

Call to Order

Chairperson Tom Richart called the meeting to order at 1:06 PM. Comprehensive Planning Board members present were Tom Richart, Cindy Bock, Kathy Geracie and Al Kletti. Members Dan Becker, Bob Walerstein and Dan Herlache were excused. Staff present were Andrew Struck, Paul Roback, Ozaukee County; Ben McKay and Nancy Anderson, Southeastern Wisconsin Regional Planning Commission (SEWRPC).

Assurance that the Meeting was Properly Noticed

Chairperson Tom Richart asked staff if the meeting had been properly noticed and agenda posted. Andrew Struck noted that the meeting was properly noticed and agenda posted.

Adoption of Agenda

Motion by Supervisor Bock and seconded by Supervisor Kletti to adopt the agenda as printed. All members present voting aye, motion carried unanimously.

Approval of Minutes

Moved by Supervisor Geracie and seconded by Supervisor Bock to approve the minutes for the July 18, 2006 Comprehensive Planning Board meeting as written. All members present voting aye, motion carried unanimously.

Update/Discussion/Possible Action on the Multi-Jurisdictional Comprehensive Planning Process, WDOA Grant and the Multi-jurisdictional Comprehensive Plan for Ozaukee County

- **Review and Discussion on the Draft Preliminary Chapter VI, “Issues and Opportunities Element” of the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035**

Ben McKay informed the Board that staff has met with ten of the fourteen local communities. Meetings have been scheduled for two additional communities and the final two communities are finalizing meeting dates. These meetings are intended to assist understanding of the Issue and Opportunities Element by local communities, provide an explanation of the various population projections and to assist in the development of local vision statements, goals and objectives.

Andrew Struck explained the draft Issues and Opportunities Element Chapter VI that was included in the Board packet.

Supervisor Richart commented that he is familiar with using the term “target” in order to meet objectives. He inquired about the terms and definitions used in this document.

Andrew Struck responded that the terms are in the comprehensive planning legislation. The definitions of these terms were developed by the staff of the Wisconsin Department of Administration and included in the grant closeout form. These terms are also slightly different than the terms used in the SEWRPC Regional Land Use Plan for Southeastern Wisconsin: 2035. However, we need to use the terms as defined by the WDOA that appear in the legislation.

Supervisor Geracie commented that she appreciated the SWOT handout included with this chapter in order to help frame the development of goals and objectives.

Andrew Struck commented that a summary of the results of the County public opinion survey will also be referenced in this chapter and included as an appendix.

Supervisor Geracie inquired how local goals will feed into the County plan. If a goal appears in multiple community plans, will it become a County goal?

Andrew Struck responded that local visions, goals, and objectives will be incorporated into the County plan through review and cooperative work with local plan commissions. Most likely, the County vision,

goals and objectives will be broader than the ones developed locally. He further noted that local communities were developing their local vision, goals and objectives simultaneously with the efforts of the Comprehensive Planning Citizen Advisory Committee to develop a draft vision, goals and objectives for the County comprehensive plan. The CAC will be reviewing the local community visions, goals and objectives as part of this process of developing a County vision, goals and objectives. The CAC's efforts will then be reviewed and refined by this Board (CPB).

- **Review and Discussion on the Comprehensive Planning CAC Recommended Vision, Goals and Objectives for Chapter VI, "Issues and Opportunities Element" of the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035; the Regional Land Use Plan for Southeastern Wisconsin: 2035, Chapter IV, "Objectives, Principles, and Standards"; Wisconsin Comprehensive Planning Goals; and the American Planning Association "Policy Guide on Planning for Sustainability"**

Andrew Struck explained the handout included in the Board packet entitled "8/1/06 Ozaukee County Citizen Advisory Committee Meeting Issues and Opportunities Element Goals for Ozaukee County." This document does not include information generated from local communities. The CAC started with the SWOT handout, results of the countywide public opinion survey and the documents included in the Board packet entitled "Wisconsin Comprehensive Planning Goals," Chapter IV of SEWRPC Planning Report No. 48, and a document developed by the American Planning Association entitled "Policy Guide on Planning for Sustainability."

Supervisor Bock inquired how many goals should be developed. Do we want categories with general goals under each category?

Nancy Anderson responded that the intent is to have two or three goals for each comprehensive planning element followed by an approximately equal number of objectives under each goal in the Issues and Opportunities Element.

Andrew Struck added that the goals and objectives are broad in the Issues and Opportunities Element and then more specific in each following element chapter.

Supervisor Kletti commented that the economic development element should address the workforce shortage in Ozaukee County. With a low unemployment rate, it will be hard for new businesses to find employees.

Andrew Struck responded that this topic also relates to the transportation element. Transportation options may need to be enhanced to bring additional workers into the County to fill particular jobs.

Supervisor Bock commented on the 'domino effect' of not having affordable housing options. If older residents don't have affordable senior housing options, they will not move out of their current houses. Then young families can't move into these older residents' houses, which tend to be older houses that are more affordable for young families. The number of students in some school districts is decreasing because young families cannot afford homes in the County. The loss of students is beginning to have an impact on the quality of education, because teachers and programs are then cut or reduced.

Andrew Struck commented that having broader goals will then drive more specific objectives that are measurable.

Supervisor Geracie commented that the comprehensive plan needs to be a living document and that the "folksy goals" discussed by the CAC may help drive the usability of the document.

Board members discussed that the concept of a “living document” could be a goal in the implementation element of the comprehensive plan. An objective for this goal could be that the plan is revisited every six months.

Supervisor Richart commented that some of the goals developed by the CAC are more like objectives. For example, the economic development goal that specifically mentions “capitalizing on tourism amenities” is more of an objective to a broader economic development goal.

Supervisor Bock encouraged the use of active verbiage for the goals.

Andrew Struck commented that goals are more of an ends than a means. He then read the definitions as provided in the chapter for vision, goals and objectives.

- **Ideas Generation/Brainstorming Session on a Vision, Goals and Objectives for Chapter VI, “Issues and Opportunities Element” of the Multi-Jurisdictional Comprehensive Plan for Ozaukee County: 2035**

Andrew Struck referenced the vision statement developed by the CAC that was included on the second page of the document in the CPB packet entitled “8/1/06 Ozaukee County Citizen Advisory Committee Meeting Issues and Opportunities Element Goals for Ozaukee County.”

Supervisor Bock commented that the comprehensive plan should not only protect agriculture, but keep farming a viable business in Ozaukee County. We also need to define what the quality of life means to us in Ozaukee County.

Supervisor Kletti inquired how a farmer can continue farming in the County when the land value continues to increase so rapidly.

Supervisor Bock commented that decisions are made based on zoning, not sustainability. For example, a farmer can be denied the ability to open a produce stand on their property because zoning will not allow for this type of use.

Andrew Struck referenced the American Planners Association (APA) Document that was included in the CPB packet entitled “Policy and Planning for Sustainability,” which provides examples of goals for sustainability.

Supervisor Bock commented that she liked the “we want” language in this APA document. This language makes these goals more personable.

After a brainstorming session, the Board developed the following draft vision statement. “Ozaukee County will create plans and policies that encourage and sustain the preservation of the quality of life for all citizens of Ozaukee County.” It was decided that the goals and objectives (in this chapter and the element chapters) will define and address what the “quality of life” means.

There was a brief additional discussion on the draft goals and objectives outlined in the CAC-developed document.

Supervisor Richart again commented on the first goal listed on the CAC-developed document; namely, “encourage business and job development that match job skills and existing resources, capitalizing on tourism amenities.” Supervisor Richart commented that he believed the last part of that goal statement; namely, “capitalizing on tourism amenities” was too narrow and misplaced. Supervisor Richart noted other efforts to encourage business and job development that were not specifically mentioned such as business clusters and sustainable development – state of the art industrial parks. Supervisor Richart

noted that he believed this statement was better placed as an objective underneath an economic development goal.

Andrew Struck noted that the CAC would be working on refining these goal and objective statements over their next two meetings. He further noted that these final draft goals and objectives would come back to this Board (CPB) for review and approval. He noted that the CPB and CAC were on simultaneous tracks to brainstorm and develop a vision, goals and objectives. There was no further discussion on the goal or objective statements. **Andrew Struck then asked the CPB to forward their draft goal and objective statements or corrections/amendments to staff by September 29, 2006 for incorporation into the final CAC meeting discussion on a vision, goals and objectives for Chapter VI, "Issues and Opportunities".**

• **Review Updated Summary Presentation on the Preliminary Chapters I - V, Introduction and Inventory Chapters of the Multi-jurisdictional Comprehensive Plan for Ozaukee County: 2035**

Ben McKay presented the revised PowerPoint presentation summarizing Preliminary Chapters I-V. Overall, CPB members were pleased with the revisions. Additional comments for revisions include;

- Include a prediction of how many elderly will need to use transit
- That there is an average of 300 rides provided per day on the shared-ride taxi
- Make statistics in understandable units such as per day
- Identify the number of children that are home schooled in the County
- Use larger fonts on a few of the slides
- Include a map of future planning areas with overlaps

• **Update on Local Government Forecasts and Housing Inventory**

Ben McKay informed the Board that he was made aware of additional data that he will utilize for the housing inventory. He will revise the current housing inventory and mail it out to communities. In addition, Ben and Andrew Struck have been meeting with communities to provide assistance with developing local population projections.

Discussion and Possible Action on "Resolution for County Endorsement of the Year 2035 Regional Land Use Plan for Southeastern Wisconsin"

Andrew Struck provided a brief explanation of this document, the Regional Land Use Plan for Southeastern Wisconsin: 2035. Andrew also noted that a report outline including chapter content, the table of contents, introduction, Chapter IV, "Objectives, Principles, and Standards," Chapter VII, "Summary" and the appendices were included for CPB review in the mailed packet. The CPB is being asked to approve the resolution endorsing the Regional Land Use Plan for Southeastern Wisconsin: 2035 provided in the CPB packet, so that the resolution can be forwarded to the Ozaukee County Environment and Land Use (ELU) Committee and then on to the full County Board.

The CPB recommended that a summary PowerPoint presentation on the Regional Land Use Plan for Southeastern Wisconsin: 2035 be provided to ELU Committee and the County Board along with this resolution.

Moved by Supervisor Kletti and seconded by Supervisor Bock to approve and forward the document entitled "Resolution for County Endorsement of the Year 2035 Regional Land Use Plan for Southeastern Wisconsin" as written. All members present voting aye, motion carried unanimously.

Update/Discussion/Possible Action on the *Comprehensive Planning Citizen Advisory Committee (CAC)*

- **Next CAC Meeting Dates – Tuesday, September 19 and October 3, 2006 at 5:30 PM at the County Administration Center – Auditorium (121 W. Main St., Port Washington)**

Supervisor Richart encouraged CPB members to attend the CAC meetings in order to thank these citizens for their dedication and hard work.

- **Possible Action on the Appointment of Replacement CAC Members according to the CAC By-laws**

Andrew Struck reported on the staff work group recommendations to fill vacancies on the CAC. These four citizens have expressed a keen interest in participating on the CAC, have participated in public participation events for the comprehensive planning process, have provided resumes and applications and have an excellent knowledge and skill set to participate on the CAC. Andrew noted that the CAC by-laws were included in the packet of material for reference along with the applications for each of the applicants. Andrew also noted that staff compiled and included in the CPB packet a document entitled, "Summary of Applicants – Objective Categories, Comprehensive Planning Citizen Advisory Committee." Andrew explained that these objective measures were a part of the review that was used with the initial CAC appointments and also gave the composition, under these objective categories, of the CAC if these appointments were approved.

A motion was made by Supervisor Bock and seconded by Supervisor Geracie to accept the staff recommendations of Katie Smith, Joette Heckenbach, John Bauer and William McGill to be appointed to the Ozaukee County Comprehensive Planning Citizen Advisory Committee. All members present voting aye, motion carried unanimously.

An appointment letter will be sent to these four individuals as well as the materials for the next meeting of the CAC.

Update/Discussion/Possible Action on Implementing the Comprehensive Planning Public Participation Plan (PPP) for Ozaukee County

- **Update on the Participating Local Unit of Government's Plan Commission Meetings/Design Workshops**

There were no new updates to report. Andrew Struck and Ben McKay continue to meet with local Plan Commissions and staff on the Issues and Opportunities chapter.

- **Update on the 2006 County Fair Display for Comprehensive Planning**

Andrew Struck reported that comprehensive planning information was included at a booth shared with the Ozaukee County Planning, Resources and Land Management Department and the Ozaukee County Tourism Council. About one-third of this combined booth was dedicated to comprehensive planning. The display board was revised based on the feedback from the CAC. Although a few people were interested in the booth, overall there was not a large turnout to view or ask questions about comprehensive planning during the Fair. Andrew noted that staff worked very hard and cooperatively to staff the comprehensive planning display (e.g. Paul R. during the week and Andrew S. on the weekend). He further noted that people were much more likely to seek comprehensive planning information while the booth was staffed. Andrew Struck further mentioned that if comprehensive planning were to have its own booth at the 2007 Fair, more volunteers would be needed to staff the booth. Several members from the CPB expressed interest in "staffing" the booth during the County Fair in 2007. Andrew noted that several members from the CAC have, in the past, expressed an interest in assisting with "staffing" the booth as well. **It was suggested by the Board (CPB) that staff should prepare a sign-up sheet early in the process for CPB and CAC members to sign up and take "shifts" at the booth for the County Fair in 2007 as well as look into the possibility of having an entire booth devoted to comprehensive planning.**

Public Comment and Written Communications

Andrew Struck noted the written communications from Mr. Clyde Winter included in the packet of information for Board review. There was no further public comment or discussion by the Board.

Update on Planning News and Educational and Outreach Resources

Andrew Struck noted several of the articles and abstracts included in the CPB packet of information.

County Board Report/ LOGIN Report / CAC Report / Community Email Updates

It was noted that the County Board would be receiving a summary PowerPoint presentation on the Introduction and Inventory Chapters I – V in the near future.

Any Other Business as Authorized by Law

There was nothing reported.

Next Meeting Date – TUESDAY, NOVEMBER 21, 2006 at 1:00 PM

Adjournment

A motion was made by Supervisor Kletti and seconded by Supervisor Bock to adjourn the meeting. All members present voting aye, motion carried unanimously.

Meeting adjourned at 3:21 PM.

Respectfully submitted by Paul Roback, Andrew Struck, Nancy Anderson and Ben McKay.