

Work Session – July 18, 2011

Members present: Mayor Kessler, Councilpersons Oaks, Sexton, O’Neil and Worrell

All Planning and Zoning Members present.

Staff and appointed officials present: City Administrator Muckler, City Attorney Olson, Parks and Recreation Director Russell, Police Officer Hanna, Library Director Shimmin

Work session commenced at 6:03 p.m.

1. Matt Muckler began by informing the Planning and Zoning Commission of upcoming meetings on August 2 and August 9 to review The Meadows, Phase 2
2. Nicole Turpin for ECIACOG was present to start initial discussions of a comprehensive plan update.
  - a. Turpin began by introducing the concept of the comprehensive plan to the audience by presenting a power point presentation to outline the items needed in the comprehensive plan, including those mandated by Iowa legislature. She explained that the comprehensive plan is also a legal document. P&Z Chair Laughlin inquired about that comment and Turpin explained that it needs to match the realities existing in the community and reported an example in Cedar County.
  - b. Turpin outlined timeline for process, using a fast-track schedule to complete the process in September, 2012.
  - c. Turpin review the goals set out in the 1999 Comprehensive plan
    - (i) Councilperson Worrell noted the emphasis on industrial park development and how that dominated in 1999
    - (ii) Commission Member Fuller stated that these should be more detailed objectives, not overall goals
    - (iii) Councilperson O’Neil noted that annexation should include residential, not just industrial property
    - (iv) Judy Hagen explained that the plan should discuss how to incent business
    - (v) Rod Ness (Main Street) noted that the plan needs to come up with funding sources out there
    - (vi) Fuller stated that the CIP needs to be created for all general aspects of the City, not just industrial park
    - (vii) Ness explained that development has been evolving since 1999, and that more community based development is occurring

- d. Turpin reviewed Iowa State Retail analysis and noted that WB citizens leave West Branch to perform shopping, not a surprise since Iowa City area so close
- e. Turpin explained that we need to come up with Vision Statement for plan. She passed out handout asking for feedback in different categories from audience. Muckler stated the handout would be placed on the website for individuals who couldn't make this session
- f. Turpin outlined the sections of the comprehensive plan related to Goals and Objectives and gave a broad overview of each category.
- g. Muckler inquired about the next step in the process. Turpin explained that she would take information in handouts and prepare preliminary goals and vision statement for discussion at next meeting.
- h. Muckler asked if any more audience members had comments
  - (i) Chris Kofoid suggested that we find way to get more people downtown from Hoover
  - (ii) Mary Beth Stevenson asked whether environmental sustainability would have its own section in the plan. Turpin explained that it would be included in each section as a component to ensure that it is not left out. Ness explained that many grants require a showing of environmental sustainability.
  - (iii) Curt Diemer emphasized the need for recreational opportunities and Worrell agreed that City needs to step up for recreation and stop relying on business for everything.

Work session adjourned at 6:57 p.m.