a good idea.

President Rozek asked if the comments would be before and after every agenda item or before the agenda as a whole and after. Mr. Griepentrog stated before the agenda as a whole and at the end of the meeting.

Mr. Griepentrog confirmed that the three things he heard as recommendations in regards to the participation plan were to confirm public comment by name, address and representative group if possible, to confirm the stakeholder groups and to incorporate and review existing engagement efforts of recent planning efforts/plans in the village.

President Rozek moved to recommend the approval of the participation plan with the three changes identified by Planning Director Griepentrog. Seconded by Mr. Wycklendt. A roll call vote was taken: President Rozek – Aye, Trustee Stokebrand – Aye, Mr. Couto – Aye, Mr. Hansmann – Aye, Ms. Klein – Aye, Ms. Kiely Miller – Aye, Ms. Patel – Aye, and Mr. Wycklendt - Aye. Vote 8-0.

5. Future agenda items.

Mr. Griepentrog stated there are no agenda items for a July meeting. The next meeting would be August 25th. President Rozek agreed with having no meeting in July and asked to utilize that time in-between meetings to send an email to commissioners requesting their input on what they want out of the comprehensive plan and to also send them a link to the public comments from the last three studies that the village has done. Mr. Griepentrog intends to send the email to commissioners with hopes to have responses by July 6th.

Trustee Stokebrand asked what the Plan Commission's role was in regards to the public open house. Mr. Griepentrog said his expectation of commissioners as the advisory group is to be present, listen and bring back any feedback post meeting.

President Rozek asked if any maps and materials intended to be presented at the open house will be available to them to review prior. Mr. Griepentrog said he will work with the consultant to have the materials done and available to review by July 13th for a public open house the week of July 20th.

6. Adjournment.

Mr. Couto moved to adjourn the meeting at 8:00 p.m., seconded by President Rozek. Vote to adjourn 8-0.

Recorded by,

A handwritten signature in blue ink that reads "Crystal Kopydlowski". The signature is written in a cursive, flowing style.

Crystal Kopydlowski
Planning Department Administrative Clerk