

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 21st 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,

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

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 8th. 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



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

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