

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

5:30 p.m.

Wednesday, March 25, 2019

City Council Chamber, Historic Federal Building

**Commissioners Present:** Chairperson John Pregler; Commissioners Ron Collins, Charlie Winterwood, and Michael Wright.

**Commissioners Excused:** none

**Commissioners Unexcused:** Alan Vincent

**Staff Members Present:** Laura Carstens and Chris Happ Olson.

**CALL TO ORDER:** The meeting was called to order by Chairperson Pregler at 5:35 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 Wright, seconded by Collins, to approve the minutes of the February 25, 2019, meeting as submitted. Motion carried by the following vote: Aye – Collins, Pregler, Winterwood, and Wright; Nay – None.

**WELCOME:**

Chairperson Pregler and Staff Member Carstens welcomed newly appointed Commissioner Tyler Stoffel, who was present in the audience, and invited him to step forward. Mr. Stoffel stated his interest in getting involved, and his background as a former journalist. He stated this is the first time he has become involved in government. Chairperson Pregler noted that this is a good time to join the Commission as it works to implement the Comprehensive Plan, as the Commission and City are learning during the process.

**PUBLIC HEARINGS:** None.

**ACTION ITEMS:**

Implementation of the Imagine Dubuque Comprehensive Plan:

Chairperson Pregler introduced the memo and updated the Commission on the process, including continuing meetings with the City Manager and request for a work session between the Commission and the City Council. He stated that the challenge is to engage the City Departments, City Boards and Commissions as well as the public.

The hiring of Teska Associates to help implement the plan is a key strategy to help follow the Call to Action.

Staff Member Carstens referred to the budget memo and informed the Commission that City Council has approved a \$20,000 budget for FY 2020, extending the Teska Associates contract for the Implementation of the Comprehensive Plan for an additional year. Of that, \$5,000 is reserved for marketing to help educate the public.

Chairperson Pregler added that this allows the City to develop a framework and process for the implementation, and that outreach follows the steps of framework and process. He stressed the importance of building the tools and framework being developed to help manage the process.

Commissioner Collins asked if Teska is subcontracting the marketing component, to which Staff Member Carstens replied it would be a mix of both the City's and Teska's responsibility. She clarified that the City's role is production, while Teska develops content and framework during the process.

Chairperson Pregler asked staff for an update on the City organizational side of the process. Staff Member Olson provided an update on the development of internal communication systems, outreach to partners, and development of the systems for collecting and managing data. She stated that in order for our Technical Team, which includes representation from the Commission and the Resiliency Commission as well as outside organizations to be prepared, there needs to be background work prior. That work has included the development of a Communication Systems working group for both internal communication and outreach. The creation of a Data Types working group helps with identification, collection and integration of data systems. This in turn helps us to address the plan's Call to Action's categories, subcategories and individual recommendations. She stated that we are using the Socrata open data collection system within the City, the STAR community rating indicators, and drawing on other partners' data systems to inform the process.

Staff Member Carstens added that the Equity Indicators align with each of the City Council goals. She mentioned that staff will arrange a demonstration in April on the open data and communication systems.

Chairperson Pregler shared that at the Data Types meeting it was determined that Microsoft SharePoint was an ideal platform to use for collecting information and managing communications for the plan's implementation. This can help us manage the reporting dashboards and organize the information.

Chairperson Pregler stated it was suggested that we utilize one subcategory to model to demonstrate what the systems can do and if it works, then we can build out for each category of the plan. He suggested using Food (referring to the Call to Action page 10.13) as a mockup of how the SharePoint site can work as a management tool. Food has action items, interest from the community, working partners, and data available. Information Services Manager Chris Kohlmann started building out this section to show what is possible.

Commissioner Winterwood suggested outreaching to the Community Board of Health which is leading the Community Health Planning and Assessment which would be a good partner with synergy. Additional suggestions were Dubuque Eats Well and the Dubuque Food Policy Council as potential partners. Discussion followed, including a consensus among Commissioners to use Food as a model for the SharePoint site.

General discussion followed regarding the capabilities of the SharePoint site and the complexities of engaging external partners and the Collective Impact Model. Chairperson Pregler stressed that it is a long-term plan, and that we should not expect to take on all parts of the plan immediately.

Staff Member Carstens informed the Commission that Chairperson Pregler is taking the lead with engaging the City Manager in the process, and that a schedule is being developed for updates through the year. Chairperson Pregler relayed that the City Manager stressed the importance of:

- Respecting the policy and priorities role of City Council;
- Respecting the City Manager form of government, with the Commission in an advisory role, understanding the City Manager is in tune with departments, City Council and the budget; and
- Ensuring that the Commission request is practical and actionable.

Discussion of the potential work session followed.

**ITEMS FROM PUBLIC:** None.

**ITEMS FROM COMMISSION:** None.

**ITEMS FROM STAFF:** None.

**ADJOURNMENT:** Motion by Winterwood, seconded by Collins, to adjourn the March 25, 2019 Long Range Planning Advisory Commission meeting. Motion carried by the following vote: Aye –Winterwood, Wright, Collins, and Pregler; Nay – None.

The meeting adjourned at 6:25 p.m.

Respectfully submitted,



Laura Carstens, Planning Services Manager

04-17-19

Adopted