

May 8, 2007

Port Washington, Wisconsin

The County Strategic Planning Citizen Input Committee met in the County Board Room at 7:00 PM

Present: Becker, Birkholz, Birkholz, Derenne, Dreblow, Duncan, Eichstaedt, Fuchs, Graff, Heatwole, Hopkins-Stockton, Lueck, Luft, Niehaus, Schmidt, Shaver, Valentine, and Ziebell

Also Present: Dzwinel and Roback

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis was used as an initial step in the planning process by the Citizen Input Committee in order to compile a list of information to feed into the Ozaukee County Strategic Planning Process. The following information was recorded through a facilitated process that allowed each committee member the opportunity to generate and publicly list discussion items before the committee.

Strengths:

- Parks
- Continued population and economic growth
- Quality education K-12, MATC, and Concordia
- Current preservation efforts of wetlands and green space
- Lake Michigan – freshwater supplies
- Ozaukee Washington Land Trust
- Interurban Trail
- Availability of developable land
- Availability of recreational activities
- Quality transportation system - I-43
- Proximity to Milwaukee and Chicago
- Public transportation - shared ride taxi and Ozaukee Express
- Strong identification of history and heritage at local level
- Strong family oriented values
- Countywide educational opportunities/historical opportunities
 - MATC/Concordia
- Countywide and municipal civic pride
 - Cohesive communities – local civic pride
- Strong work ethic
- Highly educated workforce
- Not-for-profit organizations active in County
- Healthy business community in County
- Ethical justice system and governments
- County religious leaders
- Availability of health care- St. Mary's
- Strong local government
- Festivals
- Housing stock and variety

- Progressive leadership
- Development planning efforts currently underway
- Safety
- Libraries
- Strong economic engine
- Senior housing opportunities
- Law enforcement and fire responsiveness
- Availability for youth programming

Weaknesses:

- Lack of County government/County Board cooperation
- Reliance on Milwaukee for jobs vs. the development of in-County jobs
- Loss of open space/farmland – impact on business/economics
- Decline in small businesses (unchecked big box development and large corporate, etc.)
- County government is overly conservative
- The poor manufacturing/white collar business climate
- Lack of manufacturing, entry level jobs, and advancement opportunities
- Lack of cultural diversity
- Civic self-centeredness and divide – lack of a sense of community beyond the municipal borders
- Lack of intergovernmental cooperation – county/town/city/village
- Lack of affordable housing for 1st time home buyers & seniors
- Limited capability for transportation growth
- Lack of transparency/communication in county government/access
- County fairgrounds
- Lack of facilities/opportunities for mentally disabled within County
- Threats to elderly services and Lasata
- Lack of livable wage workforce living in Ozaukee County and working in Ozaukee County
- Proximity to Milwaukee – migration of social/legal issues and population
- Big Box development and related issues
- Inappropriate speed limits/aggressive enforcement
- Lack of tax development tools and incentives for business growth at local level
 - Lack of proactive policy at local level vs. waiting for State of WI to take action
- Lack of coordination between County business, local government and educational facilities
 - Missed opportunity to attract and retain business and talent in Ozaukee County
- Use of groundwater vs. Lake Michigan water – no coordination for water usage regionally or at the municipal level
- Tax climate/utility costs/medical insurance costs
 - Miller Park Sales Tax
- Lack of promotion of available recreational activities and tourism in County
- Limited access to Lake Michigan and promotion of current
- Rapid and poorly planned growth

- Lack of county-wide Wi-Fi plan, vision and implementation
- 'Brain Drain'
- Artificial economy, dependency on Milwaukee County for jobs
- Perception of affluence in County, despite continued job decline, for middle class citizens and manufacturing
- Location in Southeastern WI – population center and medical/health insurance costs
- Lack of comprehensive planning and use of conservation subdivisions
- Proximity to health/emergency services

Opportunities

- Strong Main Streets in municipalities
- Fairgrounds development
- It is not too late to protect County natural resources and agriculture
- Intergovernmental cooperation
- Promotion – tourism/natural resources-recreation (Pioneer Village and Flag Day)
- Attracting development and jobs within the county
- University, government, school, business partnerships
- Continued development of senior housing – retention of senior population
 - Senior citizen property tax credits
- Small business retention – within strong downtown areas
- Proximity to Milwaukee
- Developing public/private partnerships – outsourcing County programs
- Capitalize on growth and increase economic viability – consider growth as revenue source to fund quality of life issues
- Building on existing assets
- Shaping/controlling/planning growth
- Tapping affluence and spending in county
- Combining regional services/purchasing efforts among local governments
- Business development – not service based or Big Box
- Clean coal technology – County and We Energies partnerships
- Development of teen activities to combat drug use
- Energy sustainability – alternative forms
- Restructuring county government
 - County Executive
 - Smaller CB
- Revitalizing business and downtowns
- Grants and resource development opportunities

Threats:

- Urban sprawl
- Lack of prioritization at the county level
- Lack of balance in land use including a full consideration of the cost of services & development
- The suburban/agricultural North/South divide that exists in the County
- Medical facilities & health care lacking at the Northern end of the County

- Business development in the region is trending to follow I-94 vs. I-43
- Water pollution
- Complacency on the County Board; choosing to stay the course vs. move proactively
- Transportation options, especially on I-43 is limited and will not meet expected future needs/growth
- Loss of family values
- Maintaining a diverse tax base – business/industry not simply residential
- Loss of agriculture economy – loss of agricultural land
- Continued growth recreational opportunities, if unchecked, will result in a ‘Six Flagging’ of the County
- High taxes (statewide)
- Proximity to Milwaukee County
- Not addressing weaknesses – lack of proactive policies
- Not “targeting” resources to sustainability – communities should make wise decisions about economic development
- Inability to accept change and plan accordingly
- Invasive species

The meeting adjourned at 9:00PM