

Minutes of the Sixth Meeting
Racine County Comprehensive Plan Multi-Jurisdictional Advisory Committee

DATE: March 15, 2007

TIME: 6:30 pm

PLACE: Racine County Ives Grove Auditorium
14200 Washington Ave
Sturtevant, WI

Attendance:

Mary Kacmarcik, Committee Chair, Town of Waterford
Connie Mellem, Committee Vice-Chair, Village of North Bay
Don Charlier, Town of Norway
Rebecca Ewald, Village of Waterford
Brennan Kane, Village of Mt. Pleasant
Terrence McMahon, Town of Yorkville
Ron Meyer, Village of Mt. Pleasant
Brian O'Connell, City of Racine
David Pattengale, Village of Rochester
Phil Peterson, Town of Burlington
Tom Roanhouse, Village of Waterford
David Torgler, City of Burlington
Audrey Viau, Village of Elmwood Park
Mike Weinkauff, Town of Rochester
Tom Moes, SEWRPC
Dave Schilling, SEWRPC
Julie Anderson, Racine County Planning & Development
Kristen Lie, Racine County UW-Extension

Excused: Jim Celano, Town of Dover

1. Roll Call

Chairman Kacmarcik called the meeting to order at 6:33 pm. Roll call was taken by circulating a sign-up sheet.

2. Approval of February 15, 2007 meeting minutes

David Pattengale made a motion to approve the minutes of the previous meeting. Motion seconded by Terrence McMahon. Upon a voice vote, the minutes were unanimously approved.

3. Review of preliminary draft of countywide, return-mail, public opinion survey

At the suggestion of Julie Anderson, the preliminary draft survey was reviewed question by question. Much discussion followed about the draft survey. Main concerns included: whether respondents would answer the final question identifying their municipality; whether certain questions were too complex for the average citizen to understand; whether certain questions would result in pertinent and useful information. Numerous changes were also suggested to simplify and clarify the survey's language, and to provide more balanced responses. It was noted that the survey is intended to gather information about public opinions and results were non-binding. It was also noted that the survey could be used as a public education tool to increase citizen awareness of development issues in the county. Julie Anderson reminded the committee that the survey was only one of several public participation tools and only one initial piece of the three-year planning process. Connie Mellem also spoke briefly about the book: *The*

Natural Step for Communities (Sarah James and Torbjorn Lahti), which would be a good resource for committee members and the general public concerning sustainability in communities.

Discussion then followed about how to finalize the survey so that it could be sent by April 2, 2007. Julie Anderson suggested that Kristen Lie make the changes and e-mail the revised version to the entire committee, with the request that each member respond with either more comments for change or their approval. It was further noted that several members of the committee were absent. Ms. Anderson reported that all committee members had received two weeks notice of the meeting, and that only Jim Celano had called to explain his absence. It was agreed that only changes suggested by committee members who had attended the meeting would be made, unless the changes were significant. If a substantial change is proposed, the comprehensive planning team will determine how to proceed. A motion to accept the preliminary survey subject to changes and e-mail approval was made by David Torgler and seconded by Mike Weinkauff. Upon a voice vote, the motion was unanimously approved.

Kristen Lie reported that a response of 600 surveys would be statistically significant for Racine County, and provided a chart detailing how many surveys would be sent to each municipality, based on population. The chart also provided information about how many surveys needed to be sent in order to secure 600 responses, based on a 30% response rate, a 20% response rate and a 16% response rate. (16% - 20% is average for a mail survey.) A motion to send out 3,750 surveys was made by David Torgler, and seconded by Phil Peterson. Upon a voice vote, the motion passed unanimously.

Motion was made by David Lecus, and seconded by David Torgler, to send surveys to a random sample of registered voters in each municipality. Ron Meyer noted that voters are more civic-minded and therefore more likely to respond to the survey. The motion was unanimously approved by voice vote.

5. Other Business

Kristen Lie provided a draft of the Racine County comprehensive planning newsletter and asked for suggestions for newsletter titles. Tom Moes offered "Racine Horizons" and "Racine Outlook." David Torgler suggested "Smart Growth," and the committee agreed that the phrase was important and recognizable. Ms. Lie asked that committee members contact her if they had ideas for titles. Committee members were also asked to sign photo releases so that photos taken at MJAC meetings could be used in newsletters and other educational/public awareness material.

6. Determination of next meeting date

Julie Anderson announced that the next meeting would take place on April 19, 2007. The meeting will be held at the Racine County Ives Grove Auditorium at 6:30 – 8:30 pm.

7. Adjournment

On a motion made by Tom Roanhouse and seconded by Connie Mellem, the meeting was adjourned at 8:56 pm.