

JOINT MEETING CALL TO ORDER (MAYOR)

- Mayor Jeanne Cronce called the Joint Common Council meeting to order at 6:00 p.m.
Committees/Commissions/Boards in attendance: Common Council, Business Improvement District Board, Park & Recreation Commission, Plan Commission, Redevelopment Authority, Shawano Industrial Commercial Development Committee, Chamber Board, Farmers Market Board, Park Builders Board and Shawano Business District Association

SILENT PRAYER

PLEDGE OF ALLEGIANCE

ROLL CALL (ALL COMMITTEES/COMMISSIONS/BOARDS)

- Common Council Present: Mayor Jeanne Cronce, Alderpersons John Hoeffs, Lisa Hoffman, Bob Kurkiewicz, Seth Mailahn, Sandy Steinke, Rhonda Strelbel and City Attorney Tim Schmid.
- Plan Commission Members Present: Chad Kary, Justin Lepscier, Lorna Marquardt, Robyn Shingler, Eddie Sheppard and Mayor Jeanne Cronce.
Absent and Excused: Tim Schultz
- Park and Rec Members Present: N. Woody Davis, Bill Krenger, Sheree Repinski and Jerry Weisnicht
- Park Builders Group Members Present: Robert Dumke, Jeff Easter, Brad Keuschel, Brian Knapp, Lori Knapp, Dave Passehl and Starlyn Tourtillott.
- Business Improvement District Board Members Present: Jenny Ballwahn, Jill Birr, Laurie Herm, Jennifer Hoffman, Karen Preston, Heather Pahl and Yvette Hartman-Wilber.
Absent: Tom True
- Shawano Downtown Business Association Members Present: Robert Dumke, Idell Johnston, Michael Johnston and George Maglio
- Redevelopment Authority Members Present: Richard Felts, Dave Kerber, Amanda Sheppard, Kathrine Sloma and Starlyn Tourtillott.
- Shawano Industrial Commercial Development Committee Members Present: Chuck Felts, Ed Grys, Charlie Harvey, Dave Kerber, Kort Knope, Jim Meyer and Curt Preston.
Absent: Sandy Bocik.
- Farmers Market Board Members Present: Helen Barnes, Robert Dumke, Nathan Falk, Jennifer Langlois, Carol Ryczek, Gail Sarnwick and Richard Sarnwick.
- Chamber Board Members Present: Kathy Hansen, Dennis Heling (SCEPI), Melissa Olsen, Patti Peterson, Nancy Smith and Mary White
- Staff Present: Brian Knapp, Lisa Bruette, Brian Bunke, Dana Dillenburg, Matt Hendricks, Dave Kolitsch, Dan Mael, Lesley Nemetz, Patty Pingel, Mike Sasse, Joe Schroeder, Eddie Sheppard, Tom Stefl and Bryce Szymanski.
- Others Present: Blake Theison (Ayres & Association), Dan Lindstrom (Vierbicher), concerned citizens and media.

REPORT OF CLERK FOR COMPLIANCE WITH OPEN MEETING LAW (CLERK-TREASURER)

- The clerk treasurer reported compliance with the Open Meeting Law.

DISCUSSION/ACTION REGARDING PLANS FOR SPLASH PAD AND PLAZA CONCEPT (ALL COMMITTEES/COMMISSIONS/BOARDS)

- Mayor Jeanne Cronce stated the purpose of the joint meeting was to discuss a possible Downtown Plaza concept and location of a splash pad. She went on to mention that surrounding cities such as Appleton, Green Bay and Wausau have successful Downtown Plaza areas.
- A video segment from the Roger Brooks Branding presentation was then watched by all in attendance.
- Nancy Smith from the Shawano Chamber of Commerce spoke about the branding plan for Shawano and Menominee Counties and the success Mr. Brooks has had in other cities to increase tourists and tourist's spending. According to Robert Brooks, the elements to a successful plan are: getting people downtown 250 plus days a year, having store hours 4pm to 10pm 6 days a week, placement of a plaza in the heart of the spending district, monetization, programming of events year-round.
- Dennis Heling (SCEPI) spoke on how a plaza could impact Shawano economically.
- Eddie Sheppard (Assistant City Administrator/Public Works Coordinator) spoke to what the Redevelopment Authority (RDA) is doing to enhance and sell the community.
- Dan Lindstrom (Vierbicher - consultant to the RDA) mentioned the RDA is working on a downtown Master Plan and goals. The key attributes to a plan are: comfort and images, access and linkages, sociability and uses and activities.
- Blake Theisen (Ayres & Associated – consultant to the Parks) spoke of what is behind a program and design concept for a project. He also presented and discussed two draft concept ideas for a plaza connecting to Franklin Park.
- Brian Knapp (City Administrator) talked about how a plaza can help increase retail sales, the economic impact and how the creation of a connection between the park renovation to the downtown area will drive activity and spending our area rather than in some other area. He also discussed funding options which are: the existing \$400,000 borrowed to cover the splash pad, existing TIF 4 or creating a new TIF Overlay and Community Donations.
- A Question and Answer session followed.
- Committee/Commissions/Boards were asked to vote on two questions: 1. Should the development of the Plaza concept be pursued? 2. Should the currently planned splash pad investment be incorporated into the downtown plaza location? The Farmers Market Board, Chamber Board, Park Builders Board and SDBA will be casting advisory votes since these boards are not subordinate to the Common Council.

Committee/Commission/Board Voting Results:

- Plan Commission - Lorna Marquardt left meeting before vote taken:
 1. **Motion to pursue the development of a Plaza concept.**
Kary/Lepscier. Motion carried 4 Ayes, 0 Nays, 1 Abstained.
 2. **Motion to not incorporate the splash pad investment into the downtown plaza concept.**
Kary/Shingler. Motion carried 4 Ayes, 0 Nays, 1 Abstained.

Comments:

- Motion made with the intention of wanting a splash pad at Plaza as well
- Would like splash pad at Memorial Park
- Push back will come from moving splash pad rather than building the plaza
- Where would people park for Memorial Park
- Park and Rec Commission:
 1. **Motion to pursue the development of a Plaza concept.**
Krenger/Davis. Motion carried 4-0.

2. **Motion to not incorporate the splash pad investment into the downtown plaza concept. Krenger/Weisnicht. Motion carried 4-0.**
- Business Improvement District – Laurie Herm left meeting before vote taken:
 1. **Motion to pursue the development of a Plaza concept. Wilber/Birr. Motion carried 6-0.**
 2. **Motion to incorporate the splash pad investment into the downtown plaza concept. Preston/Wilber. Motion carried 5-1.**
 - Redevelopment Authority:
 1. **Motion to pursue the development of a Plaza concept. Tourtillott/Sloma. Motion carried 5-0.**
 2. **Motion to incorporate the splash pad investment into the downtown plaza concept. Sheppard/Tourtillott. Motion carried 5-0.**
 - Shawano IndustrialCommercial Development Committee:
 1. **Motion to pursue the development of a Plaza concept. Knope/Felts. Motion carried 7-0.**
 2. **Motion to incorporate the splash pad investment into the downtown plaza concept. Preston/Grys. Motion carried 6 Ayes, 0 Nays, 1 Abstained.**

Advisory Question Results:

- Park Builders Group:
 1. Yes to pursue the development of a Plaza concept. 6-0
 2. No to incorporate the splash pad investment into the downtown plaza concept. 6-0

Considerations:

- Franklin Park water feature to Plaza instead
 - Can we consider splash pad at Franklin?
- Shawano Downtown Business Association (SDBA) – Robert Dumke voted with Farmers Market:
 1. Yes to pursue the development of a Plaza concept. 3-0
 2. Yes to incorporate the splash pad investment into the downtown plaza concept. 3-0
- Farmers Market Board – Richard and Gail Sarnwick left meeting before vote taken:
 1. Yes to pursue the development of a Plaza concept. 5-0
 2. Yes to incorporate the splash pad investment into the downtown plaza concept. 5-0
- Chamber Board – Kathy Hansen and Melissa Olsen left meeting before vote taken:
 1. Yes to pursue the development of a Plaza concept. 4-0
 2. Yes to incorporate the splash pad investment into the downtown plaza concept. 4-0

Summary of voting in chart format:

Committee	Question 1		Question 2		Comments
	Yes Plaza Concept	No Plaza Concept	Yes Incorporate Splash Pad in Plaza Concept	No Incorporate Splash Pad in Plaza Concept	
Plan Commission	X			X	Motion made with the intention of wanting a splash pad @ plaza as well would like splash pad @ Memorial Park push back will come from moving splash pad rather than building plaza where would people park for Memorial
Park & Rec	X			X	
BID	X		X		
RDA	X		X		
SICDC	X		X		
Park Builders	X			X	Franklin Park water feature to Plaza Can we consider splash pad @ Franklin?
SDBA	X		X		
Farmers Market	X		X		
Chamber Board	X		X		

Alderson Hoeffs left meeting at 8:40 pm

ADJOURN

- **Motion to adjourn. Kurkiewicz/Mailahn. Motion carried 5-0.** Time being: 8:50 pm

Respectfully submitted:
Karla Duchac, Clerk Treasurer