

## COMMITTEE-OF-THE-WHOLE MEETING MINUTES

June 15, 2010

**Mayor Daley** called the meeting to order at 7:37 PM.

**Members present:** Mayor Daley and Aldermen Miller, Slattery, Morgan, Nold, Larsen, Hall, Cochrane and Kohlenberg

**Staff present:** Gard, Kitsembel, Frye, Beguhn, Gallo, Lamp, Bednarski, Steinbach, Duffy, Roush, Sayre and Coenen

**Others present:** Atty. Chapman and Stan Sugden

**2. Downtown Revitalization – How Do We Move Forward?** Daley stated he had invited these individuals to speak as a follow-up on issues of development and rehabilitation of our downtown area.

**A) Participants Comments:**

- 1) **Maureen Stapleton** – Feels we need to get back to the basics, look at the past and figure out how to replicate for the future. Downtown needs staples, outside eating, housing and people walking. It needs to be visually appealing and lively. Feels the CDA does not have the “teeth” they were created to have. Impact fees penalize those who want to develop. Creative financing and Private/Public partnerships need to be offered as incentives to development.
- 2) **Ken Herro** – Stated he met with various individuals back in 2001 on downtown development and it is difficult to develop the downtown. He has designed 4 plans for development of his site across from City Hall and the last one had very little retail. Big developers say bring apartments, but the market rate needs to increase 40% in order to be financially feasible and parking is a huge anchor in a development. The City has too many layers of Committees and the City needs clear defined rules for the downtown. He suggested Council throw out the current code and start again. Developers need to know the rules before they spend money. Financing assistance is needed.
- 3) **Laurel Whelan** – Feels her comments reflect more personal input. Everyone needs to work together. Entrepreneurship is what makes it happen. Feels the City does not have a workable Master Plan and further, the City has too many plans created and too much money has been spent creating those plans. Suggested putting them together to see the bigger picture. The City needs to move toward being a sustainable community. Feels teamwork is the key, as other communities are accomplishing thriving downtowns.

Note: Jason Dvorak was invited to attend, but due to a conflict was unable to be here.

- B) Committee Discussion:** Daley asked the participants for their opinion on signage in the downtown. They responded that the City needs to take a hard look at our codes because businesses need to be visible. Committee asked for some specificity on rules. Participants responded height and setbacks. Stated developers need to know what the City expects for buildings from the lake to where the commercial district ends. Developments should be pedestrian friendly and the City should drive the developments, not the other way around. Too much fluctuation is in the rules.

Participants feel that downtown should be the anchor and heart of the City. People want a good strong central business district. The City needs to have someone get out there and start selling Oconomowoc. The City needs a liaison to work with the merchants. The City needs to step up with financing options as the banks are not giving loans. The reality is that no one can afford to spend money and get turned down. Committee stated they will do whatever it takes to welcome developers, our signage ordinance needs revising, CDA is more work for a developer and it should be empowered or abolished. The participants stated that the Community Center and Library should be expanded and the City should control the waterfront on LaBelle. Daley ended by commenting that the City is making progress in some of the areas that have been commented on in this session.

Motion by Cochrane to adjourn the Committee-of-the-Whole Meeting; second by Miller.  
Motion carried 8-0. The meeting adjourned at 8:30 PM.

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Diane Coenen, City Clerk