



Approved

**MINUTES**  
**CITY OF DUBUQUE LONG RANGE PLANNING ADVISORY COMMISSION**  
**REGULAR SESSION**

5:30 p.m.

Wednesday, May 18, 2011  
City Council Chamber, Historic Federal Building

**Commissioners Present:** Chairperson Jim Prochaska; Commissioners Alan Vincent, John Pregler, Chad Darter and Charles Winterwood.

**Commissioners Excused:** Commissioner Richard Van Iten.

**Staff Members Present:** Laura Carstens and David Johnson.

**CALL TO ORDER:** The meeting was called to order by Chairperson Prochaska at 5:30 p.m.

**CERTIFICATION OF COMPLIANCE:** Staff presented an Affidavit of Compliance verifying that the meeting was being held in compliance with the Iowa Open Meetings Law.

**MINUTES:** Motion by Winterwood, seconded by Darter, to approve the minutes of April 20, 2011, as submitted. Motion carried by the following vote: Aye – Prochaska, Pregler, Darter and Winterwood; Nay – None.

**ITEMS FROM COMMISSION:**

Presentation on Dubuque 2.0: Eric Dregne, Vice President of Programs with the Community Foundation of Greater Dubuque, presented the Dubuque 2.0 initiatives. He explained Dubuque 2.0 is similar to Envision 2010 sponsored by the Chamber and the Community Foundation of Greater Dubuque.

Commissioner Vincent arrived at the meeting at 5:33 p.m.

Mr. Dregne reviewed funding supports and engagement efforts for Dubuque 2.0. He explained the partnerships with Dubuque 2.0 and their initiatives. He discussed their sustainability goals. He reviewed the participation with the steering committee, and reviewed the Dubuque 2.0 mission. He emphasized the objective is to obtain and share information about sustainability. He reviewed survey data compiled for their sustainability initiatives. He noted the intent is to compile data annually to measure impacts and see if their efforts result in behavior changes. Mr. Dregne reviewed engagement opportunities, including their website. He noted the website has a carbon footprint calculator and sustainability game. He explained tool kits are available for underserved and non-internet communities. He noted the outreach and social media marketing as an engagement opportunity. He explained Dubuque 2.0 future projects. He noted they will be developing a

metrix for the City's 11 sustainability principles in cooperation with Sustainable Dubuque. He noted they will be working on a project to provide free energy audits for non-profit agencies. He explained Dubuque 2.0 is part of the Green and Healthy Homes Initiative.

The Commission discussed ways to inform and educate people, especially the young, using the dashboard and games on the website. The Commission questioned whether there was any data on crossover and participation between people following the games versus the website itself. Mr. Dregne reviewed the results of people playing the game and doing the Water Pilot Study. He noted both were about 50% while the overall engagement was about 30%. He noted engagement will pick-up as people save money using sustainable practices and realize higher savings. He explained travel and gas prices are another area that they are looking at. Commissioners discussed incentives and savings being discussed at the Business Consortium for Real Money. He felt these opportunities and cost savings that businesses are achieving will attract more people.

The Commission discussed where finances are addressed by the school district. Mr. Dregne noted the financial literacy program that is under development within the Dubuque Community Schools. He noted that Dubuque 2.0 is available to help that effort. Commissioners discussed improving student and youth awareness. Mr. Dregne noted the Green Vision Education Program in the schools seeks to do that.

Commissioners asked about participation in the community. Mr. Dregne explained the number of people logging on to the website has grown from 300 to 1,000 people. He compared the results to Envision 2010 and noted that Dubuque 2.0 is more complicated to get people engaged, but they are off to a good start.

Commissioners asked about staffing at the Community Foundation for Greater Dubuque. Mr. Dregne explained that staffing and programs at the Foundation. He noted he has AmeriCorps workers for a year's amount of time. Staff Member Carstens asked if Dubuque 2.0 can assist the Long Range Planning Advisory Commission and Smart Planning Consortium to improve engagement in the planning process. Mr. Dregne welcomed the opportunity to work with the Commission and Smart Planning Consortium and help provide similar tools to engage the community. He noted the importance of a top-down approach rather than a government driven approach to engagement. He explained grassroots choice-driven processes motivate participation and action. The Commission discussed the importance of social media and web-based formats to reach young people in the city of Dubuque Long Range Plan Comprehensive Plan Update process.

The Commission thanked Mr. Dregne for his time.

## **ACTION ITEMS**

Smart Planning Consortium: Staff Member Carstens reviewed updates to the Smart Planning Consortium schedule. She requested the Commission wait to review and comment on the revised draft of the Community Facilities/Services and Transportation

Chapter of the regional plan until the June meeting because these chapters are being updated. She noted many of the Commissions previous comments on the initial draft of the chapter were included. The Commission did not have any additional comments or suggestions. Staff Member Carstens noted the next Consortium meeting dates and times.

Update of Dubuque's 2008 Comprehensive Plan: Chairperson Prochaska introduced Jennifer Bahls, Intern for the Planning Services Department, and thanked her for her efforts.

Staff Member Carstens reviewed the outline for the update of the Dubuque Comprehensive Plan and noted it includes Iowa Smart Planning principles, the Dubuque City Code, and the 2008 Dubuque Comprehensive Plan components. She requested the Commission review the format and discuss suggested changes or additions.

The Commission discussed the appropriateness of having the Future Land Use Map included twice in the updated Comprehensive Plan. The Commission discussed having a map in the appendix of the document. The Commission and staff discussed using the Future Land Use Map in the Introduction and Overview section of the plan update as a basic introduction and explanation of the land use map and how it relates to the Comprehensive Plan text. The Commission noted the Future Land Use Map section under the Physical Environment section can explain in greater detail the land use designations. By consensus the Commission agreed it is appropriate to include the two Future Land Use Map sections in the update of the Comprehensive Plan.

The Commission next discussed whether the Community Facilities and Community Character sections should be included under the Economic Environment category. The Commission noted the two are different issues, and it would be best if they were separated out into different components of the plan. The Commission noted that Community Facilities issues would be best addressed under the Physical Environment category. The Commission and staff discussed Community Characteristics proposed in the Introduction and Overview of the outline as well as a separate section for community character as proposed under the Economic Environment category.

The Commission and staff discussed the similarities and differences. By consensus, the Commission agreed that Community Facilities should be located under Infrastructure, and Utilities Policy Statement under the Physical Environment category. By consensus, the Commission agreed the Community Character Policy Statement should be included with Characteristics under the Introduction and Overview of the Comprehensive Plan Update outline.

The Commission next discussed whether the plan needs to address the Emotional and Spiritual Environment as noted in the City Code definition for the Comprehensive Plan. The Commission stated each has a role in the updated Comprehensive Plan; however, they would be better located elsewhere. The Commission discussed where to place the

Emotion and Spiritual Environment, noting each are better addressed as separate issues. By consensus, the Commission agreed the Emotional Environment should be addressed under the Health Element, and the Spiritual Environment should be addressed under the Diversity Element.

The Commission next discussed the format for the Transportation Element as it relates to other master plans and how it should be represented. Staff and the Commission discussed other important planning documents, such as the Dubuque Metropolitan Area Transportation Study, Long Range Transportation Plan and the Airport Master Plan. The Commission and staff discussed whether it would be more appropriate to reference the documents within the plan or include them in an appendix. Staff Member Carstens noted a resources page referencing the documents may also be helpful. The Commission and staff discussed the opportunity to reference the documents within the plan and the ability to link to those documents for electronic versions of the Comprehensive Plan. By consensus, the Commission agreed they preferred to reference the documents within the hard copy version of the Comprehensive Plan update, and embed links to the documents in the electronic version of the Plan.

#### **LIAISON/SUBCOMMITTEE REPORTS**

Enterprise Zone Commission: No report.

#### **ITEMS FROM STAFF:**

City Council Liaison/Vacancy: Staff Member Carstens explained the City Council recently adopted an ordinance replacing the Long Range Planning Advisory commission City Council Liaison member with a citizen member. She noted the City of Dubuque is currently in the process of advertising the position and noted the Commission members may recruit potential candidates; however, staff may not.

The Commission discussed ideal candidates to include in the search. The Commission noted reaching out to women's organizations may help identify a female candidate to serve on the Commission. The Commission recommended a School Board member or administrator to serve on the Commission. The Commission noted it would be an ideal opportunity to improve coordination between the City and School District for facilities and long range planning and development. Staff Member Carstens recommended the Commission request the School District be asked to make a presentation at a future meeting regarding their facilities planning efforts. Commissioner Vincent noted he has already spoken to a couple of School Board members about the opportunity to serve on the Long Range Planning Advisory Commission.

Motion by Vincent, seconded by Pregler, to request a Dubuque Community School District representative present their facilities plan to the Long Range Planning Advisory Commission once it is completed. Motion carried by the following vote: Aye – Vincent, Prochaska, Pregler, Darter and Winterwood; Nay – None.

Minutes – Long Range Planning Advisory Commission

May 18, 2011

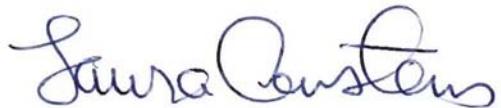
Page 5

The Commission again discussed seeking out a female or minority person to serve as the new Long Range Planning Advisory Commissioner.

Motion by Pregler, seconded by Winterwood, to send a letter to City Council respectfully requesting that they give strong consideration to gender equality and diversity when considering applicants. Motion carried by the following vote: Aye – Vincent, Prochaska, Pregler, Darter and Winterwood; Nay – None.

**ADJOURNMENT:** The meeting was adjourned at 7:20 p.m.

Respectfully submitted,



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Laura Carstens, Planning Services Manager

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Adopted—June 15, 2011

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