

TOWN OF SHELBY

County of La Crosse

State of Wisconsin



2800 Ward Ave

La Crosse, WI 54601

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APPROVED

Planning Commission Minutes

Date: Tuesday, June 15, 2021

Time: 4:00 p.m.

Location: Town Hall, 2800 Ward Ave., La Crosse, WI 54601

Town Officials Present: Planning Commission Chairperson Marlin Helgeson, Commissioners Mike Kendhammer, Karen Kouba, Elliott Bujan, Rebecca Flege, Renee Knutson, Brian Benson, Al Schulz, Administrator Christina Peterson, Clerk Fortune Weaver, Treasurer Sara Jarr, Intern Annie Thurs.

Attendance List: Abbey Nicewander-Mississippi River Regional Planning Commission

1. Meeting called to order by Helgeson at 4:00 p.m.
2. Minutes: Kendhammer motion to approve minutes from 3/16/2021, second by Benson. Motion carried unanimously.
3. No Citizens Concerns.
4. New Business. No new business.
5. Old Business. No old business.
6. Comprehensive Plan Update. Helgeson and Clerk discussed the proposed schedule. Making sure the timeline matches with the La Crosse County schedule. Schedule will be made available online so that anyone who is interested in certain topics can attend. Proposed a larger meeting venue that will allow for social distancing and larger attendance, if necessary. Decision to keep meetings at Town Hall for the time being. Discussion on moving the intergovernmental cooperation topic earlier to be in line with the Boundary Agreement. Consideration of assigning certain topics to different commission members to allow for a “hands on” approach to the process.
7. Public Participation Plan Resolution. No suggested changes currently. Commission will review thoroughly and make the clerk aware of any questions or changes. Barring none the commission recommends the Town Board sign the Resolution.
8. Survey-Review options and response methods. Discussion on what questions, surveys, and methods should be put into place. Helgeson discussed the need for the education piece of this survey. Bujan suggested frequently asked questions (FAQ) page on the town website and Facebook page, and potentially as a flyer. Resources could be available for residents who have general common questions, whereas Peterson would be able to address more specific questions directly via phone. Schulz noted that anonymity is key for some questions to be answered. Discussion on how the Town of Campbell and County laid out their questions and surveys. Nicewander noted that they have a survey form that they can use that is included in the price of contracting them. Responses can be brought to the Town for discussion purposes as they come in. Peterson commented workers in Shelby or owners of businesses in Shelby should be able to contribute. Nicewander suggested separate survey for business owners in Shelby. Need to discern between those who work for a Shelby-based business and those who work from home for a company located outside of Shelby. Helgeson noted the ‘satisfied with Town of Shelby living’ question is important and should be included, Kouba agreed. Schulz noted that adding questions about residents’ satisfaction with living in Shelby could make the

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survey longer and could be seen as an introduction to make major changes which can be problematic. Kouba noted that space should be added for comments after the questions. Kendhammer noted the importance of knowing the age group to know how to process the information. Bujan noted that it should be age or how long they have lived in Shelby. ‘How long have you lived in Shelby’ question added. Snow removal and road maintenance two separate questions. Water/sewer moved to different question. Storm water management added back in. Knutson suggested dropping facilities from parks and recreation to avoid people thinking it is referring to only buildings. Less of a lead into the questions when people see “tax” or other trigger words, they will assume something either negatively or positively and that could cause them to answer the questions without a full understanding. Drop the questions about development and just note would you like to see the town encourage development? Peterson noted that for water expansions, the costs would be shared with existing residents. Schulz noted sometimes the public using funds is better for everyone overtime even if it seems like the least proactive thing for the community. Move the library services to the following question. Helgeson noted that air quality and groundwater should be added into priorities, no decision made on whether to add that in. Helgeson noted that energy opportunities solar and wind should be put in. Kendhammer noted the sediment ponds should also be addressed, even if through the ordinances and not this survey. Open ended questions should remain. Bujan asked Nicewander what things we are getting right and what are needing to improve on. Nicewander commented that paper surveys should be short and flow well to increase responses. Organize the questions by putting the questions we want answered most at the beginning.

9. No Administrator Report.

10. No Commissioner Reports.

11. Nicewander—mentioned contracts will need to be signed, August would be the time to get it signed. Work can get going soon. Peterson will be the point person.

12. Adjourn: Kendhammer motion to adjourn, second by Bujan. Meeting adjourned at 5:18p.m. Motion carried unanimously.

Next Meeting will be held on July 20, 2021, at 4:00 p.m.