



2015 MASTER PLAN ADVISORY COMMITTEE (MPAC)

TEN (10) YEAR UPDATE PROCESS

RECORD OF PROCEEDINGS

MONDAY, NOVEMBER 30, 2015 - 7:00 P.M. TO 9:00 P.M.

City Hall Community Room – 16860 Main Street

I. **Welcome to Group Members and Opening Remarks by Mayor Woerther and the Department of Planning**

The Committee's Facilitator, Dr. Terry Jones, opened the meeting at 7:00 p.m. and welcomed all in attendance. He then requested a roll call of attendees, which was completed with the following results:

Master Plan Advisory Committee Members present: David Geile, Sam Visintine, Harry LeMay, Susan Wright, David Beattie, Larry Feuerstein, Dennis Welker, Ed Kohn, Fran Gragnani, Kevin Liddy, Ron Peasley, Jon Bopp, Rick Archeski, Michele Bauer, Debra Smith McCutchen (Council Member Ward 5), Greg Stine (Council Member Ward 7), and Mayor Woerther.

Staff Members present: City Administrator Ryan Thomas, Director of Planning and Parks Joe Vujnich, Director of Public Works Rick Brown, and Assistant Director of Planning and Parks Kathy Arnett.

Mayor Woerther and Director Vujnich thanked everyone for their attendance at the meeting.

II. **Review and Action on the Minutes from the November 3, 2015 Meeting**

Dr. Jones questioned if any Committee Members wished to propose changes to the minutes. Hearing no modifications, the minutes were approved.

III. **Public Comment and Input**

There was no public comment.

IV. **Discussion of Topics and Consideration of Information by the Committee**

a. **Presentation of Policies and Revised Goals and Objectives of the [Economic Development Element](#) of the Master Plan**

Director of Planning Vujnich noted it was time to discuss the draft policies, since the recommendations by the City's economic development consultant had been provided to the Committee.

A motion was made by Mayor Woerther, seconded by Committee Member Bopp, to adopt Economic Development Element Policy #1, *(Conduct research to determine what attracts people to Wildwood and develop a promotional campaign highlighting these features.)*.

Discussion was held regarding who would pay for the research costs.

A voice vote was taken regarding the motion. Hearing no opposition, Dr. Jones declared the motion approved and the policy adopted.

A motion was made by Committee Member LeMay, seconded by Committee Member Visintine, to adopt Economic Development Element Policy #2 *(Identify key strategies for promoting and marketing Wildwood and then implement them.)*.

Discussion was held regarding the following: the differences between Policy #1 and #2; the avenues that can be used for these types of promotions; and the possibility of City officials attending the International Conference of Shopping Centers, as a way to raise awareness and advertise Wildwood to potential businesses.

A voice vote was taken regarding the motion to adopt the policy. Hearing no objections, Dr. Jones declared the motion approved.

A motion was made by Committee Member Archeski, seconded by Committee Member Beattie, to adopt Economic Development Element Policy #3 *(Establish partnerships and sponsorships with organizations/businesses that hold unique community assets, which helps in creating Wildwood's unique character.)*.

Discussion was then held regarding the following: the extent of these proposed partnerships; the options in addition to financial expenditures; the limitation by State Statute on the use of public funds for private entities; and the concern with the wording of partnerships and sponsorships being misinterpreted as financial support only.

A motion was made by Committee Member Liddy, seconded by Committee Member Gragnani, to substitute 'relationships' for 'partnerships and sponsorships' in Economic Development Element Policy #3.

A voice vote was taken regarding the motion to modify the policy. Hearing no objections, Dr. Jones declared the motion approved.

A voice vote was taken regarding the adoption of the policy, as amended. Hearing no objections, Dr. Jones declared the motion approved.

A motion was made by Committee Member Peasley, seconded by Committee Member Welker, to adopt Economic Development Element Policy #4 *(Optimize the utilization of the City website, e-newsletter, and social media, including the possible development of new smartphone applications.)*.

A motion was made by Council Member Stine, seconded by Mayor Woerther, to substitute 'smartphone' with 'mobile' in Economic Development Element Policy #4.

A voice vote was taken regarding the motion to modify the policy. Hearing no objections, Dr. Jones declared the motion approved.

A voice vote was taken regarding the adoption of the policy, as amended. Hearing no objections, Dr. Jones declared the motion approved.

A motion was made by Committee Member Beattie, seconded by Committee Member Archeski, to adopt Economic Development Element Policy #5 *(Complete the third phase of the Manchester Road Streetscape Project and facilitate the development of Main Street from its current terminus, at Market Drive, to State Route 109.)*

Discussion was then held regarding the following: the possibility this item is more related to the Transportation Element than Economic Development Element; the timing of these projects; the ability of the City to install infrastructure as an economic development tool; and the potential for including a target date on the projects.

A motion was made by Committee Member Beattie, seconded by Committee Member Welker, to remove all of the text from 'complete' to 'and' in Economic Development Element Policy #5.

A voice vote was taken regarding the motion to modify the policy. Hearing more nays than ayes, Dr. Jones declared the motion failed.

A motion was made by Council Member Stine to change the wording of Economic Development Element Policy #5 to facilitate the development of streets to promote and encourage economic development. The motion failed, being a lack of a second.

A motion was made by Council Member Stine, seconded by Committee Member Visintine, to modify Economic Development Element Policy #5 to read as follows: *Invest in public infrastructure to facilitate economic development on Wildwood's arterials.*

Discussion was then held regarding if Economic Development Element Goal #4 already covers this policy and if the wording is repetitive to other policies in the Transportation Element.

The motion, and second, were then withdrawn.

A voice vote was taken on adopting Economic Development Element Policy #5, without any changes. Hearing only one (1) nay, Dr. Jones declared the motion approved and the policy adopted.

A motion was made by Committee Member Visintine, seconded by Committee Member Bopp, to adopt Economic Development Element Policy #6 *(Develop promotional materials, in conjunction with community representatives, which can be disseminated to desired businesses, restaurants, employers, development interests, and others to market Wildwood as a great place to live, work, and play.)*

Discussion was then held regarding the following: the thought this policy duplicates Policy #2; and the business directory the City had completed in the past.

A voice vote was taken regarding the motion to adopt the policy. Hearing no objections, Dr. Jones declared the motion approved.

A motion was made by Committee Member LeMay, seconded by Mayor Woerther, to adopt Economic Development Element Policy #7 (*Implement the adopted Action Items the City Council has identified as necessary from the economic development consultant's report on these matters (Houseal Lavigne).*).

Discussion was then held regarding the following: the timeline for when the City Council would adopt the plan from Houseal Lavigne; the process used for the economic development consultant; the desire to see the specific Action Items outlined in the report; and the possibility of delaying action on this item to a later meeting.

A motion was made by Committee Member Archeski, seconded by Committee Member Gragnani, to table this policy discussion to a later meeting.

A voice vote was taken regarding the motion to table this item. Hearing eight (8) ayes and eight (8) nays, Dr. Jones declared the motion failed for lack of affirmative action.

Discussion was then held regarding the following items: the importance of retaining this policy to ensure future reference to the economic development consultant's plan; the desire for goal-objective-policy congruity; the request to modify the text 'consultant's report' to include the name of the document in the final wording of this policy; and the possibility of including a reference to Houseal Lavigne or other consultants/experts relative to implementation.

A motion was made by Mayor Woerther, which was seconded by Committee Member Peasley, to call the question.

A voice vote was taken on calling the question. Hearing more ayes than nays, Dr. Jones declared the motion approved.

A voice vote was taken on the adoption of Economic Development Element Policy #7. Hearing more ayes than nays, Dr. Jones declared the motion approved.

Director Vujnich then asked if the Committee had any additional comments on the Economic Development Element.

A request was made to move Policy #5 to the bottom of the policy list. Dr. Jones deemed this matter an administrative task, which did not require a vote.

Discussion began on Policy #7, but no one who voted in the affirmative wished to make a motion to reopen discussion and reconsideration of it.

A motion was made by Council Member Stine, seconded by Committee Member Archeski, to add a Economic Development Element Policy #8, which would read as follows: *All policies of the economic development element shall be consistent with the rest of the Master Plan.*

Discussion was then held regarding the following: the intent for this policy to serve as a check of the plan, once the City Council has acted on the Houseal Lavigne report; the proposed action items in the report, none of which are in conflict with the Master Plan; and the repetition of this policy, since it is in the Master Plan, as are all items it references.

The motion, and second, were withdrawn.

A motion was made by Council Member Stine, seconded by Mayor Woerther, to add Economic Development Element Goal #6, which would read as follows: *Economic development activities within the City should be consistent with the Master Plan.*

Discussion was then held on the redundancy of this goal.

A voice vote was taken on the motion to add this goal. Hearing more nays than ayes, Dr. Jones declared the motion failed.

b. Presentation of Policy #2 of the Planning Element of the Master Plan

Director Vujnich noted this policy had been postponed previously, given the Committee's desire to have the land use discussion completed. Now that the land use portion of the plan is finished, this policy relative to density in the Suburban Residential Area can be decided. He noted the Department's recommendation is to retain the one (1) acre density in the Suburban Residential Area due to the remaining tracts of lands' topography, stormwater issues, surrounding land uses, and other considerations.

A motion was made by Committee Member Welker, seconded by Committee Member Liddy, to retain the wording of the Planning Element Policy #2.

Discussion was then held regarding the two (2) modifications to the Suburban Residential Area text in the Master Plan, since the City's incorporation, which included the commercial node of properties at the intersection of Clayton and Strecker Roads in 1997 and the Stone Mill Subdivision in 2015.

A voice vote was taken on the motion. Hearing no objections, Dr. Jones declared the motion approved.

c. Three (3) Revised Final Elements of the Master Plan –Community Services, Transportation, and Open Space and Recreation

No additional changes were proposed to the final elements. A couple of typographical errors were identified and Dr. Jones deemed those as administrative revisions that did not require a motion. Department of Planning staff will review the spelling and grammar of each element, prior to their inclusion in the draft of the Master Plan.

d. Review of Final Meeting Calendar

Director of Planning Vujnich provided a calendar with the remaining meetings, noting the final adoption of the revised Master Plan by the Committee could be anticipated sometime in February.

e. Comments and Questions from Committee Members

None

V. **Next Meeting Date of the Committee – *Tentative* - December 16, 2015 – (Wednesday at 7:00 p.m.)**

VI. **Closing Remarks and Adjournment**

A motion was made by Committee Member Archeski, seconded by Committee Member Bopp, to adjourn the meeting.

There being nothing else for discussion, Dr. Jones adjourned the meeting at 8:55 p.m.