

Jefferson County – Comprehensive Plan and Agricultural Preservation and Land Use Plan
 Steering Committee Meetings #5 – Meeting Minutes
 Wednesday, August 19, 2020 – 1:00 -3:00 p.m. – Jefferson County Courthouse/Virtual



JEFFERSON COUNTY
 Comprehensive Plan and Agricultural
 Preservation and Land Use Plan

STEERING COMMITTEE MEETING #5
 August 19, 2020



Meeting was called to order at 1:03 p.m.

Introductions and Attendees:

The following individuals were in attendance (in-person):

| Type | Name | Organization |
|---------------------|-----------------|---|
| Planning and Zoning | Steve Nass | Town of Lake Mills – County Board Chair |
| Towns | John Thoma | Town of Watertown |
| Towns | Ted Vratny | Town of Oakland |
| Staff | Ben Wehmeier | County Administrator |
| Staff | Patricia Cicero | Land and Water Conservation |
| Staff | Brett Scherer | Zoning Department |
| Staff | Matt Zangl | Director of Planning and Zoning |
| Staff | Brian Udovich | Highway Department |
| Staff | Kevin Wiesmann | County Parks |
| Staff | Sarah Higgins | Zoning Department |
| SRF Consulting | Paul Chellevoid | |

The following individuals were in attendance (virtual):

| Type | Name | Organization |
|-----------------------|-------------------|--|
| Health/Human Services | Tina Crave | Watertown Health Foundation |
| Post-Secondary | Steven Board | City of Watertown |
| Tourism | Olivia Reinke | Tourism Manager, City of Fort Atkinson |
| Not for Profit | Megan Hartwick | City of Fort Atkinson |
| Staff | Victoria Pratt | Economic Development |
| Staff | Marc DeVries | Finance Director |
| Public | Jennifer G | |
| Public | Stacy M | |
| Public | Frankie Fuller | |
| SRF Consulting | Stephanie Falkers | |

Presentation:

SRF staff Steph Falkers led Steering Committee staff through a PowerPoint presentation.

Agenda items included:

- Approval of Past Steering Committee Minutes
- Process Update
- Public Engagement Update
- Plan Format Overview
- Plan Goals Overview
- Plan Implementation Workshop

Approval of Past Steering Committee Minutes

- Steering Committee #1 – April 10, 2019 – Minutes approved
- Steering Committee #2 – October 1, 2019 – Minutes approved with removing “Director” from Joe Strupp’s title.
- Steering Committee #3 – November 14, 2019 – Minutes approved

Process Update

Attendees were presented with an updated schedule. The adoption process was shifted slightly to account for the meetings around the Christmas Holiday, with final County Board adoption in January 2021. The second Agricultural Preservation Workshop is scheduled for September 2nd, with draft plans coming to the Steering Committee the at the end of September. Steering Committee Meeting #6 will be scheduled for early October and will agenda items will include Comprehensive Plan chapters. In November, Regional Meetings will be scheduled to share the draft plan with and gather public comments.

Public Engagement Update

Stephanie shared a review of the July open house meetings.

A series of open houses were held in the summer of 2020 to engage the public on the plan element analysis being completed in phase three. Due to the public health concerns with COVID-19, the planning team included a virtual open house on July 22nd, and two in-person open houses on July 28th and July 29th. The virtual open house provided attendees with a presentation of recent plan activities and a description of plan element key themes. The presentation was followed by an open question and answer session. The virtual presentation was recorded and available via the county’s

website, allowing residents to view at their leisure. An online survey was also available for virtual attendees to provide input.

The two in-person open houses were designed to invite participants to attend at any point during the two-hour open house to allow for social distancing and compliance with State Health Department regulations. The virtual presentation was played on loop throughout the meeting and engagement stations were spaced throughout the room. Stations provided an opportunity for participants to learn more about the direction and recommendations of a specific plan element and provide their feedback. For example, participants were asked to rank the utilities and county services that are most important to them when considering a place to live. These engagement activities were mirrored in the online survey.

In total, the open houses had approximately 30 attendees. The survey generated 145 responses.

Plan Format Overview

An outline of the Comprehensive Plan was presented and will consist of twelve chapters which include:

- Chapter 1 – Introduction/Executive Summary
- Chapter 2 – Issues and Opportunities
- Chapter 3 – County Context
- Chapter 4 – Goals and Objectives
- Chapter 5 – Land Use
- Chapter 6 – Housing
- Chapter 7 – Transportation
- Chapter 8 – Economic Development
- Chapter 9 – Agricultural, Natural and Cultural Resources
- Chapter 10 – Intergovernmental Cooperation
- Chapter 11 – Utilities and Community Facilities
- Chapter 12 – Implementation

Each of the chapters will follow a layout first describing existing conditions and then policy and guidance.

Next, the Agricultural Preservation and Land Use Plan layout was presented. The Agricultural Preservation and Land Use Plan will be a separate stand-alone document that will be an attachment in the Comprehensive Plan. It will consist of the following chapters:

- Chapter 1 – Introduction/Executive Summary
- Chapter 2 – Planning Process
- Chapter 3 – Preservation Vision
- Chapter 4 – Planning Framework
- Chapter 5 – Implementation

The Steering Committee was in support of the document layout and no major issues were identified.

Plan Goals Overview

A four-page handout was provided that included all the Jefferson County draft goals for each chapter. An overview of the Plan Goals was discussed showing key themes for each of the chapters along with an example goal for each element. Some minor comments regarding wordsmithing, combining of goals, and referencing recently completed plans were collected. Committee members were asked to review goals outside the meeting and provide suggested edits for consideration.

Plan Implementation Workshop

A 29-page Implementation Plan handout was provided to Steering Committee members in advance of the meeting. An overview of definitions, including implementation measures, actions, and timelines was provided. Additionally, draft measures along with an incomplete table of timelines, lead and supporting agencies, and plan tools was provided. Attendees were guided through a draft example of how the planning team would like to review each measure, complete the tables and collect feedback. Steering Committee members were tasked to review the tables, focusing on topic areas that they bring an area of expertise in or have interest in. The intent is that each table will then have several sets of eyes and numerous comments to consider for each element. If there are holes, the planning team and County staff will populate draft content. Attendees were given ten days to provide comment.

Next Steps

- Agricultural Preservation Workshop #2 – September 2nd
- Steering Committee Meeting #6 - October