

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

**Monday, October 5, 2020 1:00 p.m.**  
**Via Zoom**

To access the meeting please use the link or phone number below. If you cannot access the meeting via the methods below, or need any special accommodations, please contact Aaron Reeves at 715-716-5741 or [areeves@hudsonwi.gov](mailto:areeves@hudsonwi.gov).

**Join Zoom Meeting:**

<https://us02web.zoom.us/j/87017182684?pwd=THhUcG9xeVpFcDFYMVlyd3c1dWpvUT09>

**Meeting ID:** 870 1718 2684

**Password:** 799912

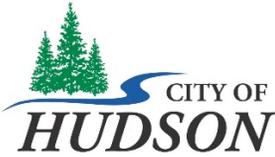
**Call-in Phone Number:** [312-626-6799](tel:312-626-6799)

**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 July 6, 2020 meeting minutes.](#)
3. New Business
  - A. [Discussion on Video Presentation & Land Use Map Exercise](#)
  - B. [Discussion on development of POLCO survey questions](#)
4. Communications and Items for Future Agendas
5. Adjournment

Posted to City of Hudson's website and emailed to *Star Observer* on 10/2/2020



REGULAR MEETING OF THE COMPREHENSIVE PLAN  
STEERING COMMITTEE  
CITY OF HUDSON  
Monday, September 14, 2020

The Hudson Comprehensive Plan Steering Committee meeting was called to order by Johnson at 1:07 p.m.

PRESENT. Tiffany Weiss, Michael Johnson, Aaron Reeves, Rich O'Connor, Michael Mroz, Jim Webber, and Fred Yoerg (arrived at 1:38pm)

ABSENT. None.

OTHERS PRESENT. Brea Grace and Joyce Hall.

Discussion and possible action on July 6, 2020 meeting minutes. Motion by O'Connor, seconded by Mroz to approve the minutes of the July 6, 2020 Comprehensive Plan Steering Committee. All Ayes (6). Motion Carried.

**UNFINISHED BUSINESS.**

None.

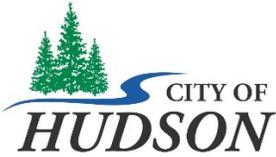
**NEW BUSINESS.**

Discussion on Future Public Engagement and Land Use map. Johnson summarized the need to plan for creative public engagement strategies while COVID meeting restrictions are in place. Brea Grace and Tiffany Weiss introduced the strategy of a web map application and introductory video to assist residents with completing the web map. Weiss walked through the web map application and explained the step-by-step process that residents would go through to submit their comments by drawing lines, polygons, or placing point markers on the current land use map. Additionally, residents would be required to provide their mailing address so that they could be identified as city residents. Lastly, residents would not be able to see other people's comments, so this will help to avoid a group-think mindset and biased opinions.

Mroz asked if residents are being tasked with defining land uses inside the city as well as outside of the current municipal boundaries. Discussion was held amongst committee members and it was determined that residents would not be outwardly tasked with defining land uses externally from the city. That task would be left to city staff to determine being that the committee does not want residents to think it's implied that annexations are going to happen during this mapping exercise. However, if residents do provide comment on future land uses for annexations, those comments would be accepted.

Mroz also asked for land use definitions to be discussed in the proposed video presentation so that those distinctions could be provided to residents before they provide comments.

O'Connor inquired as to the validity of the municipal boundaries being in the St. Croix River that includes the man-made islands. Johnson noted that staff could investigate the history of the municipal boundary and determine if those islands do fall under the City of Hudson's jurisdiction.



REGULAR MEETING OF THE COMPREHENSIVE PLAN  
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Webber pointed out that the Comprehensive Plan is not noted very directly on the city website and asked city staff to create a more direct connection for people to find more information on the comprehensive plan drafting process.

Joyce Hall noted the types of comments she's expecting to see come out of this exercise, such as neighborhood-level comments. Most notably, those residents around the downtown area that will likely comment on the desire to keep the downtown businesses from creeping into their residential neighborhood. Additionally, the need for a gas station at the corner of Carmichael and Vine. Johnson noted that those comments received from residents commenting on the neighborhood level would be weighted more heavily (i.e. would be viewed as more important) than those who comment on those same areas but live on the other side of the city.

Webber inquired if there were any areas where staff was anticipating changes to occur. Johnson noted that staff wasn't expecting any drastic changes to occur and that staff would recommend that the downtown overlay not be extended beyond where it currently is because of the established TID district (which lasts 20 years).

Brea said that, if the committee approves, that she and Community Development staff would work on fleshing out the web map application and video presentation to then bring forward to the committee at the next scheduled steering committee meeting. Committee members voiced approval. Webber inquired into the possibility of creating a poster board to set up at the Library with notecards to allow residents to access the project website without necessarily having to visit the city website.

Discussion on continued engagement through POLCO surveys. Brea Grace asked the committee if they would like to continue to utilize POLCO to send out surveys to residents and, if so, what are some potential new survey topics the committee would like to ask. Committee members voiced approval of POLCO and that they would like to continue to use it as a survey platform. Mroz inquired whether land use questions could be developed as a POLCO survey. Johnson answered that it definitely could be done. Mroz also asked if Brea could provide a tentative timeline of upcoming chapters that will be drafted so that the steering committee could develop some new POLCO questions. Yoerg and Johnson noted that these new POLCO questions should be pushed promptly as soon as October comes up. Mroz lastly inquired if a note could be added at the end of each POLCO survey to direct residents to the project website. Brea Grace noted that it could be done.

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

Next meeting date will occur on October 5<sup>th</sup>, 2020 at 1:00 p.m.

#### **ADJOURNMENT.**

Motion by Mroz, seconded by Webber to adjourn at 1:46 p.m. All Ayes (7). Motion Carried.

Respectfully submitted,  
Tiffany Weiss, Acting Secretary



505 Third Street  
Hudson, Wisconsin 54016  
ph: (715)-386-4765 fx: (715)386-3385  
www.ci.hudson.wi.us

**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** 5 October 2020  
**SUBJECT:** Discussion on Video Presentation & Land Use Map Exercise

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**BACKGROUND:**

City staff have developed a Land Use Mapping web application to allow city residents to directly provide public comment on future land uses within the City of Hudson. Users of the application can draw lines, shapes, and leave points anywhere on the map. The application also requires users to input a mailing address as well as a comment to associate with the drawing they contributed to the map. This will help staff determine whether those who are submitting comments are residents of the City or not.

Brea Grace will present the updated public engagement concept with the video presentation that SEH developed to assist users in understanding the purpose of this mapping exercise.

**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:** 5 October 2020  
**SUBJECT:** Discussion on development of POLCO survey questions

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**BACKGROUND:**

It was discussed at the September 14<sup>th</sup> Steering Committee meeting that the committee would like to continue with producing POLCO surveys for the public to respond to.

At this time, committee members may introduce question topics and ideas to present to the public for responses.

**ATTACHMENTS:**

None

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