

**HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE**  
**CITY OF HUDSON, WISCONSIN**

Monday, February 3, 2020 1:00 p.m.  
City Hall Council Chambers, 505 Third Street

**AGENDA**

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. Discussion and possible action on the January 6, 2020 meeting minutes.
3. New Business
  - A. Community Survey Results Update
    - a. Results
    - b. Community Mailing
  - B. Public Engagement Planning
    - a. Discussion on Engagement Activities for Hot Air Affair
    - b. Downtown Focus Groups
    - c. Discussion on POLCO Outreach Questions
  - C. Discussion on City of Hudson Demographic Data
4. Communications and Items for Future Agendas
5. Adjournment

Posted in City Hall lobbies and emailed to *Star Observer* on 1/31/2020

Notice is hereby given that a majority of the City Council may be present at the aforementioned meeting of the Plan Commission to gather information about a subject over which they have decision making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N. W. 2d 408 (1993), and must be noticed as such, although the Council will not take any formal action at this meeting.



REGULAR MEETING OF THE COMPREHENSIVE PLAN  
STEERING COMMITTEE  
CITY OF HUDSON  
Monday, January 6, 2020

The Hudson Comprehensive Plan Steering Committee meeting was called to order by Johnson at 1:01 p.m.

PRESENT. Rich O'Connor, Fred Yoerg, Jim Webber, Aaron Reeves (arrived at 1:17pm), Tiffany Weiss, Michael Mroz, and Michael Johnson.

ABSENT. None.

OTHERS PRESENT. Brea Grace, and Marian Webber.

Discussion and possible action on December 2, 2019 meeting minutes. Motion by Webber, seconded by Yoerg to approve the minutes of the December 2, 2019 Comprehensive Plan Steering Committee. All Ayes (6). Motion Carried.

**UNFINISHED BUSINESS.**

None.

**NEW BUSINESS.**

Public Involvement Workshop #1 Results Report. Grace walked through the report and included feedback that was received at the November 21<sup>st</sup> meeting held at EP Rock Elementary School. Special emphasis was placed on the additional extensive feedback and research articles that staff received that night as well. Grace said the PIW #1 Report was posted to the project website for all in the community who are interested to view it and proposed that the report be put on file to be used in the final draft of the comprehensive plan.

Community Survey Results Update. Grace gave an update on the number of surveys received online through POLCO which came out to 178 total surveys done (up from 149 last month). Roughly 60% of respondents were registered voters. Grace mentioned that overall the feedback that she was seeing come in was useful and constructive. Grace also noted that after today's meeting ends, she would forward the raw results of the surveys to committee members so everyone has a chance to formulate their own thoughts on the results. O'Connor asked if there was a significant difference between registered voters and those survey takers who are unverified. Grace said there is a 2-3% difference between the two, so ultimately it can be deduced that those who are unverified have no impact on the final outcomes of the survey.

Johnson noted that this would be a good place to jump ahead to item D and talk about the utility billing outreach strategy.

Discussion and possible action on utility billing outreach strategy. Committee members discussed the pros and cons to sending out a survey notice via the utility bill versus not, highlighting on cost measures. O'Connor stated that the city could be hit with some criticism from neighboring Towns if the survey is sent to City residents as well as Village of North Hudson residents. In order to prevent a negative view of City staff inhibiting everyone's right to provide comment on the comprehensive plan,



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O'Connor noted that it'd be worth the extra money to mail individual postcards to only those residents that live within the City.

Motion by O'Connor to approve mailing individual postcards to City of Hudson residents only, seconded by Yoerg. All Ayes (6). Motion Carried.

Committee member Aaron Reeves arrived at 1:17pm.

#### Public Engagement Planning

Grace provided an overview of where people had heard about the survey, highlighting on those commenters that stated 'Other'. 26 of those respondents said they heard about the survey through Nextdoor.com (a website for neighborhood residents to connect with one another regarding local news topics). Another 26-28 respondents claimed to hear about the survey through the social media website, Facebook. Grace notified the committee that she would work with POLCO to advertise further on Nextdoor and see if more comments can be gathered through that platform.

Grace also noted that she would like to send out more questions via POLCO to the current 166 residents that verified that they'd like to be asked more questions over time. Grace provided a list of questions relating to broader local issues such as food accessibility and childcare accessibility. Johnson said he liked the idea of asking about food accessibility at this time given the recent closing of the Family Fresh grocery store. Grace inquired how the questions should be sent out: all at once or in stages across several weeks. The committee agreed that in stages would be best.

Other outreach outlets were highlighted by committee members as well, such as: Police Academy, police share survey with their neighborhoods, sharing message with pastors and church leaders, and events that are coming up. Grace stated it would be a good idea to utilize the Hot Air Affair event coming up on Saturday, Feb 8<sup>th</sup>. Webber noted that staff and committee members could pull booth duty to help cover shifts that Saturday between 8am-5pm.

Yoerg inquired if the Chamber of Commerce could help spread the word about the survey. Johnson stated that staff could work with the Chamber President on getting the message onto the next Chamber newsletter. Webber noted that the Chamber should be listed as a choice in the "How did you hear about this survey?" question. He also noted that the direct mailing option should be listed as well since the committee has decided to move forward on that strategy.

#### **COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.**

Next meeting date was scheduled for Monday, February 3, 2020 at 1:00 p.m.

Grace noted that she has a contact (Bob Kost) who can lead the conversation about the future of downtown at our next proposed Public Involvement Meeting. Details of this would need to be worked out at the next committee meeting. Johnson noted that if the conversation is going to be highlighted on downtown and specific to business development, then the Chamber of Commerce should be kept



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in the loop on this event. Grace stated that it needs to be determined who all should be invited to this discussion and how the meeting should be staged.

More details about the Hudson Hot Air Affair event will be discussed at the next meeting as well.

**ADJOURNMENT.**

Motion by Mroz, seconded by Yoerg to adjourn at 2:02 p.m. All Ayes (7). Motion Carried.

Respectfully submitted,  
Tiffany Weiss, Acting Secretary



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**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** February 3, 2020  
**SUBJECT:** Community Survey Results Update

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**BACKGROUND:**

Brea Grace will provide a summary of the online results compiled for the Community Survey so far.

**ATTACHMENTS:**

None

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director





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**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** February 3, 2020  
**SUBJECT:** Public Engagement Planning

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**BACKGROUND:**

Brea Grace will provide next steps in the public engagement process for the comprehensive plan update that include the following:

- Engagement Activities that are planned for the Hot Air Affair EP Rock Elementary School Marketplace event (will be held on February 8<sup>th</sup> from 8am to 8pm).
- Two Focus Groups that will discuss the future of Downtown Hudson and will include individuals from both the business/office side of Downtown as well as residents that live in or around downtown (will be held on February 27<sup>th</sup>)
- Drafting POLCO Outreach Questions (sample questions to be provided at meeting from Rochester). Some first-round sample questions have also been drafted and will require some refining from the committee before they are ready for publishing. These will be provided at the meeting.

Bicycle and Pedestrian sample questions will also be provided at the meeting as future additional questions to send out via POLCO for the Master Bike/Ped Plan.

**ATTACHMENTS:**

None

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director



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**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** February 3, 2020  
**SUBJECT:** Discussion on City of Hudson Demographic Data

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**BACKGROUND:**

Brea Grace will discuss with the Steering Committee the City's Demographic Data.

**ATTACHMENTS:**

None

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director