

(Approved)

**JOINT MEETING OF THE
SPECIAL CITY COUNCIL
PLAN COMMISSION
REDEVELOPMENT AUTHORITY COMMISSION
Minutes**

May 4, 2015

Brillion Community Center

6:30 PM

CALL TO ORDER:

Mayor Gary Deiter called the meeting to order at 6:32 PM.

ROLL CALL – CITY COUNCIL:

Present were Mayor Gary Deiter, Alderpersons Robert Brick, Mel Edinger, Crystal Fflug, Betty Nies, Wally Sonnabend, and Larry Van Frachen. Also present were City Administrator/Clerk-Treasurer Lori Gosz, Community Development Director/Redevelopment Coordinator Cheryl Welch, Deputy Clerk/Treasurer Joy Buboltz, Police Chief JoAnn Mignon, and City Librarian Chris Moede. Absent were Alderperson Carrie Wenzel, Park & Recreation Director Ann Marx, and Fire Chief Rich Janke.

ROLL CALL – PLAN COMMISSION:

Present were Mayor Gary Deiter, Robert Mathiebe, Al Ebert, Zane Zander, Gerald Sonnabend, Mike Buboltz, and Alderperson Crystal Fflug. Also present were City Administrator Lori Gosz, Building Inspector/Zoning Administrator Mike Angoli, and Community Development Director/Redevelopment Coordinator Cheryl Welch.

ROLL CALL – REDEVELOPMENT AUTHORITY COMMISSION:

Present were Kim Buboltz (arriving at 6:35 PM), Beth Wenzel, and Alderperson Mel Edinger. Also present were City Administrator Lori Gosz, Community Development Director/Redevelopment Coordinator Cheryl Welch, and Mayor Gary Deiter. Absent were Ralph Rice, Laura Bonnet, Rebecca Flanders, and Jerome Popp.

GUESTS:

Guests of the meeting were Sarah Pielhop and Jeff Wittmann.

APPROVAL OF THE AGENDA:

Motion –Edinger moved to approve the agenda. Seconded by Nies. Call vote taken. Motion carried unanimously.

CITY PLANNING:

A. Determination of City-Wide Theme for Brillion:

I. “Recreation” Theme Based on Asset Mapping:

II. Other Themes to Consider:

Welch stated a theme of “Recreation” was suggested at a Redevelopment Authority Commission meeting. She asked those in attendance if they are in favor of that theme or would like to go with a different theme. Whatever theme is decided on, we as a City need to go with it and enhance it.

Gerald Sonnabend stated he is not sure a theme is needed. He would like to focus on doing something and “just do it”. Welch explained with a theme we can look at the City’s assets and how to market those assets. How do we sell ourselves around it? Maybe the theme of “recreation” is not the theme to go with.

Police Chief Mignon asked what the next step in this planning process would be and why a theme is needed. Welch explained with a theme we will be able to pull tourism in and new shops to promote that tourism such as a craft store, bait shop, bike shop, etc.

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Aldersperson Fhlug stated when she looks up the definition of “recreation” it also means relaxation, enjoyment, and pleasure in what you are doing. Welch stated that wording could be part of the theme.

Sarah Pielhop commented on the City’s Friendship Trail. She stated that trails aren’t direct, i.e. Ice Age Trail. It’s a possibility that the Friendship Trail could be an official part of the Ice Age Trail. There are grants available for the development of trails. Van Frachen commented on the lack of parking in the City to get onto the Friendship Trail. Mayor Deiter stated whatever route is taken we need to make sure that the plans include handicapped accessibility.

Welch noted the importance of getting the youth involved in this planning process. Beth Wenzel stated it best at the last meeting in saying “to have the youth want to live where they play”.

Van Frachen noted the lack of advertisement of events in the City. Welch suggested creating a resource document for our community with information on upcoming events in the City.

Fhlug stated we need to go with a concept, rather than a theme, to start and grow with. Sarah Pielhop suggested placing the words “Relax, Enjoy, Stay” under the City’s logo of “Small City, Big Heart”. The consensus of the group was in favor of using the wording “Relax, Enjoy, Stay” under the City’s logo. Van Frachen asked where this new concept would be advertised. Welch stated in flyers, the City’s website, etc. Gerald Sonnabend asked how soon this new concept can be used. Welch stated the City Council will act on the new concept at its May 26th City Council meeting, and then sub committees will be formed afterward.

Motion – Fhlug moved to recommend to City Council to use the words of “Relax, Enjoy, Stay” under the City’s Logo of “Small City Big Heart”, and to use those words (Relax, Enjoy, Stay) as a concept for the City of Brillion. Seconded by Van Frachen. Call vote taken. Motion carried unanimously.

B. Prioritization of Goals:

Welch stated she would like those present to prioritize goals set by those present at the last meeting.

Van Frachen stated he feels that “Commercial Development” is big and with commercial development people will come to Brillion and spend money. Mike Angoli stated he feels that commercial and industrial developments are equally important and should be inter-connected. Those present agreed.

Mike Angoli stated that “Land Use” is also important. Land needs to be available for a commercial or industrial developer to come into a community. For residential development, developers will come into a community and buy land for a residential development.

Sarah Pielhop asked what tax benefits are there for having different land uses. Gosz explained the using of TIF’s as a financial tool for development. Pielhop stated she does not feel the creation of a business part is as important at this time. Welch explained that land use works hand in hand with industrial, commercial, and residential developments.

“Storm Water and Ground Management” was discussed. The consensus of the group was to eliminate this prioritization from this group discussion since this issue is already being done by the City.

C. Small Group Process:

I. Discussion:

II. Reporting Out:

Welch did not have those in attendances go into small groups.

D. Large Group Discussion:

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Fhlug suggested finding out what people feel what we have to offer here and why they stay here. We can then pass that information on and try to have more people live here.

Welch stated we can market our new “concept” and partner this new “concept” with the school. It’s also important to market the industries we have in our community and say we are home to those industries. Other ideas to market are our location, the availability of senior housing, and the number of active civic groups in the community. It was also suggested surveying our young adults for their input on our community. Mayor Deiter would like to see the needs of anyone wanting to come to Brillion addressed.

Jeff Wittmann stressed the important of reviewing the City’s Smart Growth Plan.

E. Next Steps:

Welch explained the next step in this process is to further define and develop the concept and to market the new concept. We will then move forward with Land Use, Commercial Development, and Industrial Development.

ADJOURNMENT:

Motion – Nies moved to adjourn. Seconded by Brick. Call vote. Motion carried unanimously. The meeting adjourned at 7:59 pm.

Joy L. Buboltz
Deputy Clerk-Treasurer