

TOWN OF SHELBY BOARD MEETING

APPROVED

DATE: May 12, 2014

TIME: 4:30 pm

LOCATION: Shelby Town Hall

TOWN OFFICIALS PRESENT: Chairperson Tim Candahl, Supervisor Joyce Wichelt @ 4:45, Supervisor Tim Ehler, Clerk Cathy Onsager, & Admin/Dir Public Works Jeff Brudos

EXCUSED:

VISITORS: see attached

1. Call to order at 4:32 PM by Chairman Tim Candahl.
2. Pledge of Allegiance.
3. Motion by Ehler/Candahl to approve the minutes of the April 28, 2014 Town Board Meeting as presented. Motion carried..
4. Motion by Ehler/Candahl to approve bills in the amount of \$54,367.67. Motion carried. Copy attached.
5. Sign Ordinance Public Input: Chairman Tim Candahl gave a brief introduction listing the goals the board set and pertinent information contained in the current draft. Copies attached.
 - Ray Ebert representing La Crosse Technology is satisfied with the draft ordinance and variance process
 - Keith Carlson representing Fairway Sign said that banning billboards will not pass constitutional muster and urged the board to allow off-premise signs.
 - Chris LaShorne, 3643 Ebner Coulee Rd, suggested the board include a sign permit process with a clearly defined structure which includes 5-6 criteria for judging signs.
 - James Glasser, W5552 Southdale Dr, referring to the Chuck Hanson letter, also would like to see a permit process and a detailed variance process. He feels the current draft ordinance is too weak.
 - Barb Frank, N1965 Valley Rd, does not want any large or flashing signs allowed. She said they are visual pollution.
 - Joan Waniger, N2089 Valley Rd, read from a prepared statement. Copy attached.
 - Dawn Burns representing McDonald's, said signage is the life-blood of their business. They agree with reasonable regulations and support the current draft.
 - Judy Berra representing Chelson B Salon Center said her business can accept reasonable sign regulations, but asked the board not to limit small business to the point they end up going out of business.
 - Bert Gash representing La Crosse Diesel said he has no objection to removal of the large sign on his property.

- Gene Schumann representing Fergusson Enterprises wants to be able to keep the sign painted on his leased building. He said letter size is important.
- Ellen LaShorne, 3643 Ebnere Coulee Road is concerned with commercial signs that face residential areas in both Shelby and La Crosse. She said McDonalds and Kwik Trip do not need big shining signs.
- Robert Spencer representing Hillside Animal Hospital said 20% of his business comes from people driving by and seeing his sign. Signage is important to small businesses. He thinks the current draft is well thought out, but would support the addition of a permit process.
- Tim Hill, 4022 Brookside Ln, said he agrees that business needs signage, but they don't need billboards, especially electronic billboards.
- Bridget Hill, 4022 Brookside Ln, urged the board to set up a permit and variance process for subsequent boards to follow.

Chairman Tim Candahl thanked the speakers and those who submitted written comments for their input. He said the Board would be taking this information into consideration during a working meeting where they will review, revise and develop a final draft. He hoped to have the ordinance ready to vote on by July. Supervisors Ehler and Wichelt also thanked everyone for coming and letting the board know what improvements could be made. They agreed that a permitting process would receive serious consideration.

6. Administrator Brudos told the board that the Town could bury a pipe on town road right-of-way that would alleviate the drainage problem on Bloomer Mill and Lauterbach Roads. The Town would bear a part of the cost and the affected property owners would be assessed a nominal charge. They would be given the opportunity to pay up front, or the Town could go through the process of putting the cost in installments on the tax roll as a special assessment. Two property owners, Matt Morey (N1100 Bloomer Mill Rd) and John Jax (N1096 Bloomer Mill Rd) told the board they were happy with that solution. Work to be done this year. Motion by Ehler/Wichelt to move forward with the project. Motion carried unanimously.
7. Fire Department – No report
8. Police – Copy attached
9. Administrator's Report. Copy attached.
10. Clerk/Treasurer's Report – Copy attached
11. Chairman reported that he met with City of La Crosse Mayor Tim Kabat. They discussed the railroad proposal to add a second line through La Crosse, hiking trails, and Shelby Youth Ball parking.
12. Board set a working meeting to develop the final draft of the sign ordinance for Tuesday, May 27th @ 9 AM.

13. Next scheduled board meeting on Monday May 26th was cancelled due to the Memorial Day holiday. Board will meet again on Monday, June 10th at which time they will also open the Board of Review and adjourn to such time as the Assessment Roll is completed.

14. Motion to adjourn @ 6:14 PM

Respectfully submitted,
Cathy Onsager, Clerk