

It is expected that a Quorum of the Personnel Committee, Board of Public Works, Plan Commission and Administration Committee will be attending this meeting: (although it is not expected that any official action of any of those bodies will be taken)

**CITY OF MENASHA
SUSTAINABILITY BOARD
Common Council Chambers
140 Main Street, Menasha**

Tuesday, August 18, 2009

6:30 PM

AGENDA

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD
(five (5) minute time limit for each person)
- D. MINUTES TO APPROVE
 - 1. [Sustainability Board Minutes, 7/21/09](#)
- E. COMMUNICATIONS
- F. DISCUSSION ITEMS
 - 1. City of Menasha Redevelopment/Vision Plans
 - [City of Beloit Model](#)
- G. ACTION ITEMS
 - 1. Set next meeting date
- H. REPORT OF COMMISSIONERS & STAFF
 - 1. Report on SCA Green Scene & Heard Event (Mike Dillon)
 - 2. Ecos Sustainability Conference (Roger Kanitz)
 - 3. Valley Transit Update (Roger Kanitz)
 - 4. [Menasha Utilities Public Power Week event \(CDD Keil\)](#)
 - 5. Report on local environmental talk show (Sadie Schroeder)
 - 6. Report on City Department TNS Presentations/Sustainability Policy
 - 7. Report on Demonstration projects - Stormwater/Water quality, natural landscaping
 - 8. Report on Walking & Bike Audit
 - 9. Report on Neighborhood Electric Vehicle Ordinance
 - 10. [Report on Farm Fresh Market – October trick or treating event](#)
 - 11. Follow up to Sustainability Board Volunteer Form responses
- I. ADJOURNMENT

"Menasha is committed to its diverse population. Our Non-English speaking population and those with disabilities are invited to contact the Menasha City Clerk at 967-3603 24-hours in advance of the meeting for the City to arrange special accommodations."

**CITY OF MENASHA
SUSTAINABILITY BOARD
Common Council Chambers
140 Main Street, Menasha**

Tuesday, July 21, 2009

6:30 PM

Minutes

A. CALL TO ORDER

Meeting called to order at 6:38 p.m. by Linda Stoll

B. ROLL CALL/EXCUSED ABSENCES

Present: Trevor Frank, Sadie Schroeder, Linda Stoll, Roger Kanitz, Mike Dillon

Excused: Becky Bauer

Others Present: Mayor Merkes, CDD Greg Keil

C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD

(five (5) minute time limit for each person)

No one spoke.

D. MINUTES TO APPROVE

1. [Sustainability Board Minutes, 6/16/09](#)

Moved by Mike Dillon and seconded by Sadie Schroeder to approve minutes of June 16, 2009 meeting.

Motion carried

-correct presence of Linda Stoll

E. COMMUNICATIONS

None

F. DISCUSSION ITEMS

1. Status report on Green Scene/Green Team

Mike Dillon reported that the press release is out for the event to be held at SCA Tissue on August 5. The art show is to be held in the office building. SCA is to feature the biofiltration unit, porous pavement and prairie restoration. Other organizations, including the City of Menasha and Town of Menasha sustainability boards will be manning displays on local sustainability initiatives.

2. Status report on local environmental talk show (Sadie Schroeder)

Sadie Schroeder reported that she had contacted Denver Platt. He is awaiting feedback from the board at 91.1

3. Status report on City Department TNS Presentations/Sustainability Policy

Greg Keil reported that arrangements were being made for Bill Beachkofski of Energy Control and Design and Mike Dillon would be presenting information to the city department heads on August 6. The focus of the presentations will be on improving energy efficiency of municipal buildings.

4. Status report on Demonstration projects - Stormwater/Water Quality
Greg Keil reported that due to concerns about plant survivability, the rain garden project at ECWRPC was on hold until early fall.

Planning for the native planting at Heckrodt is underway. SCA Tissue and the Menasha Rotary are to sponsor the plantings.

5. Status report on Walking & Bike Audit
Greg Keil reported that mapping the features to be assessed in the walking/bike audit was underway.
6. Status report on Neighborhood Electric Vehicle Ordinance
There has been no change in the status since the last meeting.
7. Status report on Farm Fresh Market
There are now 20 Vendors with an increasing focus on food. An event is being planned for Halloween that would engage both the downtown merchants and the farm market vendors. more focus on food
8. Follow up to Sustainability Board Volunteer Form responses
Linda Stoll is to draft a letter acknowledging responses to the volunteer form. Kristin Sewall is to compile the mailing list. Follow up letter-Kristin mailing list

9. [City of Menasha Redevelopment/Vision Plans](#)

Linda Stoll discussed the need to reach out to citizens in order to achieve buy-in to whatever vision is developed. Mike Dillon spoke about training facilitators and engaging municipal officials in training. Commissioners discussed various approaches to obtaining citizen input including surveys and neighborhood meetings. There was some consideration of conducting a pilot survey or other form of sample to gauge participation and, if successful, launch a broader scale initiative. Commissioners also discussed conducting a "First Impressions" assessment by partnering with a community of similarly size to Menasha. Beloit, Two Rivers, Superior and Marshfield were discussed as possibilities. Discussion was held on differentiating between projects and visions and creating a goal of shared prosperity

G. ACTION ITEMS

1. Set next meeting date
Meeting set for August 18, 2009

H. REPORT OF COMMISSIONERS

Mike Dillon reported on an upcoming presentation to the Outagamie County Sustainability Task Force and the availability of an Energy Efficiency Assessment tool.

I. ADJOURNMENT

Motion made by Trevor Frank and seconded by Mike Dillon to adjourn at 8:05 p.m.

Respectfully Submitted by CDD Greg Keil

Introduction

Purpose

For centuries, the city center was the heart and defining symbol of a community and region. It was the center of economic, social, civic, and cultural activities, a place where people came together to conduct business, meet, be entertained, share information and ideas, and live. It established a community's overall identity and personality through its physical attributes and social interactions. It was a vibrant and exciting place.

After World War II, many of the economic and social functions of the central city moved to the periphery, which not only impacted economic vitality but also cultural, civic and living conditions. The result has been a decline of the city center, which has adversely affected community identity, as well as social, civic and cultural gatherings and institutions.

This cycle is changing. We are in a new era – an era of grand economic, technological and social change. Competitive communities around the world are embracing these changes and distinguishing themselves in the marketplace for jobs, residents and visitors by refocusing on their city centers. Competitive communities have strong, healthy and vibrant city centers that provide a high quality of life for existing residents and are major attractions for new residents and businesses. Successfully revitalized city centers include strong leaders; active institutions; adaptive reuse of existing buildings and sites; historic preservation; a mix of housing types and prices; a diverse economy; an abundance of parks and recreation facilities; educational opportunities; arts and cultural activities; and safe and efficient transportation choices, systems and networks.

Beloit must become well positioned to prosper in this new era. Our citizens, businesses, institutions, attractions, festivities, natural environment, location and record of success allow us to embrace the future full of optimism and excitement. This Vision provides directions to ensure that we succeed in this new era. To achieve this Vision, we must work together toward a clear and achievable goal. The goal of this Vision is to create a framework for the Beloit City Center and to establish a set of principles that will guide its future to become a great place. The Vision builds on our past, capitalizes on our strengths, and creates opportunities for our continued future success. Our Vision is broad and grand. It focuses on the Rock River that flows through the city, creates an overall strategy for continued economic renewal, inspires animated places and activities, provides connections, and is based on market realities and a positive identity.

Author David Brooks, in his book *On Paradise Drive*, encourages us to be future minded in the following passage: "The capacity to see the present from the vantage point of the future. It starts with imagination, the ability to see a vision with detail and vividness, as if it already existed. Then the future-minded person is able to think backward from that vision; to ask, 'what must I do to take the future that is in my head and make it exist in the world?'"

What is a Vision?

The Vision is the big picture concept of where the City Center is going over the next 15 years and beyond. It describes the desired City Center and generally how it might get there. It is, by its nature, very general; it is focused on visioning and doesn't drift toward too much detail or specific solutions. This is somewhat different from conventional planning documents, which identify specific redevelopment sites, improvement projects, and implementation strategies.

This Vision provides a starting point for the update of a more detailed City Center Master Plan, which will provide detailed recommendations necessary to achieve the vision.

Visioning establishes a framework for ideas and information; it makes a connection between the market condition and trends, past and present planning initiatives, goals and guiding principles, and action steps to achieve the vision.

Our Vision for the City Center will pull us into the future.

Process

[VISION ELEMENTS]

The Vision described in this report includes:

- The City Center in the Region
- The New Economy and the role of the City Center
- An understanding of the planning context (location and previous planning efforts)
- Process
- City Center Vision, Goals
- City Center Principles
- City Center Districts

[CITY CENTER PLAN]

The future City Center Plan will set out in detail the path from vision to implementation. It will provide:

- District and site specific recommendations in narrative and graphic forms;
- Land use, zoning and development recommendations;
- Design guidelines and illustrations;
- Implementation and action plan;
- A second phase of the market assessment, including the identification and feasibility of specific project opportunities and a market-based implementation plan.

PRIVATE / PUBLIC PROCESS



[STEPS]

- Vision: Big picture concept for the future of the City Center described in this document
- City Center Plan: Detailed path from vision to implementation
- Action Plans: Strategies, steps and projects to implement the Plan

Focus for the Vision

City Center Vision

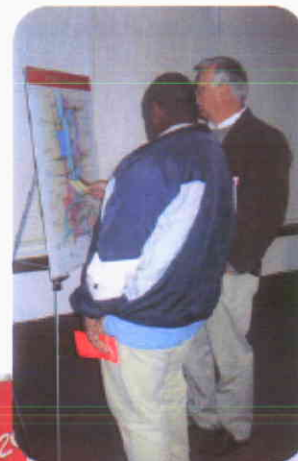
Vision Public Input Sessions

Engaging the public and stakeholder groups in a dialogue about the desired future of the City Center was the most important ingredient in creating this Vision. These focus group input sessions occurred April 27-29, 2005 at the Beloit Rotary River Center.

Focus group participants were asked to imagine what they would like the City Center to be in the year 2020 and then to actively help create and refine this Vision for the City Center.

Focus group participants included:

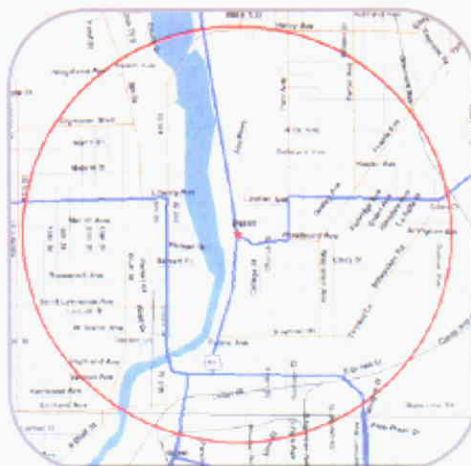
- Beloit 2020
- Neighborhood & City Residents
- Downtown Beloit
- Visit Beloit
- School District
- Beloit Memorial Hospital
- Cities of Beloit and South Beloit
- Elected & Appointed Officials
- Chamber of Commerce
- Realtors
- Businesses
- Beloit Foundation
- Beloit College
- Youth



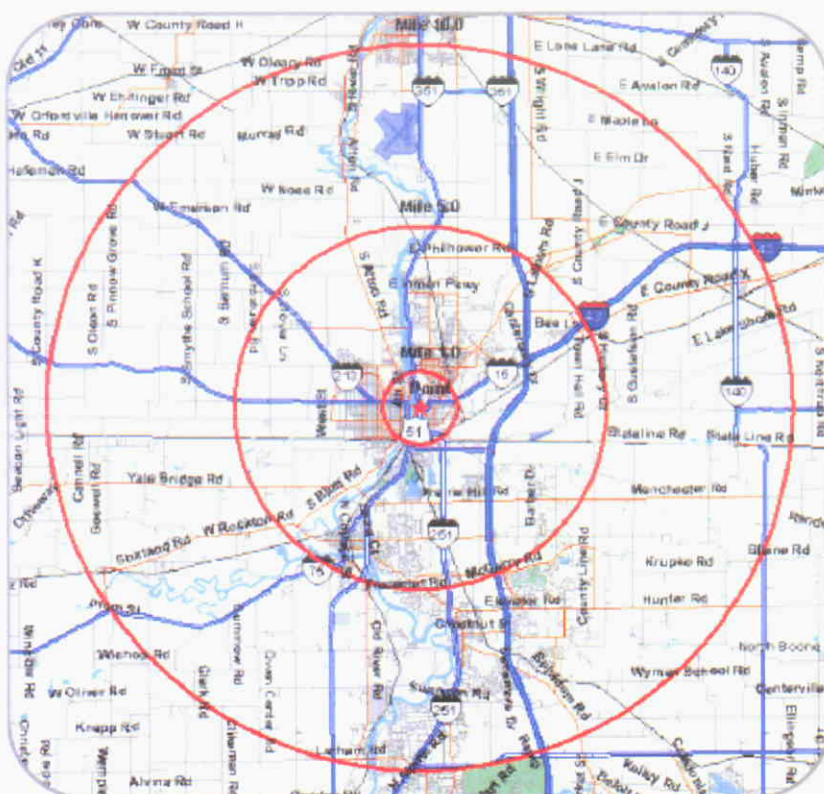
A Regional Center

LOCATION, LOCATION, LOCATION...

The City of Beloit is *strategically located in the heart of a cluster of communities* from Chicago to Milwaukee, up Wisconsin's Fox River Valley, across to the Twin Cities of Minnesota, down through the Quad Cities and back to Chicago, named *the "Circle City"* by distinguished regional planner Phil Lewis. This regional city contains within its circumference wonderful natural features such as the driftless area, vast agricultural lands, and impressive urban development at the center. Notably, Beloit is 60 miles from Milwaukee, 50 miles from Madison and 90 miles from Chicago.

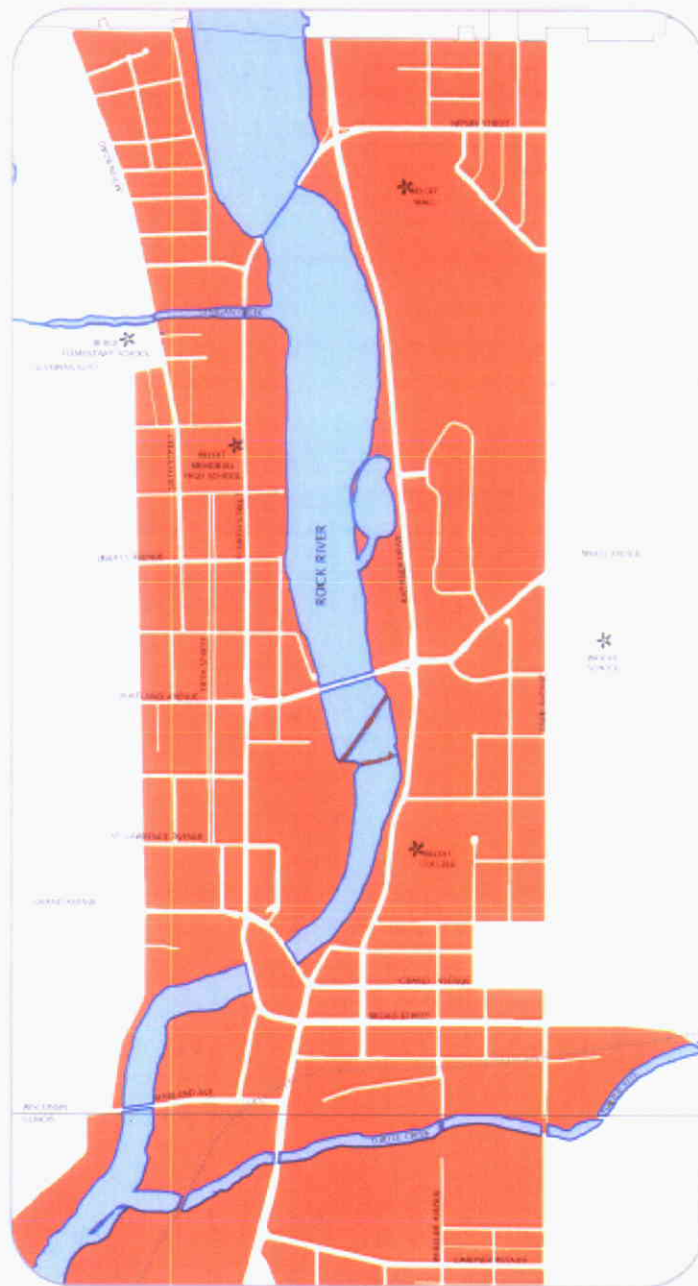


Beloit City Center is the center of the Rock River Valley, and is a regional economic, cultural, educational, and entertainment hub.



City Center

City Center
Here and Now



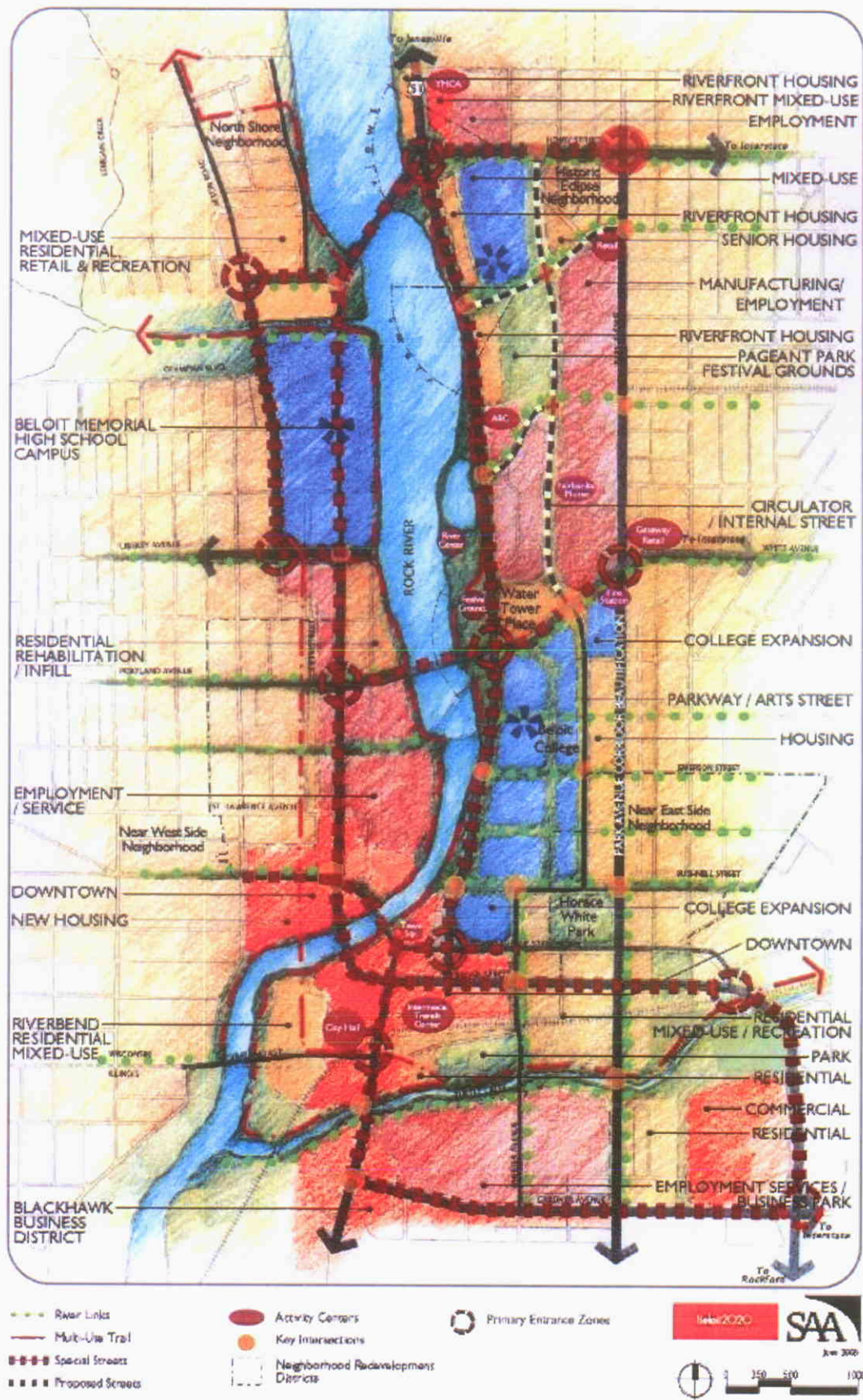
- Study Area
- City of Beloit Municipal Boundary

A Vision for the City Center

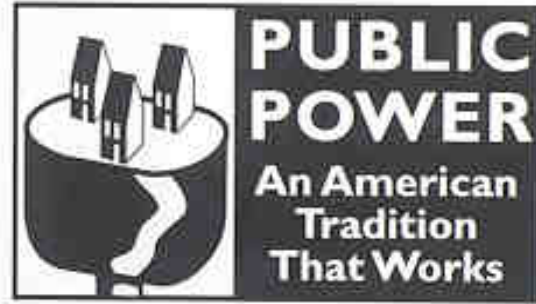
Beloit, Wisconsin

City Center will become the heart of the Rock River Valley. It is envisioned to be the cultural, social, educational, economic and civic center for the 100,000 people living within a 10-mile radius of the Beloit Visitor Center. The 700 acre area is the historic core of Beloit and South Beloit containing most of these cities' vital institutions.

In 2004, Beloit 2020 initiated a planning process to develop a vision for what City Center could become in 2020. Public participation has been significant throughout the process. Focus group and community meetings in Spring 2005 were highlights of this informed dialogue about City Center's future, culminating with unanimous votes in support of the 2020 Vision by the City Councils of Beloit and South Beloit.



In celebration of



Public Power Week October 5 – 9, 2009



Residential customers will be able to pick up a pre-packaged kit of energy conservation items for their home. These selected items, having a retail value of \$30.00 will be given out during Menasha Utilities' normal business hours, 7:00 am – 4:30 pm, Public Power Week, Monday, October 5 through Friday, October 9, while supplies last.

The only “catch” is the residential account cannot be delinquent or deferred. There is a limit of one energy kit per household, and because of the extended hours to pick up a conservation kit and the number of additional kits ordered, customers are asked to only request a kit for their own household.

These products are provided through Menasha Utilities' participation in the State of Wisconsin's Commitment to Community Program and will provide the average customer with approximately \$100.00 in savings on their utility billings per year.



DRAFT LETTER

August 14, 2009

Dear Downtown Business Owner:

In the spirit of community and family fun, the City of Menasha, with the Sustainability Board's Farm Fresh Market, is considering the rebirth of downtown trick-or-treating this year; "Hometown Halloween."

The idea is to hold this event on October 29 (Thursday) from 4 -7 p.m., in conjunction with this season's last farm market. Participation from your business would be the perfect complement to this event.

We would be advertising the trick-or-treating through the farm market; on Channel 2, our website, kiosk, etc. There will also be a flyer with the names of the participating businesses (see attached). We will make copies of this for you to hand out to your patrons, and it will be available at city hall and on our website.

Our ideas are as follows:

- Merchant & Market trick or treating
- One or two non profit organizations in the square sponsoring games (squash bowling, autumn obstacle course, etc.)
- Having a balloon artist or children's entertainer perform in the square
- Caramel apples at the market
- Pumpkin carving done by our Menasha businesses, set on display in the square (we would purchase pumpkins from a market vendor)

The above listed ideas are only a brainstorm. I am looking for your thoughts, ideas and feedback on this before we go forward so, please contact either Kristin Sewall or me by August 31.

Thanks for your consideration,

Don Merkes
Mayor

HOMETOWN HALLOWEEN TRICK OR TREAT



Pumpkin Carving Demonstration



Kettle

Balloon Artist



Caramel Apples



**JOIN US IF YOU DARE FOR A
SPOOK-TACULAR KIDS EVENT!!!**

**OCTOBER 29, 2009
4 P.M. – 7 P.M.**

DOWNTOWN MENASHA

Let your kids wear their costumes early!
Bring them trick or treating at the farm fresh
Market and our downtown businesses.
Participating businesses have a pumpkin
on their door.

For more information contact:

City of Menasha: 967-3600

www.cityofmenasha-wi.gov