



LONG RANGE PLANNING COMMITTEE MINUTES

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, November 30, 2021** at 5:30 p.m. in the Municipal Building, 819 Superior Ave, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: Member Chair Remy Gomez called the meeting to order at 5:30 p.m. Members present: Adam Gigous, Remy Gomez, Jeff Holthaus, Mike Murray, Pete Reichardt (via phone), Tina Thompson and Shawn Zabinski. Absent: Dustin Powell, Joanne Westpfahl. Quorum present.

Also in attendance: Building Inspector Shane Rolff, City Administrator Brad Hanson, Deputy City Clerk Matt Baumgartner, Alderperson Lamont Kiefer and Stratford Sign Company representative Dan Drexler (via Zoom)

Reviewing Certificate of Appropriateness – 1002 McLean Ave (Signage): CCF Bank has submitted an application for a certificate of appropriateness for signage at 1002 McLean Ave. S. Rolff stated the proposed work will include wall signage and directional signage. It meets all the requirements of the checklist and he recommended approval. A representative from Stratford Sign Company, Mr. Drexler, took a moment to thank the committee for getting this done in a timely manner and opined that they should educate other municipalities on how to conduct their business more efficiently.

Motion by A. Gigous, second by J. Holthaus to approve the Certificate of Appropriateness for 1002 McLean Ave as submitted. Motion carried.

Approval of October 11, 2021 Minutes: Motion by T. Thompson, second by S. Zabinski to approve the minutes of the October 11, 2021 meeting. Motion carried.

Design Standards Checklist Update: Informational only: S. Rolff presented an update to the Design Standards Checklist that will have language regulating food truck establishments. The City of Tomah Mayor M. Murray spoke about his concerns regarding outdoor food service and the associated fees and taxes. He spoke as a restaurant owner and said he has a brick and mortar establishment and pays property taxes to the City and has less margins than a business that sets up on a concrete slab like a food truck, giving them a strong advantage. One thing he sees is the land isn't taxed in accordance with the amount of revenue generated. S. Rolff stated the Long Range Planning Committee isn't responsible for setting those fees and that the City Council hasn't been presented with the Mobile Food Truck Ordinance yet as it's at the City Attorney's office for review. Once the City Attorney has completed the review it will go to the City Clerk and then be presented to the City Council where they will be able to decide how the fees are set. There was conversation on what exactly could be sold at a business such as Christmas trees in the "off season" and S. Rolff stated from a zoning standpoint there isn't really anything that restricts selling of other goods in the business district but there are a lot of "What-ifs" that will always need to be addressed.

Fence Standards Update: Informational only: S. Rolff spoke about a potential amendment to the Downtown Design Standards. He advised that MSA should be consulted as they worked on the original Downtown Design Standards. He stated the amendment should include language specific to fencing that would cover some of the issues encountered with "The Lot" and should have potential language that could be adopted that will address fencing as a whole.

R. Gomez asked if this is this a recommendation for Council and S. Rolff answered that this is a just a first look at it and once we get what we want we'll bring it back in an ordinance amendment format. A. Gigous asked what item 5 is referring to in the meeting packet and S. Rolff answered that number 5 shows how to soften up the fence panels so it isn't just a fence all the way across; this is a lesson learned from the "Lot". S. Rolff asked the committee to send him emails with ideas and stated that this isn't time sensitive and he will come back with a product at a later date.

Discussion of Mural at 1118 Superior Ave: T. Thompson advised the committee hold off on this agenda item until Spring at which time she will let the Clerk's office know to add it back into the agenda.

Building Inspector Project Updates: S. Rolff advised Holiday Inn Express has footing and foundation permits and he did some inspections today. The Boys and Girls Club has submitted plans to remodel but he hasn't reviewed all of it as of yet. J. Holthaus asked if the AG based business by Walmart is moving forward. B. Hanson stated they haven't made a decision where they're going as of the end of October.

Administrative Updates: B. Hanson briefed that Holiday Inn Express is "moving dirt" and hasn't submitted a request for help or financial assistance from the city so he'll update the TID forecast. He gave the TID forecasting update as follows: TID 8: should be functioning on its own in 2027 and will close in 2042, TID 9: 7.5 million for road work within a half mile of the TID in 2029 and 2037 will be the last year of being a TID district, TID 10: 5 million for road work within a half mile of the TID in 2024, TID 11: may require a potential amendment to add an infrastructure increase and we may annex land to add a residential area. There were questions from multiple committee members regarding the land near the hospital whether or not the committee should ask the owner of the land to come in to talk to them to see what improvements could be mutually beneficial to the owner and the city. M. Murray remarked that if the city doesn't first focus on building up residential areas there won't be enough employees for the new potential businesses. The committee agreed that the Long Range Planning Committee must be more clearly defined and have the right questions to ask and ideas to propose before meeting with the owner of the land near the hospital. There was discussion regarding the intent and purpose of the Long Range Planning Committee and more specifically how focusing on a time period 5-10 years out instead of handling current projects like storefront remodels and fence designs would be more in line with why the committee was formed in the first place. S. Rolff stated that this committee was formed in response to the city not having a full time City Planner since 2008 when that person retired. R. Gomez spoke on figuring out the committee's vision and mission statement. T. Thompson noted that there really isn't anything on this month's agenda that should fall into the category of long range and if it's focus is going to continue to be economic development instead then the name should be changed.

Next Meeting Date: January 25, 2022 (December 2021 meeting is cancelled)

Adjournment: Motion by A. Gigous, seconded by T. Thompson to adjourn at 6:15 p.m. Motion carried.

Respectfully submitted by:

Matthew Baumgartner

Matthew Baumgartner, Deputy City Clerk, November 30, 2021