



Plan Commission Meeting Minutes December 17, 2019

3930 N. Murray Ave Village of Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 6:34 p.m.

2. Roll call.

President Allison Rozek	Aye
Trustee Jessica Carpenter	Aye
Leah Blankenship	Aye (arrived at 6:46 p.m.)
Eric Couto	Aye
Tim Hansmann	Aye
Therese Klein	Aye
Barbara Kiely Miller	Aye
Sangeeta Patel	Aye
Daniel Wycklendt	Aye

3. Statement of Public Notice.

Staff posted and publicly noticed the meeting according to local and state regulations.

4. Approval of November 12, 2019 meeting minutes.

Mr. Wycklendt moved to approve the minutes, seconded by Mr. Couto. Vote 8-0 to approve.

Ms. Kiely Miller asked if, during the discussion regarding the Christmas tree lot, there was any conversation about whether a fresh cut bare tree sitting in the parking lot was considered a religious holiday decoration or if it was yet to be determined. President Rozek stated there was no discussion about a bare tree being a religious decoration and that there is currently no policy regarding holiday decorations at the time but there could be next year.

5. a). Public Hearing: Consideration of Conditional Use Permit application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 275-1181-000.

President Rozek opened the public hearing at 6:37 p.m.

Planning Director Bart Griepentrog introduced the item per the memo that was provided to the Plan Commission.

With no further public comments the public hearing was closed at 6:42 p.m.

b). Consideration of Conditional Use Permit application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue in the Village of Shorewood, Milwaukee County, Wisconsin. TAX ID 275-1181-000.

Ms. Kiely Miller asked what percentage of the former Harley's space would be used. Mr. Griepentrog stated that about half of the space will be occupied. Mr. Griepentrog added

that the entryway will have to be modified to allow entry public access to the separate business space also.

Ms. Kiely Miller said condition number two states the use will not be injurious to the use and enjoyment of other property in the immediate vicinity. She said this condition came up when the Plan Commission approved the use for PowerCycle and that it appeared the noise levels would not rise above the noise level when the space was a retail space. Mr. Griepentrog said based on their application that is what the applicant has informed the Village of and if the Plan Commission felt noise was an issue sound proofing of the site could be a condition of the approval. President Rozek added that PowerCycle is a cycling studio with loud music and the proposed use sounds more like a personal trainer.

Ms. Kiely Miller also said that condition three deals with whether a use will have a negative impact on the diversity of the type of businesses located in the district and said that 15 to 20 years ago there were complaints that the Village had too many resale shops and now the joke is that there are too many salons and coffee shops. She said that recently applications were for therapy offices and fitness centers. She asked how proactive the Village Manager and BID Director were in recruiting different businesses, businesses that we don't have in the Village currently, and whether we injure existing businesses at the same time when approving too many similar uses. President Rozek said a better question could be whether we have a market for this number of particular businesses/uses and added that if the Village, CDA and/or the BID has conducted a market study on commercial units to see what we can support and that could guide future decisions.

Ms. Blankenship arrived at 6:46 p.m.

Mr. Griepentrog stated that the Plan Commission sees therapy offices and fitness businesses because they are conditional uses whereas permitted uses coming through the Planning and Development Department do not need their approval. He has not felt like he has seen an over abundant amount of applications for this type of use. To President Rozek's point a retail/market study has been discussed but has not been conducted at this point it would be on the applicant to understand if the market could absorb additional services and, if so, compete with others for clients.

Trustee Carpenter said that after reviewing the applicant's website she learned that the business is a scientific method based training and not like Orange Theory or PowerCycle adding that the trend in fitness is smaller classes and shorter time frames. She does not share the concern about having too many of the same businesses in the district because she feels that is what the market can support. She said other fitness business are hard to get into for a class so there is obviously a market for fitness businesses in the community. She also feels that we want to be a vibrant community where we are taking care of our residents and residents have places in the business district to go to take care of their health and for that she supports the use.

Mr. Wycklendt moved to approve the conditional use application to operate a fitness/personal training center at commercial property 3565 N. Oakland Avenue, based on meeting the conditions stipulated in 535-25C. Seconded by Mr. Couto.

Ms. Kiely Miller asked where the Plan Commission fits in overall planning moving forward and what their role would be. Mr. Griepentrog stated their involvement would be with the Comprehensive Plan update which will discuss land use issues and the zoning

chapter will be reviewed in conjunction with that. President Rozek added that with the comprehensive plan update the land use and zoning maps would be updated and reviewed and the Plan Commission placed that as one of their number one priorities.

Vote to approve 9-0.

6. Consideration of CDA/Village Board strategic goals and priorities survey on economic development and housing.

Planning Director Bart Griepentrog introduced the item per the memo that was provided to the Plan Commission. He explained he did receive two responses prior to the meeting and those responses were included in the memo. The previous deadline to complete the responses was January 15th and now the deadline has been pushed back to January 30/31st. The goal is to go through the questions and discuss with the commissioners their thoughts on responses as the Plan Commission as a whole. Mr. Griepentrog stated his intent was to go question by question and take some votes and have discussions and then to provide this back to the Plan Commission in January for confirmation. Mr. Griepentrog added that staff and trustees are submitting separate responses to the survey as well.

President Rozek suggested opening the questions up for discussion.

Economic Development Programs

Question 1. Would you like to give feedback on the Village's economic development activities and priorities?

President Rozek said that economic development is, in general, the growth of your economy. Mr. Griepentrog said that economic development common parameters are typically jobs and income, consumer activity and tax base. He added that the Comprehensive Plan economic chapter included aspects such as marketing, business assistance, façade improvement incentive, tax increment financing, business improvement district, infrastructure improvements, business recruitment and retention, comprehensive planning and neighborhood improvement programs. Under the current comprehensive plan, that is how the Village has defined economic development.

President Rozek said economic development should focus less on monetary subsidies and physical construction and more on market data and concentrate on a government entity generating marketing data from experts and regulation changes. She appreciates the efforts that have been done and feels the Village is doing great in regards to economic development. The Village is attracting development, has a strong market and high income.

Mr. Griepentrog asked if the Plan Commission wants to give feedback in general. President Rozek stated yes. Ms. Kiely Miller stated yes. Mr. Hansmann stated he answered no at the time because he didn't feel he had strong feelings of what would be different from the current comprehensive plan. Mr. Wycklendt said he was a no because after reviewing what the Plan Commission's role was he did not feel they should give feedback but could encourage or be a barrier to economic development by their decisions.

Ms. Kiely Miller said that the Plan Commission does have a role regarding land use and should provide feedback.

President Rozek said she feels very strongly that the Plan Commission should provide feedback and that from her perspective the Plan Commission has an 80% role in economic development whereas the CDA, who gives out money, has a 20% role.

Economic development falls into the hands of how you want your land use and zoning to attract development. The Plan Commission dictates how tall development can be, what it looks like, where it can go based on the zoning code.

Ms. Patel asked if we are providing the CDA guidance on how to spend money. She asked if through this survey the Plan Commission was to give the CDA feedback on what they are prioritizing so they can align with that. President Rozek said yes and that the Village Board is the ultimate deciding body but reaching out to other entities who impact economic development so you have a comprehensive view.

Mr. Griepentrog added that the survey was a joint effort between the Village Board and the CDA. While the CDA has a more monetary role the Village Board will seek recommendations from the Plan Commission on housing recommendations.

Mr. Couto said they have a responsibility to have their voices heard in this and that it seems inappropriate to not have a say.

Ms. Klein said the committees all need to be aligned.

Mr. Wycklendt agrees with the comments stated but said when he read the statement he initially read it as the Plan Commission would provide the initial direction.

The majority of commissioners stated yes.

Question 2. What do you think are the Village's greatest strengths when it comes to economic development?

President Rozek stated high income, strong and concentrated market, five minutes from Milwaukee (bedroom community), great natural amenities and low crime.

Trustee Carpenter said that the variety of residents (middle aged to seniors) is a strength.

President Rozek said the housing stock is diverse.

Mr. Griepentrog said the current comprehensive plan states strengths as a good business district, diverse and walkable blocks, proximity to Milwaukee, several activity generators and population density.

Ms. Patel questioned the high income part and said this is the most unusual place she has lived and usually you live in a tight income bracket based on what area you live because of the cost of housing. She also felt it is higher rental versus ownership in the Village which is unusual. President Rozek said if she was a commercial developer and wanted to build a high income residential unit or higher income grocery store the village has a higher income that could support those developments.

Mr. Griepentrog said additional ideas could still be submitted and he will compile responses. Mr. Hansmann asked if there was a limit to responses. Mr. Griepentrog said the CDA was looking for three.

Question 3. What do you think are the biggest issues or challenges facing the Village when it comes to economic development?

Mr. Griepentrog stated that three were offered prior, being high commercial rents, high density with no open spaces and, TIF capacity.

Ms. Klein asked about the occupancy rate. Mr. Griepentrog said that the report comes back between 7-11% but he hasn't reproduced the report recently. Mr. Griepentrog said the vacancy report's bug was the denominator that it was dividing by; square feet or

space. He didn't trust the number was worth discussing and we can physically see the vacancies.

President Rozek said when CDA began their economic development real initiatives it was vacancy but also more of the condition of the properties. We only have one business district so to track it you can see it and the efforts were more on property conditions and the configuration of the commercial district. The spaces are small and old and not as conducive which is what we are running into more so than vacancy rates.

Mr. Couto asked what the Plan Commission can do to make the spaces more conducive. President Rozek said that for any type of redevelopment you can change zoning regulations to make the first floor active area that the people may use. This makes your commercial district more active and vibrant.

Ms. Klein asked if rents are high here compared to other areas. Ms. Kiely Miller said that when she attended a CDA meeting a couple years ago the previous BID Director gave a report about what average rents were in Shorewood compared to other areas like Bayview. President Rozek said that locations are different and it depends on new space versus old space. She said it depends on what residents want to see here and Shorewood now has newer spaces. Rent is not high compared to other communities it is more about what you want in your district.

Mr. Griepentrog said the current Comprehensive Plan identified challenges as disconnection throughout the business corridors decreasing district walkability; lack of key neighborhood small businesses such as a bakery; narrow parcel widths leading to higher development cost and business type limitations; limited ability to diversify tax base with a built out community; deferred maintenance with multigenerational commercial ownership; underutilization of key commercial parcels; incorporation of sustainable redevelopment; inadequate parking and dependency on Milwaukee for vibrancy. President Rozek asked if this was written before the Metro Market was built. Mr. Griepentrog stated yes.

Ms. Patel said she read that in Shorewood we lose a lot of the daytime population. She said if it is true that is a weakness. President Rozek agreed.

Trustee Carpenter said she views Lake Michigan as a challenge as well because it takes up 50% of the Village's radius which cuts down on people who can shop, live and be in our community.

Ms. Klein added the idea of residents being able to open businesses in their homes to create that pool of entrepreneurship and maybe leading to opening a store front. Trustee Carpenter said there are some zoning restrictions (built above garage) and does limit entrepreneurial efforts.

Mr. Couto said parking concerns are some residents' concerns and the Village keeps giving variance after variance for parking and if we keep doing this the Village will begin to run out of parking availability. Ms. Patel said that she was researching parking and the new theories are that parking is going to be less necessary and parking decisions should be directed more towards structural or big changes that cannot be reversed easily. President Rozek said she feels there is no issue with parking and referenced Milwaukee that just lifted downtown parking restrictions recently. She felt the parking regulations in the village were outdated and need to be reviewed. Trustee Carpenter said as part of the transportation/traffic analysis this was one of the things they talked about. That with shared ridership and scooter and bike options there are more people not buying cars and using the shared services. Ms. Kiely Miller said this may be true who work and go to school in a limited radius but those who work out of the area this may not be true. She

said parking concerns are that parking in the commercial districts are infringing on the residences close to the district.

Mr. Wycklendt added taxes as a challenge.

Question 4(1). What is the most important thing the Village should start doing as it relates to economic development?

President Rozek said that regulations need to be reviewed and understood and see if there are any impediments.

Ms. Kiely Miller said zoning for commercial building height maximums and minimums should be reviewed (review the zoning map). Ms. Klein said that we should review what other communities are doing and make sure we are changing with the times.

Ms. Patel said that character is lost in Shorewood more so with design and that a review of aesthetic cohesiveness should be reviewed. Mr. Griepentrog said there are residential and commercial design guidelines that can be reviewed. She felt there should be more tight regulations with signage and parklets to have more uniformity.

Trustee Carpenter said the village should work to preserve what is left of charming buildings and if they are sold having the ability to preserve the front exterior is important to residents. Mr. Griepentrog said that those type of specifics would be unique to each business district and could be reviewed.

Ms. Kiely Miller said she agrees with having a uniformity of the facades in the business district and there should be a minimum investment in those facades.

Question 4(2). What is one important thing the Village does related to economic development which it needs to do better?

Mr. Griepentrog said a prior submittal suggested reviewing the façade grant program.

Ms. Patel said that the zoning chapter should be reviewed and fixed. Mr. Griepentrog said the chapter could be reviewed in its entirety but that is not currently being done. President Rozek said the zoning chapter is reviewed with the comprehensive plan updated but in a more general broad sense. Mr. Hansmann asked where traffic flow fits into this process. President Rozek said with the comprehensive plan and the traffic study/analysis that is underway.

Ms. Kiely Miller asked about the Central District Master Plan and the redevelopment sites it identified and if the Village should be actively recruiting a developer for the specific sites. President Rozek said that it is common in a redevelopment plan to identify underutilized sites and if they are ever redeveloped what it is that the village would like to see. The Village is not actively seeking any sites for redevelopment and the sites could be reviewed.

Question 4(3). What is one important thing the Village does related to economic development which it should stop doing?

Ms. Patel said that looking at parks for development and every space in the village for development and usage should be slowed down. Stop picking and choosing and feels like the village is becoming over utilized.

President Rozek said the CDA has paused recently because of that similar concern.

Trustee Carpenter referenced a recent story on NPR that detailed shrinking communities especially in the Midwest and how important social connections are and that is what makes residents happy and satisfied within their communities. She said it was important

in reference to the Village and how people connections are very important and how people can connect to the community more. Ms. Patel said she felt there were more opportunities to connect when there were less events and feels like now there are too many events. President Rozek said that events are linked to economic development because they bring in customers to the community and yet this practice may have an effect on social aspects in the village.

Ms. Klein mentioned that church memberships are declining and they have large parcels and big buildings that are underutilized and zoning could be reviewed to allow those spaces be more multi-use community spaces.

Trustee Carpenter added that one of her feedback to the BID this year was a calendar to better plan this coming year and to comprehensively look at all the calendars in the future.

Mr. Couto said he disagrees and said he enjoys all the events and can decide to go or not to go to an event and that he has never seen the volume of people out and about in the community like there is now.

Question 5(1). What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years?

Ms. Patel said a more cohesive village and if we are defining ourselves as a bedroom community to move more towards that type of community (example Cedarburg). President Rozek stated having a more cohesive unified character in the community through zoning and planning.

Mr. Wycklendt asked if it has to be decided if the village will be defined as a bedroom community. President Rozek said that if we are willing to look at what we are and if we would like to make a change then we look at the village vision and comprehensive plan and make changes there.

Ms. Kiely Miller asked what does a community do when there are conflicts of opinions and how do we move forward with different views taking into account the community pulse and values. President Rozek said you plan well and include as many voices as you can no matter the opinions.

Mr. Griepentrog said the current master plan which includes 29 different actions, some that have been accomplished and some not, could be reviewed.

President Rozek said her number one outcome would be to maintain the affordability of the Village. She said the diversity of residents is an aspect of the village that is valued and the range of affordability we have is important to keep the diversity of residents.

Trustee Carpenter said the number one topic she hears about is taxes and feels this is a budget challenge for the village and the school district. President Rozek said you work with the agencies that have a say over the taxes. Mr. Griepentrog said adding additional commercial development adds to the overall tax base also.

Mr. Wycklendt agreed with adding more restaurants/bars and people are walking around more because here are those restaurant establishment and events.

Mr. Couto asked about how the school is involved and what role they play. Mr. Griepentrog said they have been asked to fill out the survey. Mr. Couto said the school seems to be an integral part of why people live in the Village and what aspect the school plays in this conversation. President Rozek said every entity is important. She said in regards to economic development the school impacts taxes (affordability of your community) and the curriculum. Keeping the school district good makes people want to

live and stay in the community. Ms. Patel added there are zoning rules and other things that could be done to make the schools safer and more attractive. Mr. Couto said it is a gigantic entity that touches and affects everything. President Rozek said the village has no right to impact schools for economic development the focus with them is taxes and curriculum. Mr. Griepentrog said this sounded like more collaboration with the school district should be an addition to question 4.1 that asked what the village should be doing regarding economic development.

Mr. Wycklendt said things come back to taxes too and that in 2010 23% of residents had kids under 17 which meant that 77% were paying the taxes without kids attending the schools and asked what the increased taxes do to the community. Who is moving out and who is staying and what that does to economic development as a whole?

Ms. Kiely Miller said she has lived in the village for 30 years and never had kids but the payback is good schools supposedly keep your property value up, but the perception is that the schools are not as good as they used to be and their taxes are rising faster than the village government's and now people have choices about their children's school.

Ms. Patel asked if the purpose of the duplex conversion program was to increase single family homes and increase the number of children in the community. President Rozek said yes because the goal was to maintain the housing stock and the tax base and one way to do that is to keep your school full. For economic development, knowing there was a demand for it and the village could not accommodate it and we need to keep the tax base solid that was the reason for the program. The program is now frozen to evaluate if the need is still valid.

Ms. Kiely Miller said she heard from the previous village manager that Shorewood does not have enough homes with four bedrooms and as families grew in size they would relocate.

Ms. Patel said this goes back to what the village could do with things like allowing bedrooms/rooms over garages.

Mr. Couto added closing TIF to lower taxes.

Question 5(2). What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?

The Plan Commission broke for a short recess at 8:27 p.m.

The Plan Commission resumed the meeting at 8:34 p.m.

Housing Programs

Question 6. Would you like to give feedback on the Village's housing activities and priorities?

The majority of commissioners stated yes.

Question 7. What do you think are the Village's greatest strengths when it comes to housing?

Mr. Griepentrog said submitted responses he received prior to the meeting were the variety of architectural styles, mix of housing types, walkable neighborhoods in close proximity to the lake/river, parks/recreation and downtown, high percentage of owner occupied homes, good schools and good amenities within walking distance.

Mr. Couto said he thought Shorewood had a low percentage of owner occupied homes. Mr. Hansmann said that was his answer and that compared to his life in Berlin

Shorewood has a very high percentage. Mr. Couto asked how that compared to other communities. Mr. Griepentrog said on a unit basis not parcel basis all the rental units are in one parcel but in the neighborhood themselves they most likely have higher percentages. If we removed the two commercial corridors Shorewood is most likely in line with other communities and he would have to verify the statistics.

President Rozek said a strength is a broad range of affordability.

Ms. Klein said we have quality housing stock. President Rozek said the style is diverse also.

Trustee Carpenter said that when people are looking for a place to live they find value in sidewalks and street lights. There are few communities in the Milwaukee area that have sidewalks and streetlights and this goes back to that human connections and housing connection.

President Rozek said that short blocks and that housing is in close proximity to institutions, amenities and other uses.

Mr. Wycklendt said a strength is being close to downtown and is a huge attraction to living here; having the city feel with the safety of the suburbs.

Mr. Hansmann said the village is close to the lake. Ms. Klein added being close to the river, nature and work.

President Rozek added that because of the village's size the property maintenance is well kept. Ms. Patel said housing maintenance is spotty. Trustee Carpenter agreed.

Ms. Kiely Miller said that with taxes and the more that is paid to the village, the school and the state the less discretionary funds homeowners (seniors especially) have to maintain their residences. President Rozek said that could go to housing turnover and how fast houses turnover wondering if there is more or less turnover of the housing stock. Mr. Couto said that the conditions of the blocks and that they are tree lined and in good working order is a strength.

Question 8. What do you think are the biggest issues or challenges facing the Village when it comes to housing?

The submittals received prior to the meeting were that the taxes are too high, lack of open lots to build on, limited housing options and not enough single story residences.

President Rozek said housing affordability and the lack of senior affordable housing. Ms. Patel agreed with affordability and if the taxes keep increasing she sees more wealthy families moving in to be able to afford the house and the taxes. There will be a shift in the diversity of the population.

President Rozek said that as seniors are on a fixed income and taxes keep rising they may not be able to afford their single family homes. So there needs to be residences that are accommodating both physically (easy mobility) and affordable. Mr. Couto said as seniors age out of their homes and want to move he questioned how big the generation behind the current seniors is and if we build more senior housing will it be utilized properly. Ms. Klein said perhaps smaller footprint homes would be an option.

President Rozek said without affordable senior housing the village will not attract senior/elderly from other communities.

Ms. Patel asked if Harbor Chase and The Oaks are affordable. President Rozek said no.

Ms. Kiely Miller added to keep in mind that Harbor Chase is assisted living and memory care and The Oaks is for active seniors but that when seniors are looking for housing Shorewood is often deemed too expensive so there needs to be options for seniors.

Mr. Couto said that with no more vacant lots and thinking of the housing stock most homes are two story and wondered how other villages have made it work with a housing stock that is a hundred years old. President Rozek said that often for senior housing that is affordable it is going to require some form of subsidy. Ms. Patel asked if there are village funded resources that assist seniors in how to retrofit and make their home more senior friendly. President Rozek said yes the Senior Resource Center and fire department have resources.

Mr. Wycklendt said the focus should be on how to keep seniors in the community and that is related to taxes, lack of amenities and affordability.

President Rozek said the market is going to be the market and Shorewood has a strong market and values are high and taxes may go up and those who can afford will stay and those who cannot will move. She said that is why planning is important and why values are important and if a value like keeping the diversity of your population is important then it has to be realized that housing for that population is rarely not subsidized. She said that is a government value that comes from planning and it has to be asked if that is a value of Shorewood. She said she believes it is a value important to the community and beneficial to subsidize a senior housing project to allow seniors to age in place.

Ms. Kiely Miller said it could be beneficial to have a program to turn apartments or duplexes into condominiums, making them more affordable living.

Trustee Carpenter said affordability is not unique to Shorewood and is more of a nationwide issue that housing has become unaffordable with housing values at pre-2008 values and incomes not rising at the same rate. There are more global economic issues that are factors too. President Rozek said there are two factors the housing cost and the tax cost.

Ms. Kiely Miller said that when looking at Shorewood taxes compared to other municipalities that is where the village and school district can work to make the village more competitive.

Ms. Patel said she has heard concerns that home values will decrease based on school reputation also.

Question 9(1). What is the most important thing the village should start doing as relates to housing?

Two prior submittals were to find a location and way to bring housing costs down (assistance to turn duplexes into condos or attracting developers to redevelop a site for affordable housing) and focus on single family starter homes/affordable housing.

President Rozek said to stop subsidizing market rate housing.

Ms. Patel said to have more regulations when housing abuts the commercial district. President Rozek said depends who buys. Ms. Klein said some like to live near commercial district. Mr. Couto said similar to complaints when you live next to UWM because of noise but should know there would be issues. Ms. Patel said if we expect people to live in their homes and have less turnover, the change of conditions need to be looked at. Mr. Couto added that with how much the village has changed in the last 7-8 years neighborhoods could be completely different and we are living in an adjustment period.

Ms. Kiely Miller added that with a zoning code that allows four stories and exceptions given to exceed that, perhaps the code needs to be reviewed going forward to see if it still makes sense. President Rozek said to stop going against existing regulations.

Ms. Patel said when considering major changes that housing and economic development are viewed equally.

Question 9(2). What is the one thing the Village does related to housing which it needs to do better?

Two prior submittals were to stop nickel-and-diming residents (example, can the cost for things like sidewalk replacement come out of general funds rather than assessing homeowners and finish the sewer work in the southeast side of the village) and to balance the assessment values for property versus improvements.

Question 9(3). What is one thing the Village does related to housing which it should stop doing?

Two prior submittals were to stop subsidizing luxury housing and instead provide grant or low-cost loans to seniors who would like to stay in their homes and stop allowing developers to go beyond village plans for height or other aspects when it is just apartments/condos.

Question 10 and question 11 relating to housing outcomes and housing communication were not discussed due to time restraints.

7. Update on 2020 Census Complete Count Committee activities.

Mr. Griepentrog provided an update in the materials given to the Plan Commission and noted that the Village will be ramping up communication and marketing of the census next year. Several commissioners attended the training that was offered by the Census in recent months. Activities that were pledged to participate in were outlined in the memo such as organizing displays at voting stations and the library has offered a display board in February. A notice was mailed with tax bills also informing residents about the Census. Volunteers will be requested as other activities arise such as informational booths at various events. President Rozek added that the ICC feels the census is one of the most important things a municipality can do because it is critical for resource distribution and important for funding to have the most accurate numbers as possible. Mr. Griepentrog stated as the Census gets closer there will be more opportunities to participate and help in promotion.

8. Schedule next meeting.

The next meeting would be scheduled for January 28, 2020. Mr. Griepentrog explained that he had a scheduling conflict with the February 25th meeting date and suggested moving the meeting to February 18th should a meeting be necessary. Ms. Kiely Miller stated the 18th is voting day in Shorewood if a primary is needed. Mr. Griepentrog stated he would plan for the 19th or the 25th if a meeting is needed.

9. Future agenda items.

President Rozek added her request to review the zoning code as part of the comprehensive plan update.

10. Adjournment.

Mr. Couto moved to adjourn the meeting at 9:26 p.m., seconded by Mr. Wycklendt. Vote to adjourn 9-0.

Recorded by,

A handwritten signature in blue ink that reads "Crystal Kopydlowski". The signature is written in a cursive, flowing style.

Crystal Kopydlowski
Planning Department Administrative Clerk