

MINUTES
BAY-LAKE REGIONAL PLANNING COMMISSION
EXECUTIVE COMMITTEE MEETING

August 10, 2007
Resch Center
1901 Oneida Street
Green Bay, WI

COMMITTEE MEMBERS PRESENT: Bill Clancy, Jaime Forest, Jim Gilligan, Valerie Mellon, Lois Trever, Yvonne Van Pembroke and Chuck Wagner

COMMITTEE MEMBERS ABSENT: Cheryl Maxwell

STAFF PRESENT: Rich Heath, Brenda Rehberg and Mark Walter

OTHERS PRESENT: Barb Fleisner (Green Bay Area Chamber of Commerce), Dan Hereth (Congressman Steve Kagen's Office), Chuck Lamine (Brown County Planning Commission), Derek Lord (City of Green Bay Economic Development)

1. Chairperson Jim Gilligan called the meeting to order at 10:12 a.m.
2. Jim Gilligan noted that Barb Fleisner's presentation (agenda item XI(B)) has been moved up on the agenda. **Moved** by Lois Trever and seconded by Chuck Wagner to approve the agenda. Motion carried, with all voting aye on a voice vote.
3. **Moved** by Yvonne Van Pembroke and seconded by Jaime Forest that the minutes of the July 13, 2007, Executive Committee meeting be approved. Motion carried, with all voting aye on a voice vote.
4. Chairperson Jim Gilligan asked if there was any public input; none was received.
5. Mark Walter presented the following communications to the Executive Committee:
 - (a) An article in the August 2007 edition of the Wisconsin Counties magazine written by Mark Walter. The article provided background information on the Commission and a summary of Commission work program activities.
 - (b) A July 21, 2007, article in the Door County Advocate noting the adoption of the *Town of Union 20-Year Comprehensive Plan* by the Union Town Board. The plan was prepared by the Commission.
 - (c) An article in the May 2007 edition of the WLIA Land Records Quarterly publication titled *Wisconsin Orthoimagery Task Force Created* (WOTF). The goal of the WOTF is statewide acquisition of digital orthoimagery in 2010. Co-Chairs of the WOTF include Josh Scheduler (Bay-Lake RPC), Andy Faust (North Central WI RPC) and Andrew Jennings (East Central WI RPC).
 - (d) An August 8, 2007, email from Roxanne Gray, Wisconsin Emergency Management (WEM) State Hazard Mitigation Officer, notifying the Commission that the *Brown County All Hazard Mitigation Plan*, prepared by the Commission, has been reviewed by both the Wisconsin Emergency Management and the Federal Emergency Management Administration (FEMA). FEMA commented that this plan was one of the best written plans they have reviewed to date. Mark Walter thanked Rich Heath for the work he did in preparing the plan.

(e) A “thank you” in the American Red Cross newsletter thanking the Commission for the donation of three custom designed county maps.

6. Mark Walter distributed and reviewed the following contract additions for approval:

BLRPC Approval Date	Organization	County	Contract Number	Budget			Work Element	Project	Comment	Period	
				Contract Amount	Contract Reimbursement	BLRPC Match				start	end
8/10/2007	WDNR	Region	07019-09	\$ 20,000	\$ 20,000	\$ -	2200	Midwest Decision Support Partnership		08/01/07	09/30/08
8/10/2007	WDNR	Region	07020-09	\$ 20,000	\$ 20,000	\$ -	2300	Ice Age Trail Implementation Plan		08/01/07	09/30/08
Total				\$ 40,000	\$ 40,000	\$ -					

Moved by Yvonne Van Pembroke and seconded by Lois Trever to approve the above contracts. Motion carried, with all voting aye on a voice vote.

7. Mark Walter reviewed the 2007 budget report with committee members including the Balance Sheet, Accounts Receivable Aging Summary, Profit & Loss Year-To-Date Comparison, Estimated Budget Revenues and Monthly Expense Report.

8. Mark Walter reviewed with committee members the Commission’s 2007-2009 Project Schedule. Jaime Forest asked what projects the Commission will pursue once the Comprehensive Planning projects are complete in 2010; Mark Walter responded that the Commission will shift its focus to implementation of comprehensive plans; natural resource, transportation, and economic development planning, to name a few. Jaime Forest asked if Commission staff have the flexibility to shift their focus on these various planning activities; Mark Walter responded that Commission staff currently demonstrates their flexibility with their current planning. Valerie Mellon commented that with the staff being so flexible it also makes them more valuable to outside agencies adding that it is important for staff to see that the Commission continues to find sources of funding past 2010 to know they have a secure future with the Commission.

9. Mark Walter reviewed with committee members the Commission’s 2008 Budget Revenues. Currently, the Commission has met its budget for 2007 and has approximately \$20,000 left to sign in contracts to meet its budget for 2008. The Preliminary 2008 Budget is scheduled for approval in September, with the final budget scheduled for approval in December 2007.

10. **Moved** by Jaime Forest and seconded by Chuck Wagner to approve Resolution 16-2007: Resolution of the Bay-Lake Regional Planning Commission adopting the *Town of Union 20-Year Comprehensive Plan* as part of the master plan for the region as the work of making the whole master plan progresses for the physical development of the region comprised of the counties of Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Oconto, and Sheboygan, in the State of Wisconsin. Motion carried, with all voting aye on a voice vote.

11. (A) Chuck Lamine, Brown County Planning Commission Director, gave a powerpoint presentation on the Brown County’s Comprehensive Plan recommendation of a model Traditional Neighborhood Development (TND) at the vacant 150 acre County Farm. Brown County is looking at developing the property to promote sustainable development practices and create neighborhoods that reflect a variety of income levels. Jaime Forest asked how Brown County is proposing to have a developer implement the TND; Chuck Lamine stated that Brown County would have a design standard for the developer to sign and follow and if they don’t they would be in breach of contract. Chuck Wagner asked if this approach was followed in the Baird Creek Park area; Chuck Lamine stated that the TND approach has not yet been done in Brown County.

(B) Barb Fleisner, Green Bay Area Chamber of Commerce Vice President of Economic Development, was present to discuss the Advance Program of the Green Bay Area Chamber of Commerce. Ms. Fleisner distributed information on the Advance Program and the services it offers throughout Brown County including: assisting existing business development; business attraction and recruitment; managing the business incubator; providing entrepreneurial assistance; addressing community development needs and implementing workforce development initiatives.

(C) Derek Lord, City of Green Bay Economic Development, provided committee members with a powerpoint presentation on the Military Avenue project and the Sustainable Greater Green Bay Initiative. With respect to Military Avenue, Derek Lord spoke about the improvements needed to attract people to the commercial area, the challenges, the city's involvement, the public planning process and the Steering Committee's recommendations. To date, progress includes understanding of the issues and desires of residents and businesses along Military Avenue, "Business Association" meetings, broad support, new development including Walgreen's, Starbucks/FedEx Kinko's and Burger King, and a possible Business Improvement District.

Derek Lord provided committee members with an update on the Sustainable Greater Green Bay initiatives and thanked the Commission for allowing Luann Rudolph to participate in the program. Mr. Lord stated that Luann Rudolph brings great enthusiasm to the program and her input is very valuable. The goals of the program in 2007 include energy efficiency awards; expanded CFL usage; rain barrel program; pharmaceutical collection drives, to name a few. Mr. Lord also discussed the implementation of these projects including the development of the subcommittees, support from WPS and public awareness.

(D) Mark Walter distributed a Brown County Planning and Grant activities map to committee members. This map provides a list of Brown County planning studies and grant assistance provided by the Commission from 1980-2007.

12. Mark Walter reminded committee members that two copies of the Commission's monthly activity report for July 2007 were mailed to all Commissioners as well as emailed to all county clerks in the region, and reminded committee members to share the July 2007 monthly activity report with their respective county boards.

13. Mark Walter distributed the bills and receipts to committee members. **Moved** by Bill Clancy and seconded by Yvonne Van Pembroke to approve the bills and receipts. Motion carried, with all voting aye on a voice vote.

14. (a) The next meeting of the full Commission will be September 14, 2007, at the Commission offices in Green Bay, WI

(b) The next meeting of the Executive Committee will be held in Florence County, WI on October 12, 2007.

15. **Moved** by Lois Trever and seconded by Jaime Forest that the Executive Committee adjourn. Motion carried, with all voting aye on a voice vote. The Committee adjourned at noon for lunch followed by a tour of Lambeau Field.

Respectfully submitted,

Brenda Rehberg
Recording Secretary